

APL/SECT/DLH/SE: 2017-18

17<sup>th</sup> April, 2017

**Electronic Filing**

National Stock Exchange of India Limited  
'Exchange Plaza' Bandra-Kurla Complex,  
Bandra(E), Mumbai-400051

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

NSE Symbol: APLAPOLLO

Scrip Code: 533758

Dear Sir/Madam,

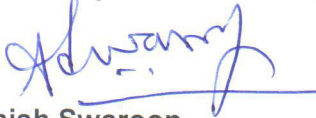
**Re: Press Release**

Enclosed herewith please find copy of Press Release being made by the Company today titled - APL Apollo Tubes launches 'Apollo Coastguard- Corrosion Proof Galvanized Steel Pipes for Coastal Regions.'

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

Thanking You

Yours Faithfully  
**For APL Apollo Tubes Limited**



**Adhish Swaroop**  
**Company Secretary**

Encl:a/a



# APL Apollo Tubes Limited

37, Hargobind Enclave, Vikas Marg, New Delhi – 110 092

---

## APL Apollo Tubes launches 'Apollo Coastguard - Corrosion Proof Galvanized Steel Pipes for Coastal Regions'

**New Delhi, April 17, 2017:** APL Apollo Tubes Limited (APL Apollo), India's leading branded steel tubes manufacturer, announced the launch of its new brand '**Apollo Coastguard**', thus marking a revolutionary change in the world of galvanized steel pipes. The **Apollo Coastguard** pipes are made of special galvanized steel to provide excellent corrosion resistance against wind, water and road salts, making them 100% rust proof pipes to last for generations. The rich inner coating of Zinc will help protect against the interior rusting of pipes, while continuous 120 GSM hot dip galvanized coating will enhance the life of these steel pipes providing durability and strength.

**Commenting on the launch, Mr. Sharad Mahendra, Director Sales & Marketing said,** *"The launch of our new brand **Apollo Coastguard** is a reflection of APL Apollo Tubes Limited upholding its position as the leading branded steel tubes manufacturer in India and among the top 10 players, globally. With the Company holding a major chunk of market share, our journey has been about innovation and progressive thinking."*

The coastal market has been seeing a significant growth in the consumption of Galvanized steel pipes. The pipes are primarily used for the purpose of roofing structures that provide shelter from rains and sunlight. APL Apollo is also working very closely with the Fabricators and Structural engineers in the coastal regions to understand specific requirements of the end customer and providing best solutions. The integrated approach of the organization has helped in reinventing itself through diverse initiatives.

The Company created a portfolio of innovative products such as hot dipped galvanized, pre-galvanized, electric resistance welded black and hollow sections across dimensions. It has invested in technology to enhance efficiency and quality, customized product applications across sectors by introducing the Direct Forming Technology (DFT) dedicated to the forming of universal hollow shapes to fit the customer's specific requirement.

## About APL Apollo Tubes Limited

**APL Apollo Tubes Limited (APL Apollo) [BSE: 533758, NSE: APLAPOLLO]** is one of India's leading branded steel tubes manufacturers. Headquartered at Delhi NCR, the Company operates six manufacturing facilities with a total capacity of 1.3 Million MTPA. It has a PAN-Indian presence with units strategically located in Sikandarabad (3 units), Bangalore, Hosur and Murbad. APL Apollo's multi-product offerings include over 400 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 600 dealers is spread all across India, with warehouses cum- branch offices in over 20 cities.

*For more information about us, please visit [www.aplapollo.com](http://www.aplapollo.com) or contact:*

**Deepak Goyal**

APL Apollo Tube Ltd

Tel: +91 120 404 1400

Email: [deepakgoyal@aplapollo.com](mailto:deepakgoyal@aplapollo.com)

**Anoop Poojari / Shikha Kshirsagar**

CDR India

Tel: +91 22 6645 1211 / 1243

Email: [anoop@cdr-india.com](mailto:anoop@cdr-india.com)  
[shikha@cdr-india.com](mailto:shikha@cdr-india.com)

**DISCLAIMER:**

*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.*