Sudesh Group
35 Years of excellence

CAPL APOLLO PIPING SYSTEMS
Made for Life

Striving for more

APOLLO PIPES LIMITED

ANNUAL REPORT 2021-22

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For us, More... is not simply a 4-letter word it's a 4-word aspiration

Making

Our

Ride

Endless

It's what fuels our passion for creating the new.

It's what enables us to innovate better than we had done before.

It's what pushes us to utilise resources much more efficiently.

It's what motivates us to strive harder as we cross a milestone.

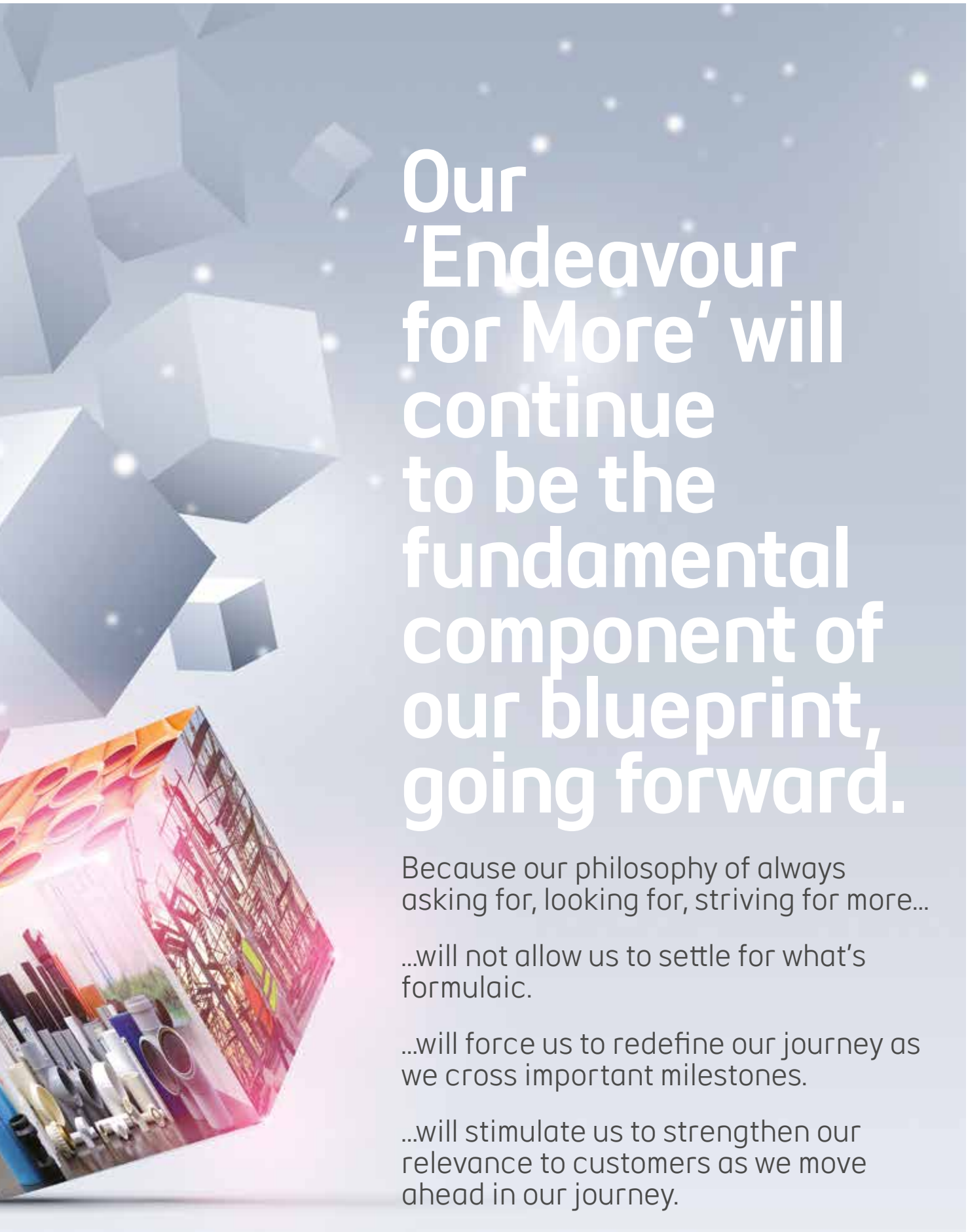
At Apollo Pipes,
'MORE'
has been the primary catalyst in our journey this far, delivering heartening results.

13%
Volume
(5-year CAGR)

27%
Revenue
(5-year CAGR)

25%
EBITDA
(5-year CAGR)

26%
Profit after Tax
(5-year CAGR)



Our 'Endeavour for More' will continue to be the fundamental component of our blueprint, going forward.

Because our philosophy of always asking for, looking for, striving for more...

...will not allow us to settle for what's formulaic.

...will force us to redefine our journey as we cross important milestones.

...will stimulate us to strengthen our relevance to customers as we move ahead in our journey.

Our 'striving for more' passion

has enabled us to establish our pan-India manufacturing

In our business, being proximate to consuming markets is critical for success.

It allows us to align products to customer preferences better. It reduces the mind-to-market lead time. It optimises the logistics costs. It ensures that dealers always have the desired products in required quantities.

This reality platformed our manufacturing strategy – creating a robust pan-India manufacturing presence.

Over our business journey extending for more than three decades, we have persevered patiently in working on this strategy.

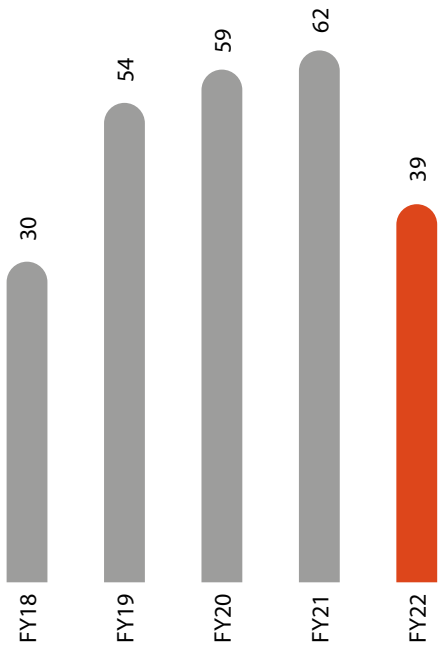
Even as we widened our manufacturing footprint from North to West and then to South, we continued to expand capacities at existing facilities.

And then FY22 happened. A period that saw the fruition of our blueprint.

We connected the dots. Our Raipur facility commenced operations. We will now be able to imprint a strong foothold in East and Central India.

This unit will now drive us to create the market revenue to a new level.

Capital investment (₹ crore)



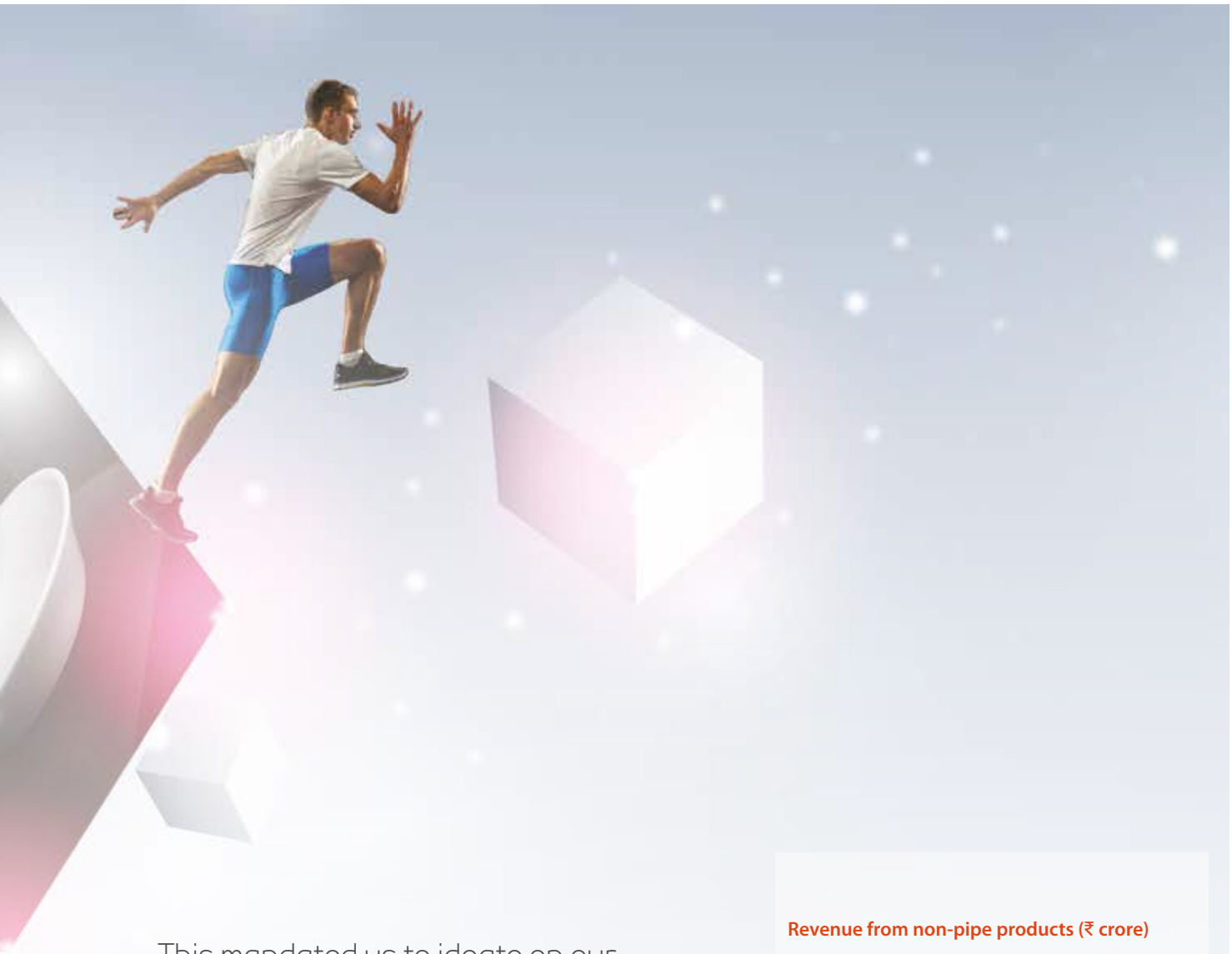
Our 'striving for more' passion

has allowed us to widen our product basket

In our business, you can't only be marketing pipes. Because pipes are not sold by themselves. It needs a lot more.

Understanding this reality, we got down to the drawing board, to identify our customers. We narrowed it down to primarily these... the contractor, the plumber and the farmer.

Pipes, for these customer categories, are only one part of their purchase list. And owing to the paucity of time, they would prefer to buy everything from one counter.

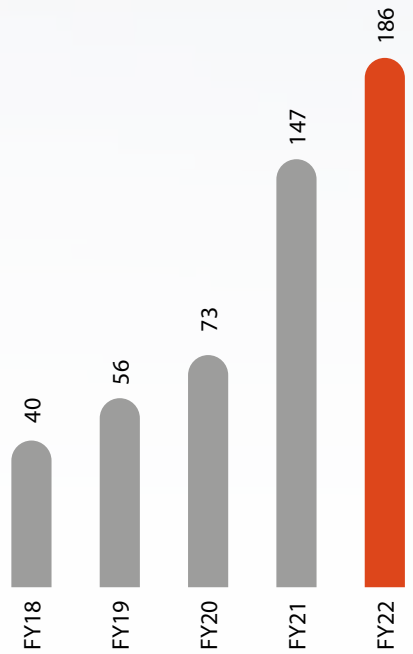


This mandated us to ideate on our customers' purchase list. It pushed us out of our comfort zone to foray beyond pipes.

We widened our range of fittings, adding more than 50 Stock Keeping Units (SKUs) every year for the last three years. We created a large portfolio of Plastic Taps, Showers and Faucets. We further widened this range with cisterns and WC seats. We added solvents to our product list and followed this up with Water Tanks. Over the year, we widened the range under each category.

Currently, we have a large and diversified portfolio of 1500+ SKUs with an aim to take this to 2,000+ over the medium term.

Revenue from non-pipe products (₹ crore)



About the Company

Apollo Pipes is among the top 10 leading piping solution providing companies in India.

Headquartered in Noida, the Company enjoys strong brand equity in the domestic markets, with more than three decades of experience in the Indian Pipe Market, Apollo Pipes holds a strong reputation for high quality products and an extensive distribution network.

Equipped with state-of-the-art infrastructure, the Company operates large manufacturing facilities at Dadri and Sikandarabad in UP, Ahmedabad – Gujarat, Tumkur – Karnataka and Raipur-Chhattisgarh with a total annual capacity of 125,200 MT.

The Company's expansive product profile includes over 1,500 product varieties of cPVC, uPVC, and HDPE pipes, water storage tanks, PVC taps, fittings and solvents of the highest quality.

The products cater to an array of industrial applications such as Agriculture, Water Management, Construction, Infrastructure, and Telecom ducting segments. The Company's extensive distribution network spreads across 600+ channel partners.