



A PARADIGM SHIFT

CONTENT

Corporate Overview

- 01** Our Mission and Vision 2020
- 02** Corporate Information
- 04** A Paradigm Shift
- 06** The World of APL APOLLO
- 08** Customer is King
- 10** Highlights
- 12** Letter from The Chairman
- 14** Q & A with Managing Director
- 16** Board of Directors
- 18** Aspiration Shifts Towards Becoming Global Leaders
- 20** Focus Shifts to Innovation and Value Addition
- 22** The Turf Shifts from Commodity to Branded Products
- 24** The Goal Expands from Mere Economic to Social and Environmental Performance

Management Reports

- 26** Management Discussion and Analysis
- 42** Business Responsibility Report
- 48** Directors' Report

Financial Statements

- 82** Independent Auditors Report on Standalone Statements
- 88** Standalone Financial Statements
- 125** Independent Auditors Report on Consolidated Statements
- 130** Consolidated Financial Statements

Warehouses-cum-branches



OUR MISSION

TO LEAD THE PROCESS OF TRANSFORMATION FROM COMMODITY TO VALUE ADDED CONSUMER PRODUCTS

TO LEAD THE PIPE USAGE SEGMENT AND EMERGE AS A 'ONE-STOP-SHOP' FOR LARGEST SPECTRUM OF STEEL TUBES

TO MEET CONSUMER REQUIREMENT WITH HIGH QUALITY PRODUCTS, AT COMPETITIVE PRICE

TO CREATE SUSTAINABLE VALUE FOR ALL STAKEHOLDERS

2.5
MILLION
MTPA

An integrated mix of well-defined strategies with tangible targets for long-term sustainable development



VISION 2020

Our Vision 2020 is built on four pillars: Building and nurturing a high performance team through attracting, developing and retaining the best talents. Becoming the undisputed market leader through exceptional customer service, Exploiting the current business opportunities and Exploring new avenues to maximize revenues. At APL APOLLO, we have formulated a long-term growth strategy to cash on the benefits from favorable economic factors by augmenting our capacity from the existing 1.3 to 2.5 Million MTPA by financial year 2019-20. We continue to rigorously work towards implementing our long-term integrated business plans to achieve our vision of creating a global company and manufacturing branded products through

sustainable business practices. While our vision includes augmenting production capacity, it also focuses on enhancing our technical capability, harnessing the business potential in untapped markets through value-added customized products and focusing on building 'APL APOLLO' as the most trusted and sustainable brand. To achieve this vision, we have adopted the latest technologies such as Direct Forming Technology (DFT). We are also upgrading our existing production lines and are focused to attain higher EBITDA per ton margins with the implementation of high-end DFT technology. Further, we aim to strengthen our financial position in the organization by becoming debt-free and further reducing working capital cycle by financial year 2019-20.



Chief Financial Officer**Shri Deepak Kumar Goyal****Company Secretary****Shri Adhish Swaroop****Auditors****Statutory Auditors**

Deloitte Haskins & Sells LLP
7th Floor, Building 10, Tower B,
DLF Cyber City Complex,
DLF City Phase - II, Gurugram,
Haryana - 122002

Cost Auditors

R. J. Goel & Co., Cost Accountants
31, Community Centre,
2nd Floor, Ashok Vihar, Phase - I,
Delhi - 110052

Secretarial Auditors

Anjali Yadav & Associates,
Company Secretaries
102 & 104, 18/2, Jain Bhawan,
W.E.A. Pusa Lane, Karol Bagh,
New Delhi-110005

Internal Auditors

Shankar Singal Associates,
Chartered Accountants
407, Sethi Bhawan, Rajendra Place,
New Delhi, Delhi-110008

Bankers

State Bank of India
Union Bank of India
HDFC Bank Limited
Axis Bank Limited
HSBC Bank Limited
Yes Bank Limited
IDFC Bank Limited
DBS Bank Limited

Works**Unit-I**

A-19 and 20, Industrial Area,
Sikandrabad, Distt. Bulandshahar,
Uttar Pradesh - 203205

Unit-II

No.332-338, Alur Village
Perandapalli, Hosur,
Tamil Nadu - 635109

Unit-III

Village Bendri, Nandanvan Road, Near
Urla Industrial Area, Raipur, Chattisgarh
- 492001

Registered Office

37, Hargobind Enclave,
Vikas Marg, Delhi - 110 092

Corporate Office

36, Kaushambi,
Near Anand Vihar Terminal, Ghaziabad,
Delhi-NCR - 201010

Registrar and Share Transfer Agent

Abhipra Capital Limited
A387, Dilkush Industrial Area, G.T.
Karnal Road
Azadpur, Delhi - 110 033

Subsidiaries Plant Locations**Apollo Metalex Private Limited**

A-2, Industrial Area,
Sikandrabad,
Distt. Bulandshahar,
Uttar Pradesh - 203205

A-25, Industrial Area, Sikandrabad,
Distt. Bulandshahar,
Uttar Pradesh - 203205

Shri Lakshmi Metal Udyog Limited

No. 9 to 11,
KIADB Industrial Area
Attibele, Bengaluru,
Karnataka - 562107

Lloyds Line Pipes Limited

Plot no. M-1,
Additional MIDC Area
Murbad, Thane,
Maharashtra - 421401



A PARADIGM SHIFT

We have seen a strong paradigm shift across our business operations over the last few years, driven by the optimization of various aspects of our business model. As a leading Indian manufacturer of steel tubes and hollow sections, APL APOLLO has marked its presence in the industry with an impressive Compound Annual Growth Rate (CAGR) growth of 32% in capacity, 32% in production

and 36% in revenue over a ten-year period of 2006-07 to 2016-17. Right from strengthening the product portfolio with the addition of new product patents, expanding capacity across established and newer marketplaces, strengthening foothold in newer markets to a healthy pick-up in performance from OEMs and Exports, the Company has grown leaps and bounds.



A GAME CHANGER IN INDIA

625+
DEALERS

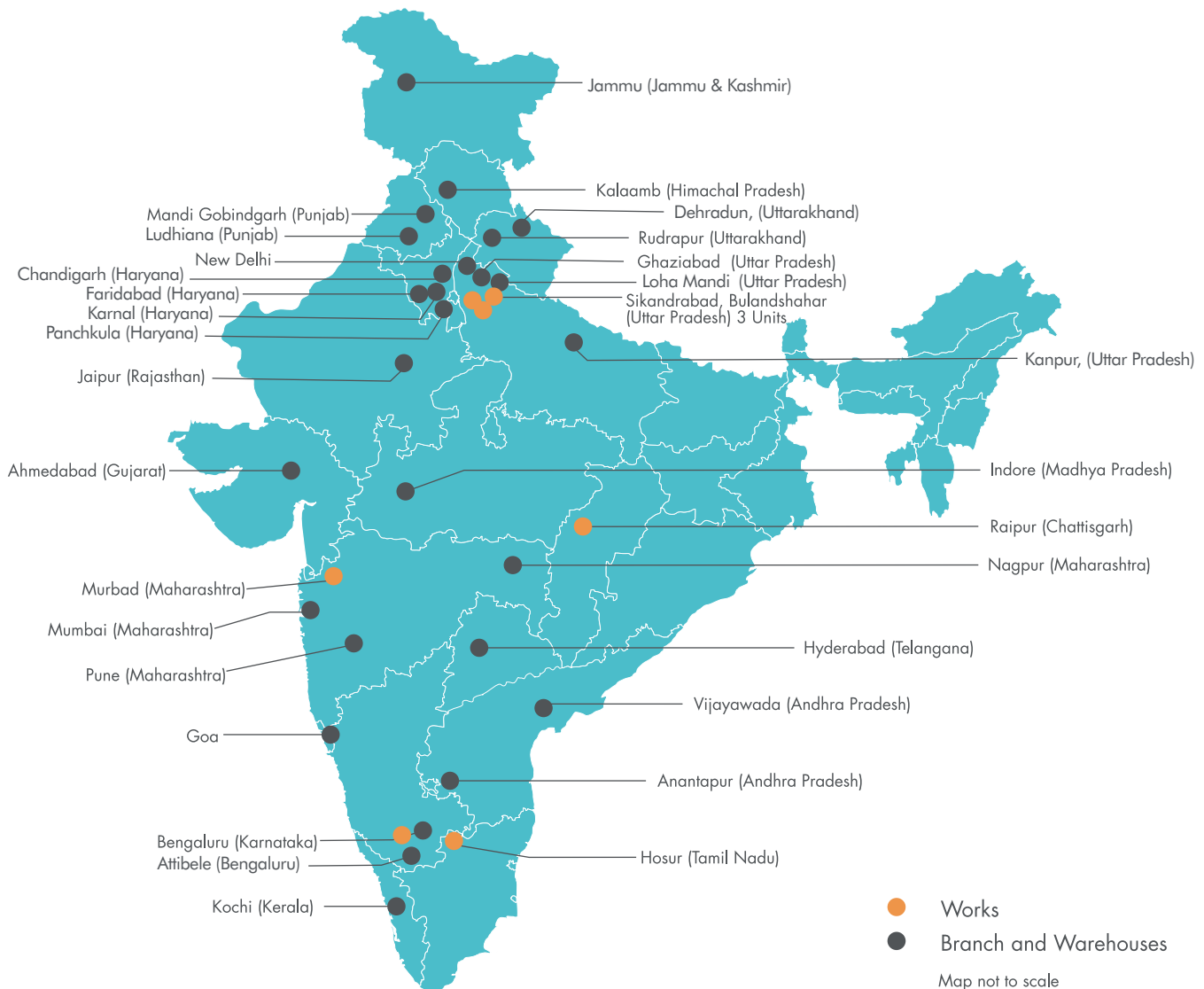
40,000+
RETAILERS

300+
TOWN & CITIES

During the year, we started commissioning a Greenfield plant at Raipur, which will be fully operational by September, 2017. With this, we have accomplished our long cherished dream of setting up pan-India manufacturing footprints. While crossing the one million tonne capacity benchmark in the financial year 2016-17, we asked ourselves 'WhatNext'! The answer was to transform from one of the world's largest to one of the world's best steel tubes manufacturing company. To achieve the same, "A PARADIGM SHIFT" is what was required. Hence, our business strategies revolved around approaching business from the viewpoint of sustainability, providing cost-efficient branded products at competitive price, capability building to leverage steel for building a better world, amalgamating innovative technology with the best of breed human talent, creating a melting pot of human ingenuity and

the potential ways in which steel can enhance lives, as well as an overhaul of the organizational framework from the standpoint of governance, risk management and value creation. Alongside another superlative business performance bearing CAGR growth of 22% in revenue and CAGR growth of 21% in net profit over a five year period of 2011-12 to 2016-17. The year gone by was equally defined by the various tenets of this paradigm shift. With a sharper focus on realizing our Vision 2020, we would parallelly be shaping our PARADIGM SHIFT, swiftly and steadily!

THE WORLD OF APL APOLLO



ACHIEVEMENTS

Launched color coated pipes for the first time in India

Launched new product, Brand "Apollo Coastguard", specially designed for the coastal regions

Introduction of the latest DFT (Direct Forming Technology in India) and upgrading existing lines

APL APOLLO has won the "Fastest Growing Manufacturing Company" award at the IPF Industrial Excellence Awards

KEY CUSTOMERS

INFRASTRUCTURE

Delhi Metro, Mumbai Metro, Bengaluru Metro, Hyderabad Metro, Kolkata Metro, Kochi Metro and Jaipur Metro, L&T, Gammon, Afcons, BL Kashyap, CPWD, GMR, Engineers India, MHADA and ACE among others



POWER AND GAS

BHEL, HP, IGL, Gujarat Gas, BP, Suzlon, MRPL, NTPC, Cairn Energy, Mahindra and Susten among others



PRE-ENGINEERING

Zamil, Kirby, Tigar, Pennar and many more



CORPORATES

Adani, Reliance, Ashok Leyland, Tata, DLF, SAIL and many more



DIVERSIFIED PRODUCT PORTFOLIO

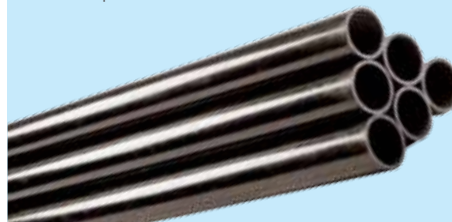
HOLLOW SECTIONS

Infrastructure fabrication, construction, machinery and furniture



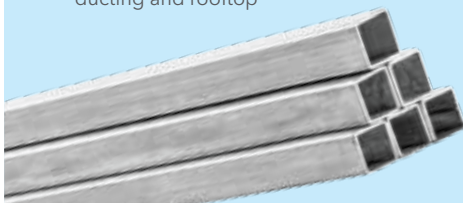
MS BLACK ROUND

Engineering structural water and sewage, fire protection and automobiles



PRE-GALVANIZED

Electric conduit pipes, fencing, cabling, ducting and rooftop



GALVANIZED TUBES

General engineering, underground piping and agriculture





CUSTOMER IS KING

APL APOLLO through its intense research, development and dedicated application engineering team adapts to the needs and requirements of the customers through better quality, flexible dimensions, minimal set-up time, simple operations, faster changes, better availability, increased automation and excellent services by adopting a customer-centric approach, APL APOLLO has evolved the 5 Ws that felicitates the problem-solving ability and deliver more value to the end users.