

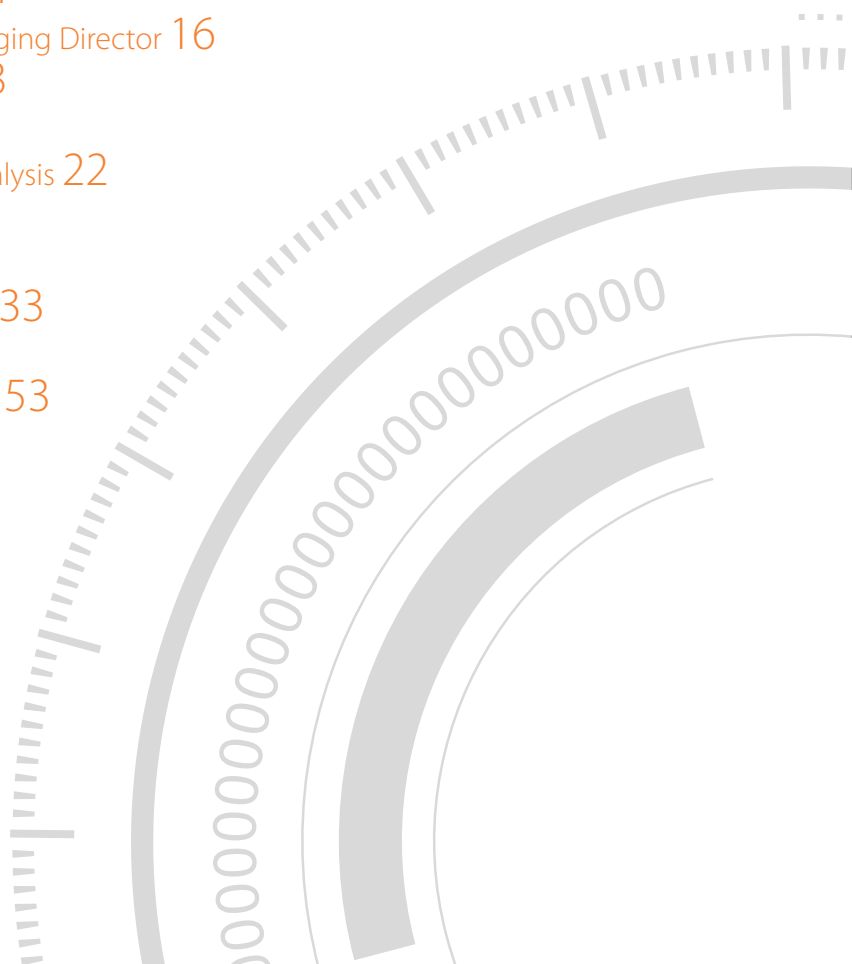


expanding  
**horiZONS**



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# At Apollo Pipes, the definition of 'Expanding Horizons' is ...

An ability to extend the market in all regions.

An ability to think 'opportunity' when others are obsessed with 'problems'.

An ability to devise lateral solutions when others are persisting with the linear.

An ability to increase choice when others are consumed about increasing customers.

An ability to think 'tomorrow' when others are thinking 'today'.

An ability to generate extraordinary results from ordinary people.



# Expanding our product basket

Business is a wallet share game. The more you have it. The faster you grow.

For our 'me-too' kind of business space, having everything under the same roof makes a huge difference. Because it provides convenience of ticking the check boxes in one go, ensures proper connections, enhances footfalls and increases wallet share.

So, if you have it all, you stand out of the clutter

At Apollo Pipes, we leveraged this reality to expand our product offering. Having developed the one of the widest range of pipes and fittings, we successfully delved into solvents and bathware products.

In FY21, we added a critical element to our product offering. We launched Apollo Life Water Storage Tank in five colors with capacity of 500 to 5,000 liters.

In less than 9 months of launch, our North India capacity for manufacturing tanks was completely full. To capitalise on the growing traction, we created capacity for manufacturing tanks at all our operating units (North, South and East) which commenced operation towards the close of the year.

With the launch of tanks, we have transitioned forward – from being just a plastic pipe manufacturing company to an enterprise that offers complete water management solutions.

Fittings, is an essential part of water management and flow. Owing to the growing demand for our products, we doubled our fittings capacity. We increased the number of moulds. We rejuvenated our product offering with a complete new range of fittings. Going forward, we expect this product line to emerge as an important business driver over the coming years.





# Expanding our geographic presence

Business is about being in the right place, at the right time.

In our high-competition business, being able to fill the shelf space with speed is an essential catalyst for business success. Because empty shelves means an opportunity loss.

And, opportunities are never lost. Either you take it or somebody will.

At Apollo Pipes, we realised the need to build a Pan-India presence early on in our journey. Having established our manufacturing presence in North, West and South over the last few years, we decided to cover the last base... East India.

We invested in a greenfield project at Raipur for manufacturing pipes (uPVC) and water storage tanks. Our internally funded ₹ 15 crore project is scheduled to come on stream in the first half of FY22 and will cater to East and Central India – large markets for our products.

This investment enables us to stand out as the only water management solution provider with a Pan-India presence; and empowers us to service our expansive and entrenched dealer network with speed.



We have undertaken brownfield expansion projects at our key facilities – Dadri, Sikandrabad and Tumkur (near Bangalore), to cater to the growing opportunities coming our way. Healthy growth is the natural corollary.

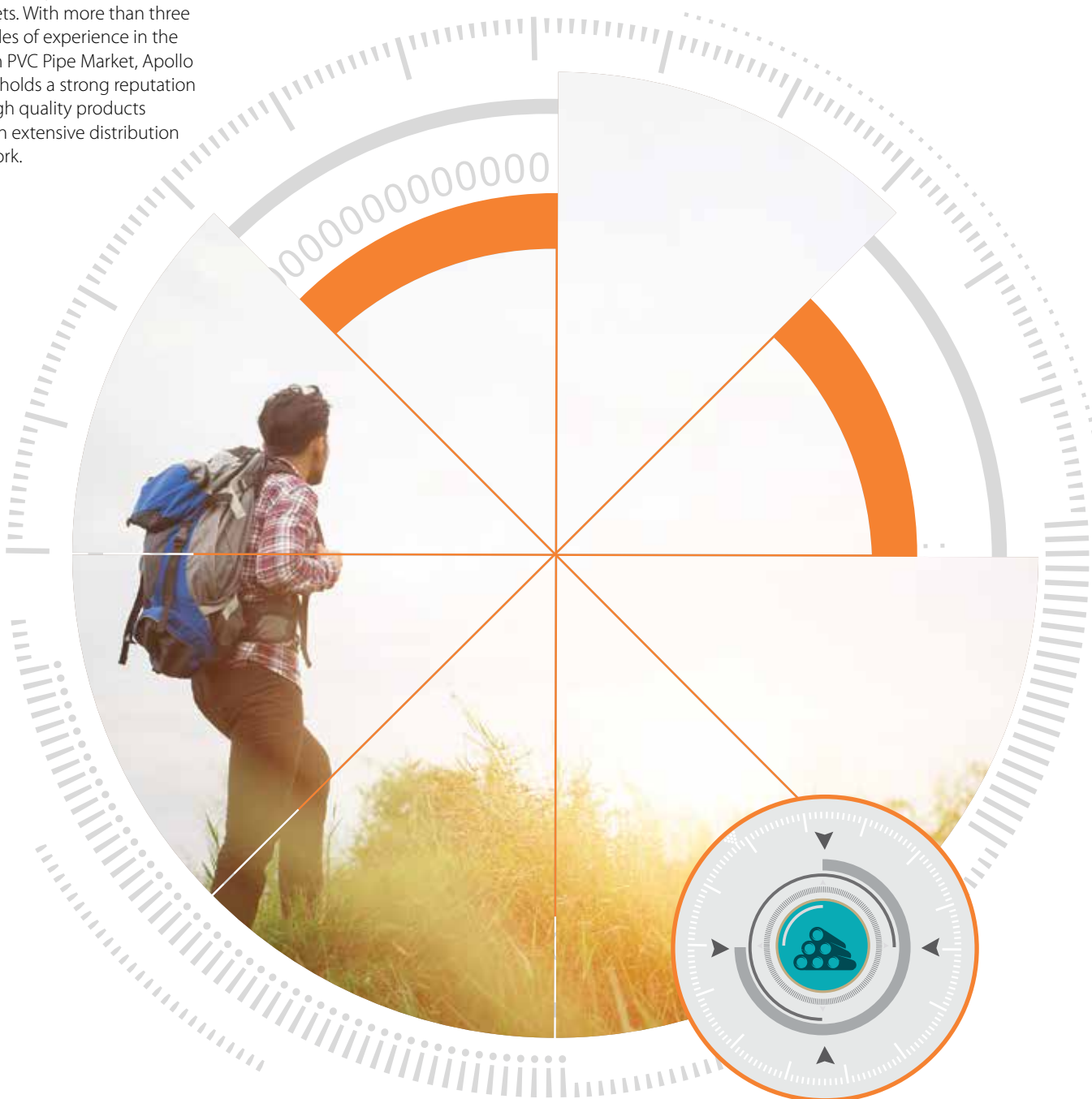




## About the Company

# Apollo Pipes: Expanding horizons

Apollo Pipes is among the top 10 leading piping solution providing Company in India. Headquartered at Delhi, the Company enjoys strong brand equity in the domestic markets. With more than three decades of experience in the Indian PVC Pipe Market, Apollo Pipes holds a strong reputation for high quality products and an extensive distribution network.





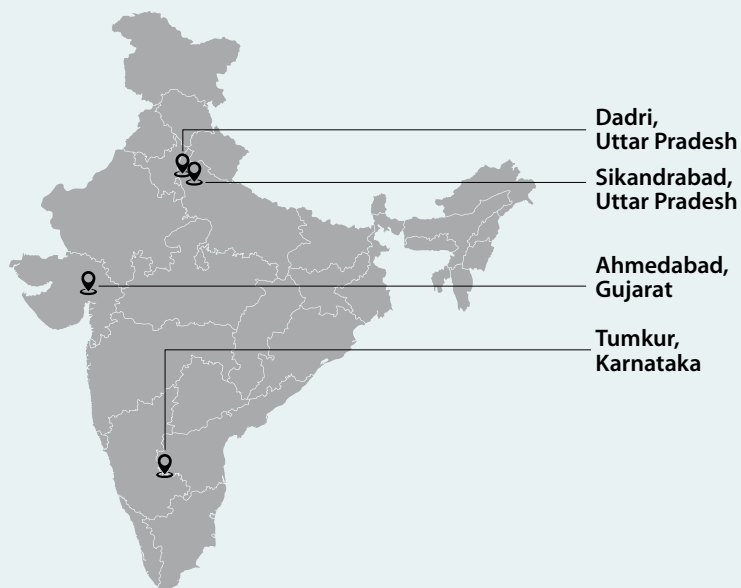
## Manufacturing infrastructure

**4**

Manufacturing facilities

**118,000**

Installed capacity (TPA)



## Product basket

cPVC, uPVC, and HDPE pipes

Water storage tanks

PVC taps, fittings and solvents

## Distribution network

**600+** Channel Partners

**518**

Revenue (₹ crore)

**74**

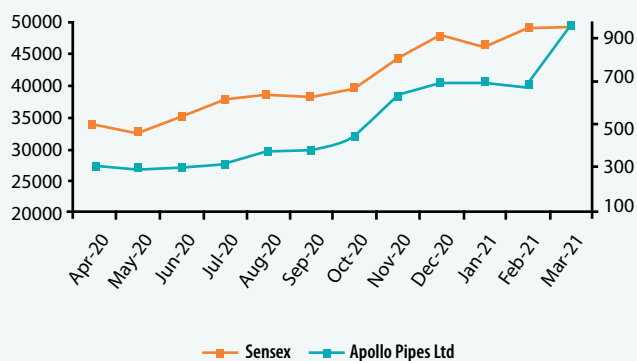
Net EBITDA (₹ crore)

**44**

Net Profit (₹ crore)

**288**

Growth in Market Capitalisation in 12 months (%)



# SUCCESS MILESTONE

## 2000

- Commercial PVC pipe manufacturing operations
- Established 3600 MTPA in Sikanderabad, U.P.

## 2005-10

- Started manufacturing HDPE pipes
- Setup new plant at Dadri-UP of capacity 21000 MTPA
- 1st company to start manufacturing of patented uPVC column pipes in North India.

## 2013-15

- Started manufacturing uPVC Plumbing Pipes fittings with 180 MTPA capacity
- Comenced CPVC Pipes & fittings using Kemone, France resin
- Started manufacturing uPVC agri and SWR fittings.

## 2016

- First in North India to install 900kg/ hr PVC extension line
- Expanded capacity by 10,000 MTPA
- Took total available capacity to 50,000 MTPA