

# WE'VE JUST BEGUN

**APOLLO TRICOAT TUBES LIMITED**  
ANNUAL REPORT 2020



**Apollo TriCoat**  
THREE STEPS AHEAD

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FINANCIAL STATEMENTS





FOR YEARS...  
WE IDEATED. WE DELIBERATED.  
WE QUESTIONED. WE CHALLENGED.  
WE TOILED. WE FAILED.  
WE DEVELOPED. WE SEEDED.  
WE TWEAKED. WE PERFECTED.

**IN THE FIRST FULL YEAR OF OUR BUSINESS  
OPERATIONS, WE DID NOT ONLY BREAK  
EVEN, WE GENERATED A POSITIVE  
BOTTOMLINE.**

**AND YET,  
WE'VE  
ONLY JUST  
BEGUN.**

We started the business in

**MARCH**  
**2019.**

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We launched

**FIVE**  
**INNOVATIVE**  
**CONCEPTS.**

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We Created a

**120 STRONG**  
**DISTRIBUTOR**  
**BASE.**

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We reached out to

**90 CITIES.**



We registered a sales volumes of

**123,080 TONNES**

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We achieved a capacity utilisation of

**49%**

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We generated a topline of ₹

**6,633 MILLION**

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We achieved an EBITDA of ₹

**754 MILLION**

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We earned a Net Profit of ₹

**423 MILLION**

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**YET, WE'VE  
JUST BEGUN.**

Apollo TriCoat

# AN INNOVATOR OF HOME IMPROVEMENT CONCEPTS DESIGNED TO MATCH THE NEW- AGE INDIAN.

**50.86**

SLMUL holding  
(%)

**3,226**

Capital employed  
(₹ million)

**8,278**

Market capitalisation  
(₹ million)

**14.01**

Earnings per share (₹)

Headquartered in New Delhi, India, Apollo TriCoat is part of the APL Apollo Group. What makes Apollo different is its unusual approach to the business. The Company is not into conventional products, and remains focused on absorbing contemporary technology from various geographies to manufacture new-age products, which are often the first to be introduced to India.

The Company has its manufacturing facilities at Malur Industrial Area, Bengaluru, and in Dadri, Uttar Pradesh. A senior management team of seasoned professionals lead the Company's business operations and a 206-strong team of talented individuals.

The Company is listed on the BSE Limited.

## VISION

- To Pioneer in developing technological advancement in the Indian tube industry.
- To continuously innovate the production process and review the quality control measures to provide best of products.
- To make mechanical engineering and information technology work closely to increase efficiency and effectiveness.

## MISSION

- To be among India's most reliable tube making companies.
- To create a brand that would be known for its trustworthiness.
- To create an organisation with ethical and modern working culture.
- To enhance business visibility across newer markets.
- To create sustainable value for all stakeholders.



Product spread

# A BASKET OF BRANDS

## DOOR AND WINDOW SOLUTIONS



Positioned to replace wooden doors and windows with beautiful and elegant steel products.

## CONDUIT



The first Indian company to introduce three coated tubular solution for electrical conduits. This product offers fire-proof conduit solutions which are preferred in skyscrapers and high-end housing projects.

## HOME BEAUTIFICATION SOLUTIONS



Designed to beautify roofing, furniture, handrails and structures.

It is replacement of wood and concrete slabs which could be used for staircase, fencing and furniture applications.

Key numbers

## WHERE WE STAND

**21.2%**

ROE

**20.2%**

ROCE

**0.5X**

Debt to equity ratio

**1,995**

Networth (₹ million)

**250,000**

Installed Capacity

# WE'RE AT THE DOORSTEP OF A LARGE OPPORTUNITY.

**THE  
ADDRESSABLE  
MARKET OF THIS  
NOVEL SOLUTION  
IS ESTIMATED AT  
₹40,000 CRORE**

Our doorframe, Apollo Chaukhat, received an overwhelming response since its launch in Q2 FY20. By the end of the first month itself, our capacity was completely booked.

Being significantly cheaper than wooden doorframes and with a considerably longer useable life, sales volume jumped from 6,612 tonnes in the second quarter to 8,604 tonnes

units in the last quarter of 2019-20. For the full year, we sold 28,066 tonnes of doorframes as against our label capacity of 50,000 TPA.

This was the result of a limited launch only in select towns and cities in North India alone.

## INDIA AWAITS!







# WE'VE DESIGNED OUR GROWTH CONTOURS.

**75%+**  
**CAPACITY**  
**UTILISATION IN**  
**THE FIRST YEAR**  
**OF LAUNCH**

Pitted against the conventional pipes, the aesthetically designed and superior home décor solutions – Apollo Signature and Apollo Elegant – have caught the fancy of the discerning customer.

Launched in Q1 FY20, these products have created waves in the markets. The impressive demand in the market drove us to run our manufacturing units at maximum utilisation.

In a short span of time, we are operating the respective units at maximum utilisation.

In 2019-20, the sales volume for Apollo Signature stood at 66,043 tonnes as against a capacity of 85,000 TPA, and that of Apollo Elegant was 21,869 tonnes as against a capacity of 25,000 TPA.

Despite confining the products to the North Indian markets so far, we feel we would run out of capacity in no time.

## GROWTH NEARS!