



Leading

IN A DYNAMIC LANDSCAPE



APL Apollo Tubes Limited • Annual Report 2014-15



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Our Mission

To lead the process of transformation from commodity to value added consumer products.

To meet consumer requirement with high quality products, at a competitive price.

To lead the pipe usage and emerge as a 'one-stop-shop' for the largest spectrum of steel tubes.

To create sustainable value for all stakeholders.



Leading

IN A DYNAMIC LANDSCAPE

Change is the only constant and the direction of change, remains a challenge, always. A decisive yet responsive leadership navigates through the challenges and emerges victorious.

The year gone by has seen a multitude of challenges and ample opportunities. We have responded to the challenges with resolve, innovative solutions & customer focus, and cashed in on the opportunities that came before us.

We continue to lead by focusing on our values, make steady progress on the strategic choices made by us, innovate constantly, invest in brand building efforts, bring efficiency in operations, delight our partners, establish a winning culture, reward shareholders and deliver outstanding results.

Values

Leading BY VALUES



Customer Focus

Innovate

Integrity & Reliability

Transparency & Accountability

Bringing the best out of People





Our commitment to work with our values has made us reach where we are today. Our thoughts and actions are guided by these values.

We have achieved the No. 1 position by

investing in our people, our most valuable asset.

We are passionate about understanding customer needs and meeting them with innovative products. We believe in creating a culture that encourages people to perform without fear or favor.



Strategic Choices

Leading BY MAKING STRATEGIC CHOICES

Scale up Capacity

Adopt cutting edge Technology

Create enviable Product Portfolio

Be Cost Competitive

Pursue sustainable Growth and Return

Focus on Quality





The strategic choices that we have made over the years have made us a market leader. We continue to implement them with renewed vigor, year after year.

We keep identifying new and existing growth areas and invest on an ongoing basis. Last year, we further added capacity and with six manufacturing plants, we have achieved a capacity of 1 million tonnes.

Our quality of raw materials and testing capabilities, ensures the roll out of high quality pipes from our manufacturing locations.

Furthermore, we added new products to our portfolio, which now boasts of over 400 products!

We have brought colour coating technology to India for the first time.



Brand Building

Leading BY BRAND BUILDING



Brand Awareness

Brand Preference

Brand Image

Brand Experience

