



APL/SECT/DLH/SE: 2019-20

9th November 2019

Electronic Filing

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Department of Corporate Services/Listing
BSE Limited
Phiroze Jeejeebhoy Tower,
Dalal Street, Fort,
Mumbai-400001

NSE Symbol : APLAPOLLO

Scrip Code : 533758

Dear Sir/Madam,

Re: Press Release

Enclosed herewith please find copy of Press Release being made by the Company today titled "Q2 FY 2020".

We request you to kindly take the above information on your record.

Thanking you

Yours faithfully
For APL Apollo Tubes Limited

**Shivam Maheshwari
Compliance Officer**



Encl: a/a

APL Apollo Tubes Limited (CIN-L74899 DL 1986PLC023443)

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Unit-III : Plot No. M-1, Additional M.I.D.C. Area, Kudavali, Murbad, Maharashtra, Thane-421401, India Unit-IV : Village Bendri, Near Urla Indl. Area Raipur, Chhattisgarh-493661, India

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APL Apollo Tubes Limited

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Q2FY2020

Robust sales volume at 3.64 lakh ton, higher by 22%

Net Revenues Rs. 1,652 crore

EBITDA at Rs. 76 crore

New Delhi, November 9, 2019: APL Apollo Tubes Limited (APL Apollo), India's leading branded steel tubes manufacturer, announced its financial results for the quarter and half year ended September 30, 2019.

Financial Performance Highlights

Performance Review for Q2 FY20 vs. Q2 FY19

- Sales Volume* higher by 22% to 3.63 lakh tons from 3.04 lakh tons
- Net Revenues decreases by 2% to Rs. 1,652 crore compared to Rs. 1,690 crore
- EBITDA* at Rs. 76 crore compared to Rs. 86 crore, decline by 12%
 - EBITDA per ton stood at Rs. 2,104/ ton
- PBT at Rs. 26 crore as compared to Rs. 41 crore, decline by 36%
- Net Profit after Tax at Rs. 55 crore compared to Rs. 27 crore, higher by 104%

Performance Review for H1 FY20 vs. H1 FY19

- Sales Volume* improves by 24% to 7.52 lakh tons from 6.06 lakh tons
- Net Revenues increases by 11% to Rs. 3,728 crore compared to Rs. 3,367 crore
- EBITDA* higher by 6% Y-o-Y to Rs. 206 crore compared to Rs. 195 crore
- PBT at Rs. 107 crore as compared to Rs. 112 crore

- Net Profit after Tax at Rs. 112 crore compared to Rs. 74 crore





Note:

Net Revenues includes other operating income, which is a part of regular business income

*Excluding Trading & Scrap

*EBITDA with other income

Sales Volume Break-up

Product Category*	Product & uses	Sample	Q2 FY20	Q2 FY19	Y-o-Y growth (%)
Apollo Structural	Structural steel construction material - Residential, Commercial, Infrastructure		2,07,526	1,77,229	17%
Apollo Z	Galvanized structural steel construction material - Residential, Commercial, Infrastructure		63,034	62,497	1%
Apollo Build	Galvanized products for industrial and agricultural uses		17,716	19,996	-11%
Apollo Chaukhat, Apollo Plank, Apollo Signature	Home Improvement applications		27,529	-	

Apollo Standard	Construction material, Industrial, Agriculture		48,189	44,336	9%
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Commenting on the Company’s performance for Q2 & H1 FY2020, Mr. Sanjay Gupta, Chairman, APL Apollo, said,

“We are happy to share that we have reported healthy volume of 20% during the quarter led by robust demand in the Hollow Sections segment, DFT pipes, Pre-Galvanized Tubes (GP) among others. This was also the first quarter that included the impact of the full operations for Apollo Tricoat. So, strong volume contribution from Apollo Tricoat also assisted our overall volume growth during the quarter.

In a key development during the quarter, I am pleased to share that we signed the mega-star of Bollywood, Mr. Amitabh Bachchan as the brand ambassador for all our products housed under ‘APL Apollo’. Mr. Bachchan will be featured as the face of our brand in print, outdoor, digital and in communication campaigns. Mr. Bachchan’s massive fan following and recognition in the Indian and International markets, will further broaden APL Apollo’s brand reach and strengthen its product visibility across established and newer markets.

Looking ahead, with our focused branding approach and our innovative product portfolio, we believe, we are well positioned to benefit from the recovery in the operating environment and look forward to delivering healthy results in the upcoming quarters. Further, as the operating environment stabilizes, we also expect our profitability performance to improve from Q3 FY20 onwards. Overall, we remain confident of delivering a sales volume growth of 20% CAGR in FY20 & FY21.”

Key Developments

- **Registered healthy volumes in Q2 FY20, higher by 20% YoY at 3.64 Lac MTPA**

- The Company delivered healthy sales volume of 363,994 MTPA in Q2 FY20 as against 304,058 MTPA in Q2FY19, higher by 20% YoY. This was led by robust demand in the Hollow Sections segment, DFT pipes, Pre-Galvanized Tubes (GP) among others
 - Q2 FY20 also included the impact of full operations of Apollo Tricoat. Healthy volumes from Apollo Tricoat further assisted overall volume growth during the quarter
- Growth was reported despite facing external challenges such as, muted demand sentiments in the domestic market, slowdown in construction activity and flooding in key markets
 - In H1 FY20, sales volumes for H1FY20 stood at 7,52,505 MTPA as against 6,06,112 MTPA in H1FY19, higher by 24% YoY
- **APL Apollo Group signs Mr. Amitabh Bachchan as the brand ambassador for all brands housed under 'APL Apollo'**
 - The Company signed the prolific and unanimous mega-star of Bollywood, Mr. Amitabh Bachchan as the brand ambassador for 'APL Apollo'. Mr. Bachchan will be featured as the face of the brand in print, outdoor, digital and in communication campaigns.
 - With Mr. Bachchan's massive fan-following and recognition in the domestic and international markets, the Company hopes to further widen its brand appeal and strengthen brand recognition and market reach in India and export regions
- **Apollo Tricoat delivers a healthy performance in Q2 FY20**
 - Apollo Tricoat delivered a sales volume of 27,529 MTPA during Q2 FY20. On a sequential basis, the volumes grew by 167% QoQ
 - The growth in Apollo Tricoat was primarily driven by the Company's innovative home improvement products, including brands such as 'Apollo Signature', 'Apollo Chaukhat' and 'Apollo Elegant'
 - As Apollo Tricoat's operations at its newly commissioned facilities at Dadri, Uttar Pradesh and at Malur, Karnataka further stabilize, the company anticipates strong volume performance on a Q-o-Q basis, going forward
 - Apollo Tricoat will also be launching newer products by the end of the Fiscal year, which in turn will further assist the volumes performance

About APL Apollo Tubes Limited

APL Apollo Tubes Limited (APL Apollo) *BSE: 533758, NSE: APLAPOLLO+ is one of India's leading branded steel products manufacturers. Headquartered at Delhi NCR, the Company operates 8 manufacturing facilities with a total capacity of 2.1 Million MTPA. It has a PAN-Indian presence with units strategically located in Sikandarabad (4 units), Bangalore, Hosur, Raipur and Murbad. APL Apollo's multi-product offerings include over 1,100 varieties of MS Black pipes, Galvanized Tubes, Pre-Galvanized Tubes, Structural ERW Steel tubes and Hollow Sections.

With state-of-the-art-manufacturing facilities, APL Apollo serves as a 'one-stop shop' for a wide spectrum of steel products, catering to an array of industry applications such as urban infrastructures, housing, irrigation, solar plants, greenhouses and engineering. The Company's vast 3-tier distribution network of over 790 dealers is spread all across India, with warehouses cum- branch offices in over 29 cities

For more information about us, please visit www.aplapollo.com or contact:

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Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. APL Apollo Tubes Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.