



Apollo TriCoat

THREE STEPS AHEAD

To,
The Department of Corporate Services
BSE Limited
Floor 25, P J Towers
Dalal Street, Mumbai-400 001
SCRIP Code: 538566


Re: Investors Presentation

Dear Sir/ Madam,

We are attaching herewith a copy of the Investors Presentation. This presentation has also been uploaded on the official website of the Company.

We would request you to take this information on record.

Yours Faithfully
For Apollo Tricoat Tubes Limited


Surbhi Arora
Company Secretary
M. No. A33370



Place: Ghaziabad
Date: 14.03.2019

Apollo TriCoat Tubes Limited

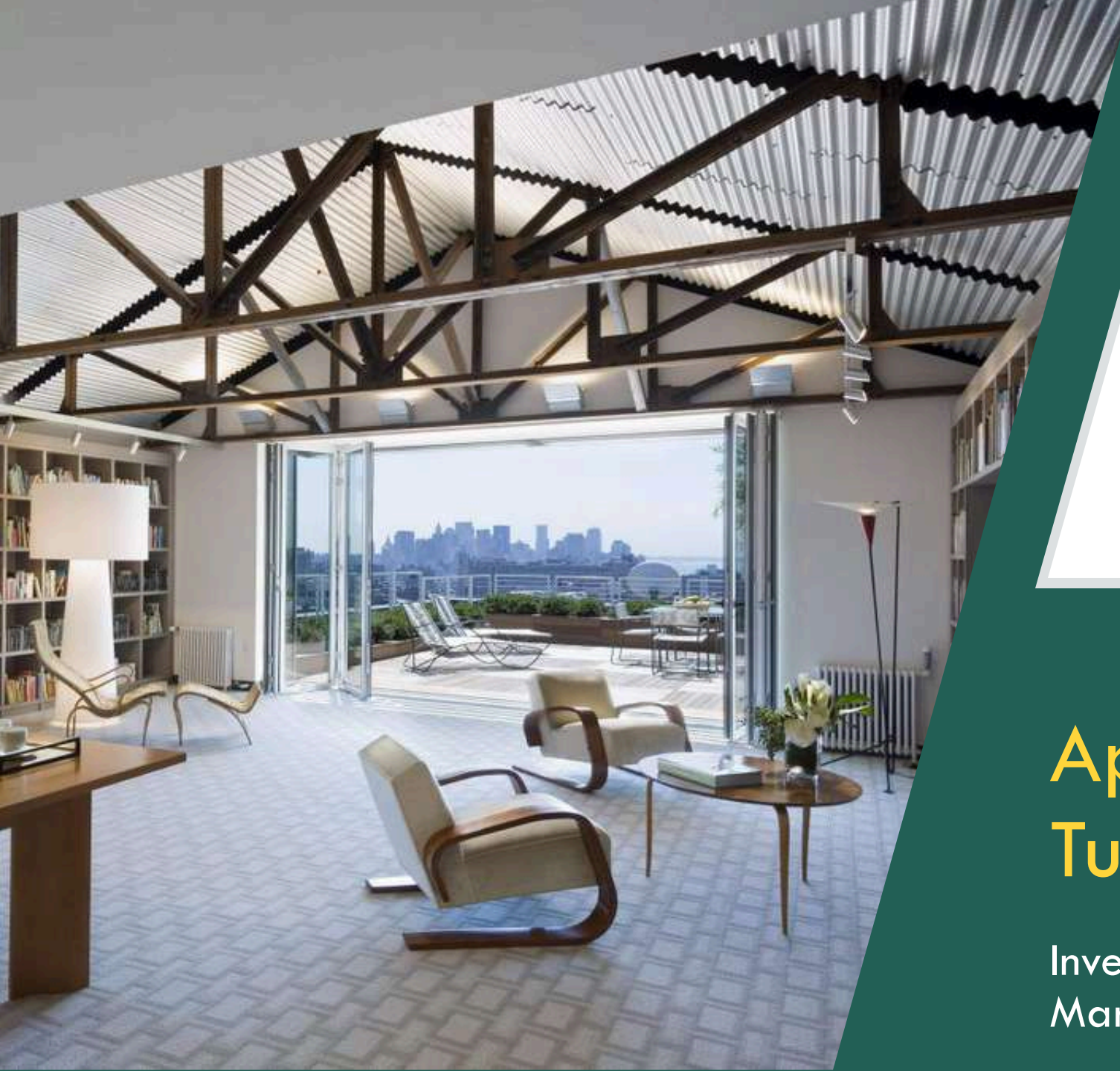
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Apollo TriCoatTM
THREE STEPS AHEAD

Apollo TriCoat Tubes

Investor Presentation
March 2019

Except for the historical information contained herein, statements in this presentation and the subsequent discussions, which include words or phrases such as "will", "aim", "will likely result", "would", "believe", "may", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "contemplate", seek to", "future", "objective", "goal", "likely", "project", "should", "potential", "will pursue", and similar expressions of such expressions may constitute "forward - looking statements". These forward looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion plans, obtain regulatory approvals, our provisioning policies, technological changes, investment and business income, cash flow projections, our exposure to market risks as well as other risks. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

1 Company Overview

2 Introduction to Tricoat Tube

3 Manufacturing Process

4 Key Differentiators

5 Expanding value-added Product portfolio

6 Major applications & Market development plans

7 Future Outlook

Company Overview

Apollo TriCoat is one of the pioneers in India to launch :

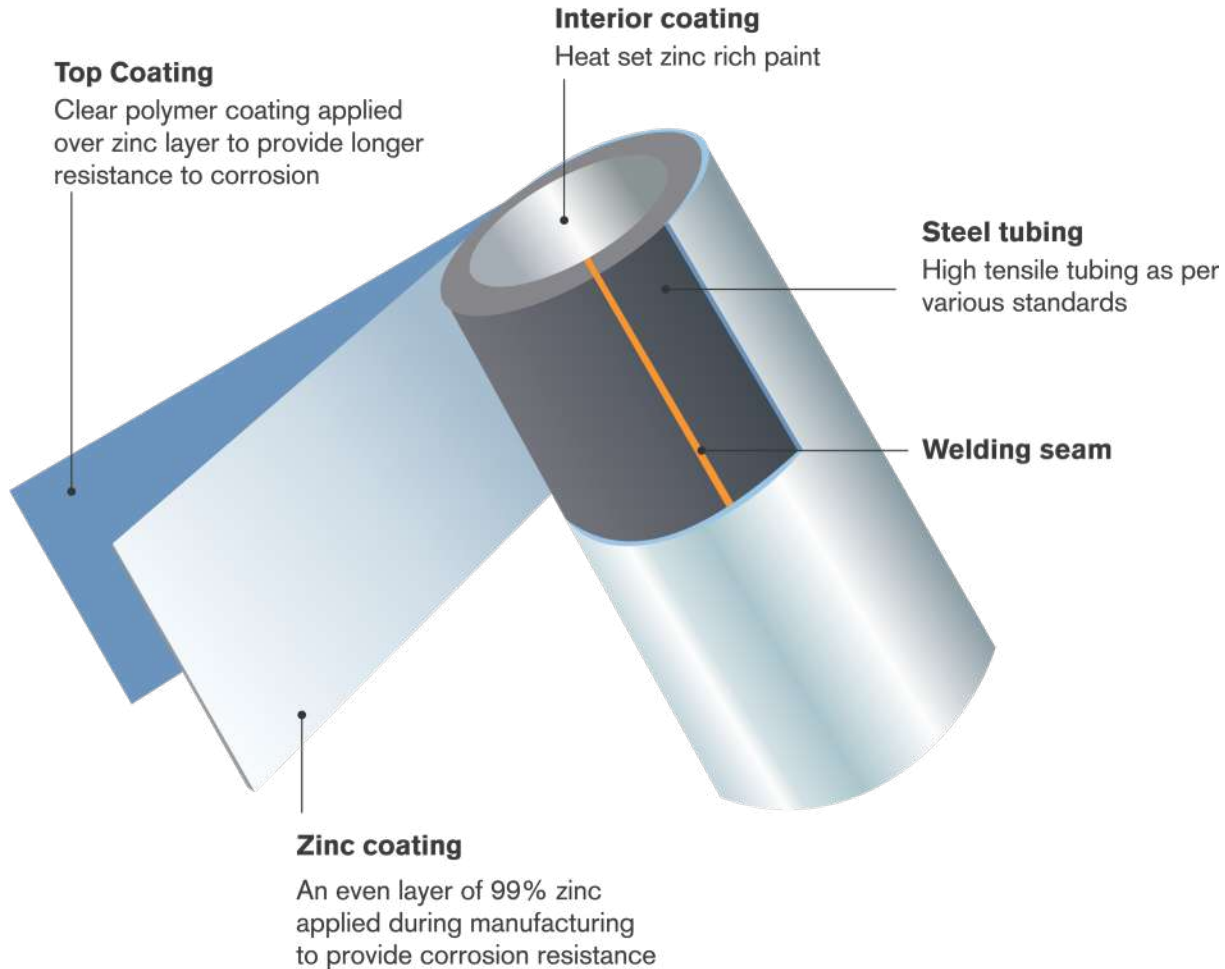
- In-line Galvanizing pipes
- Designer Galvanized Pipes
- Hybrid Pipes (ILG + PVC)
- Narrow Sections

The Company is a subsidiary of Shri Lakshmi Metal Udyog, which is a wholly owned subsidiary of APL Apollo Tubes Ltd., one of India's leading branded steel tubes manufacturers with a total capacity of 2 million MTPA capacity

Apollo TriCoat is producing top of the line corrosion resistant pipes and tubes in a continuous single line process called the Galvant Process

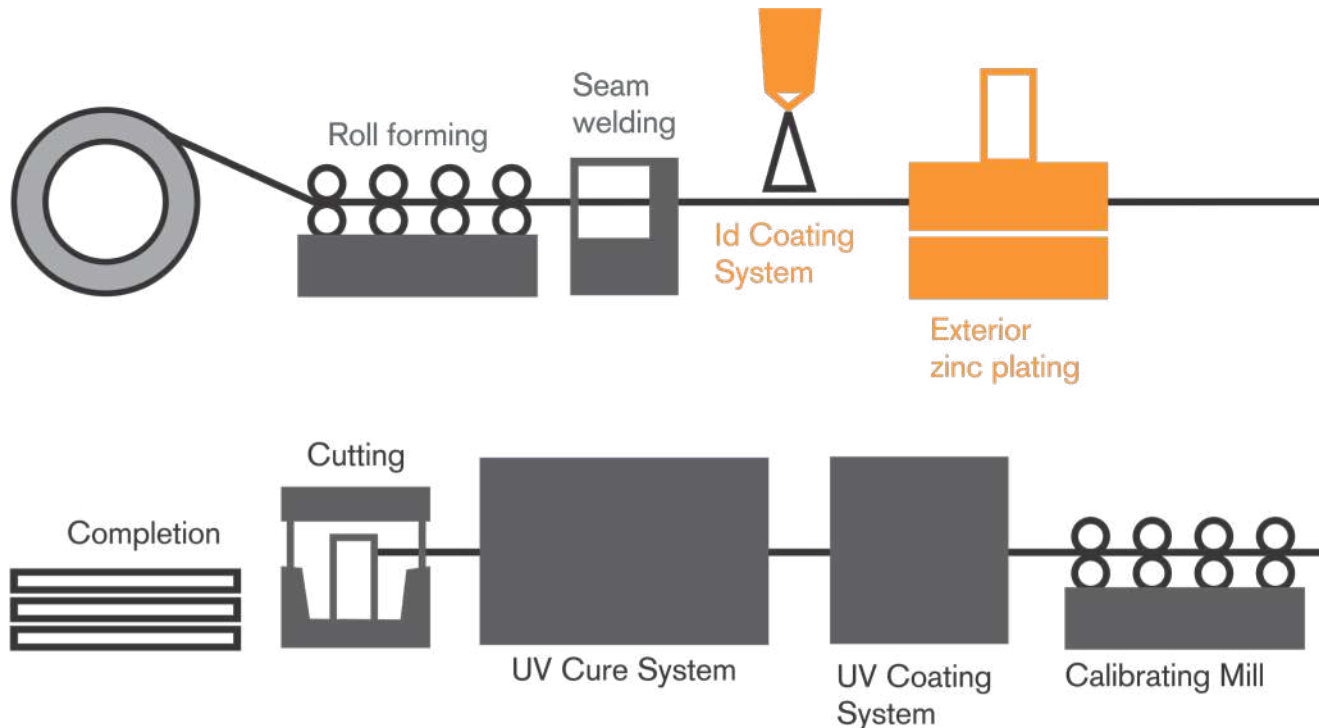
The Company has established its first green field manufacturing facility in Malur, Bangalore with an initial capacity of 75,000 MTPA. The Company is in the process of further expanding its value-added product portfolio by establishing 175,000 MTPA capacity of Door Frames and Designer Galvanized Tubes

Introduction to TriCoat Tubes



- TriCoat is a product that provides corrosion resistance through its triple coating
- Its manufacturing process uses Galvant Technology in order to ensure that the corrosion resistance offered is top of the line and provides maximum benefit to the user
- It has three layers of coating on the outer surface for maximum protection and a zinc rich polymer resin paint on the inner surface

Manufacturing Process



- Galvant Process is an continuous process of hot dip galvanizing of steel tubes from outside only
- Galvant as the name suggest galvanizing with gallant advantages provides double life than any other galvanized product
- Galvant Process provides the advantage of putting paint, zinc and polymer top coat seamlessly on a continuous process

Key Differentiators

CORROSION
RESISTANCE

POLYMER
COAT FINISH

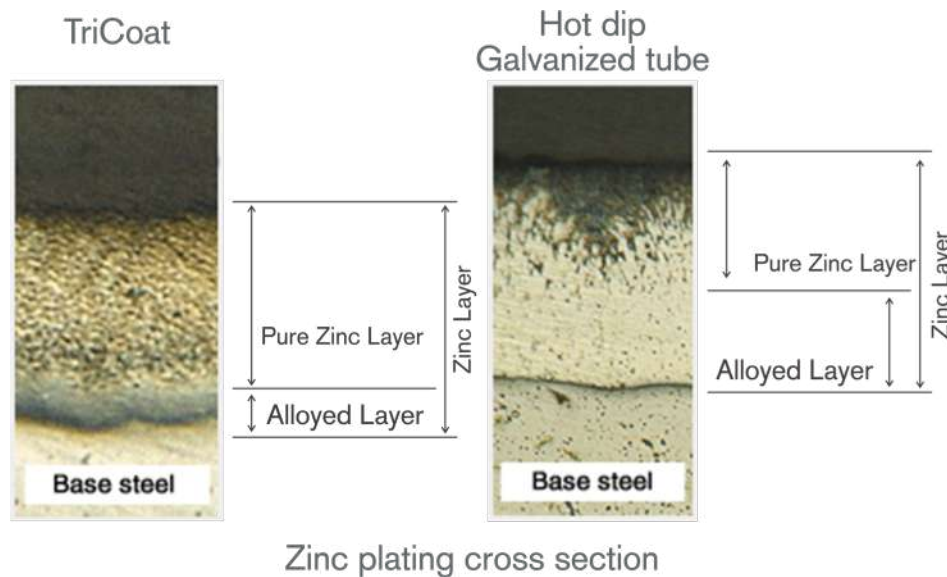
GREATER
STRENGTH

ECO
FRIENDLY

SUPERIOR
QUALITY

Corrosion Resistance :

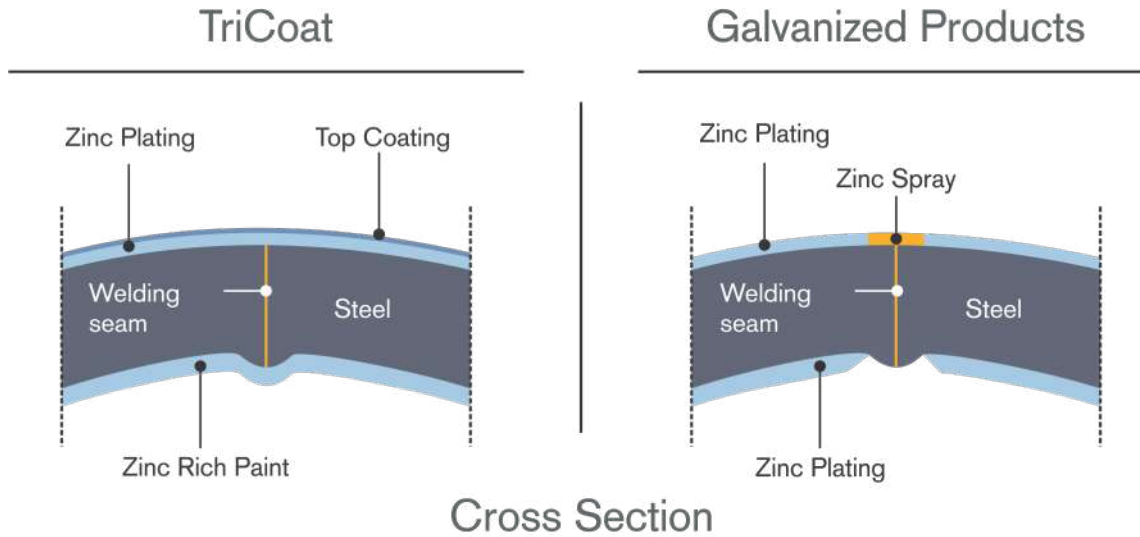
- For The Past Several Decades Zinc Has Been Used To Protect Iron Or Steel From Corrosion. The Process Of Coating Iron Or Steel With Zinc Is Called Galvanization. Zinc As A Sacrificial Layer That Sacrifices Itself In Order To Protect The Iron Or Steel From Rusting.
- Apollo Tricoat Is The First Product Of Its Kind To Give A Combination Of Three Different Coating I.E. Zinc , Paint And Polymer Clear Coat Unlike The Competitive Products That Either Give Paint Finish Or Zinc Finish.
- The Three Layers Of Tricoat Have Their Own Role To Play In Corrosion Resistance.



LAYER 1 – Zinc

- Zinc layer (thickness of 185 GSM) is been used to act as corrosion retardant.
- Due to a continuous process of tube making and galvanization, the thickness of the alloyed layer is minimized, which enhances the corrosion resistance of the tubes.

Key Differentiators



No rust



Rust develops in the sprayed part

Anti-corrosive properties of the outside part
Salt spray test 500 hours

Layer 2 – Zinc Rich Paint

- TriCoat has a Zinc enriched paint on the inside wall of the tube which protects the tube from the moisture reaction after the tube has been fixed and used.
- In comparison to Galvanized products, the weld seam which is prone to corrosion, is protected through applying paint, which gives the product a much higher life.

Layer 3 – Clear Polymer Coat

- Clear polymer coating is been applied over the intermediate pretreatment.
- This polymer coating provides multiple benefits :
 - Smooth and lustrous
 - Uniform finish
 - Helps in extending the life to the steel section by providing protection to the zinc coating.

Key Differentiators

GREATER STRENGTH :

- Our product boasts superior yield and tensile strength of 50,000 psi and 55,000 psi respectively.
- This enhance the load bearing capacity of the structures and they can withstand tougher conditions.

	COMPETITIVE GALVANISED PRODUCTS	TRICOAT
YIELD STRENGTH	210 MPA	350 MPA
TENSILE STRENGTH	350 MPA	380 MPA

ECO FRIENDLY :

- A sustainable global environment is a need we are all aware of Our manufacturing process reduces the use of substances that are harmful to the environment and human life.

MATERIAL	ACCEPTABLE CONCENTRATION	TRICOAT	
Hexavalent chrome	1 000 ppm	0 ppm	
Lead	1 000 ppm	30ppm	> =
Cadmium	100 ppm	20 ppm	> =

Major Applications



Rooftop Sheds



**Electrical
Conduits**



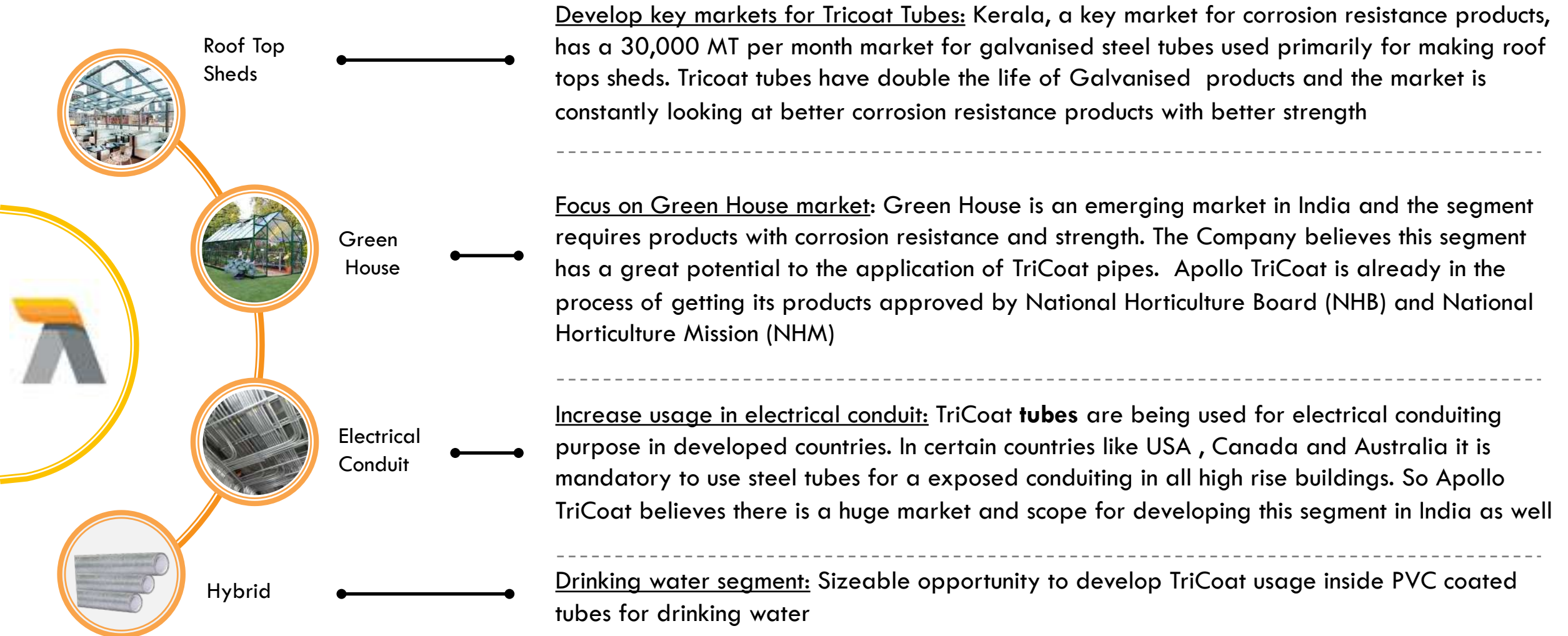
**Green House
Tubing**



**High End
Structures**



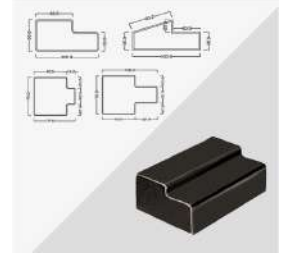
Market development plans



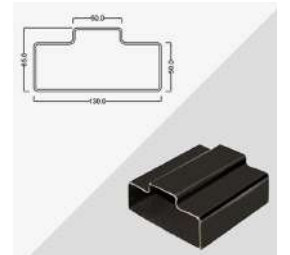
Expanding value-added product portfolio – Steel window and door frames

Ideal replacement to traditional wood door and window frames

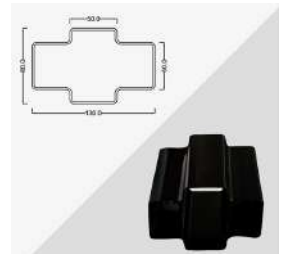
- **Easy to Install** - Relatively easy & economical to set up as compared to open sections (open sections have to be installed at the time of civil work whereas closed sections can be installed even after civil work)
- **Durability** - 3x stronger than aluminum; longer life cycle offers better cost economics
- **Low Maintenance** - Resistant to cracking, bowing & rusting. Zero risk from termites
- **Cost Benefit** - Lower cost compared to wooden & vinyl frame
- **End Usage** – mainly used in affordable housing segments, high-end housing, commercial buildings, industrial sheds
- Huge addressable opportunity in domestic markets - Total steel door and window-frame market in India ~ Rs. 40,000 crore
- Apollo Tricot targeting total installed capacity of 50,000 MTPA in door & window frame by H1 FY20



Single Door Sections



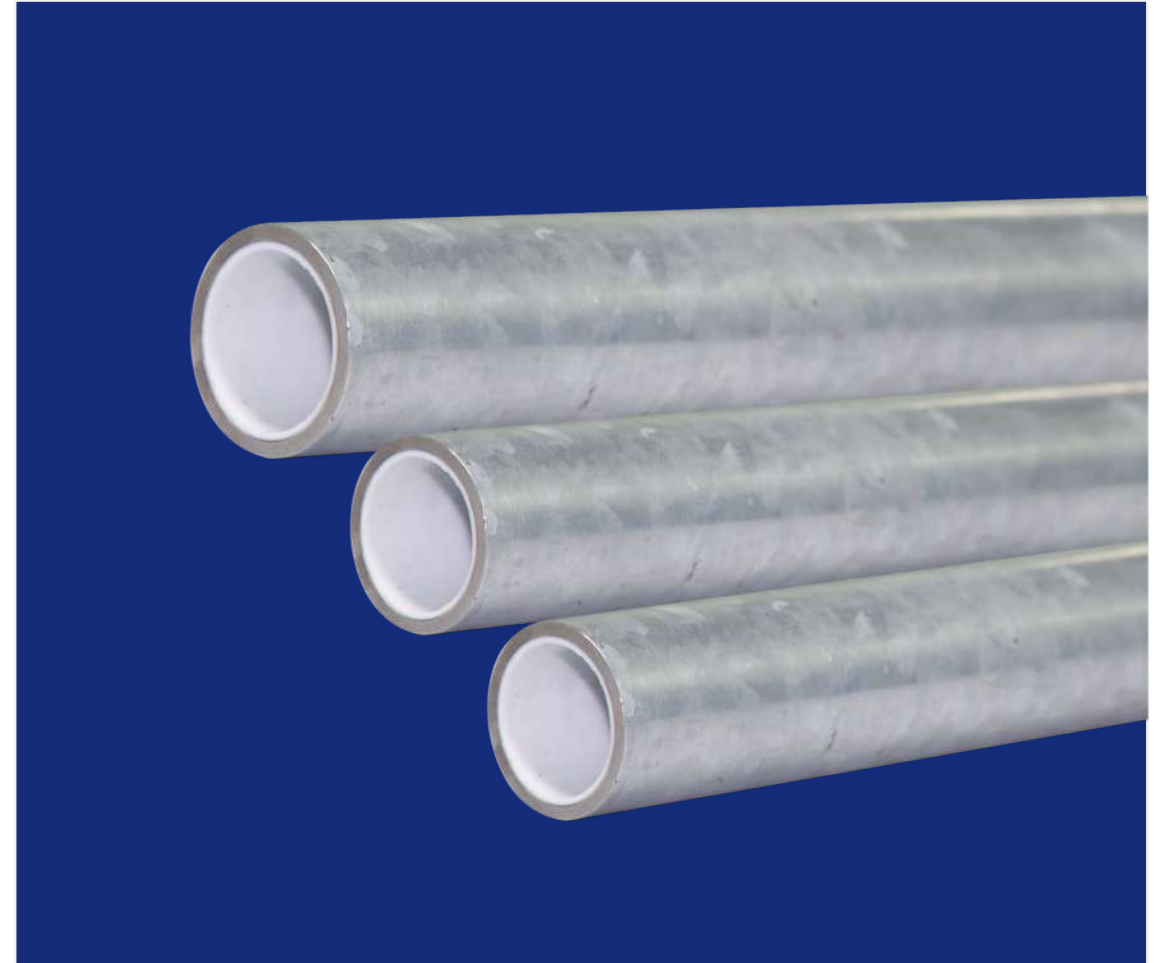
Double Door Sections



Double Door Double Sections (3DS)

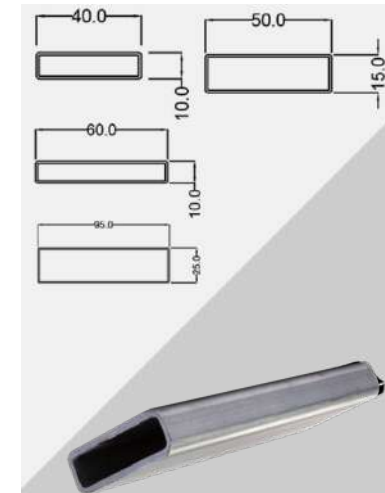
Expanding value-added product portfolio – Hybrid Pipes (PVC + ILG)

- **Niche product segment** – Globally as well as in domestic market
 - Currently across the globe there are only a few lines of hybrid pipes available
- **Superior product** – Lead free, smoke resistant, easy to handle with superior corrosion resistance
- **State of the art product** - Made using latest Galvant technology & better replacement to
 - GI pipes in premium housing segment
 - Bore well GI pipe
- **Highly durable** – Highly durable and can stand up to the most severe fabrication processes — without chipping



Narrow Sections

- **Durable** – Longer life cycle, better cost economics
- **Consistent texture** – Uniform Length and Thickness
- **Robust** – High Strength and Supreme Load Bearing Capacity
- **Replacement of wood & steel plates** - Lightweight compared to Solid Steel plates and Ecofriendly (replaces wooden planks in truck & bus bodies)
- **End usage** - Narrow section pipes being lightweight and highly durable is used for truck body, stair cases & the housing segment for window Railings, Cable Railings, Closet Solutions & kitchen railings



Narrow Sections

Designer Galvanized Pipe

- **Economical** - Costing for designer galvanized pipes is lower than many other commonly specified protective coatings
- **Longevity** - Life expectancy of galvanized coatings on typical structural members is far in excess of over 25 years
- **Superior features** - A galvanized coating has a unique metallurgical structure which gives outstanding resistance to corrosion and rust. It also keeps other minerals, such as calcium, from building up on the pipes
- **End usage** - Designer Galvanized pipe is a replacement of Stainless Steel and is used for fencing and decorative purposes in Tier II and III cities – Used in cupboards, beds, shelves, hand rails, well casing and house fencing



Future outlook

Products	Volume (Tonne)		
	2019-20	2020-21	2021-22
In-line Galvanizing ILG	50,000	65,000	90,000
Door Frame	30,000	40,000	50,000
Designer Galvanized Tubes	60,000	70,000	80,000
Narrow Sections	10,000	15,000	20,000
Hybrid Pipes (ILG + PVC)	-	10,000	10,000
TOTAL	150,000	200,000	250,000



Thank You