



December 01, 2018

**ELECTRONIC FILING THROUGH BSE LISTING CENTER**

To  
Department of Corporate Services/Listing Department  
BSE Limited  
P. J. Towers, Dalal Street,  
Mumbai – 400001

(SCRIP Code: 531761)

**Sub: Intimation of Analyst / Investor Meeting & Investor presentation (December, 2018)**

Dear Sir

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that the Management of Apollo Pipes Limited is scheduled to meet Investors at the following Investor conference:

Conference	Date	Location
B&K Securities – Emergent India Conference - 2018	December 03, 2018	Mumbai

Further, please find enclosed herewith the Investor Presentation (December, 2018), which would be discussed during the meeting. The presentation is also uploaded on the Company's website.

You are requested to kindly take the same on your records.

Thanking you

Yours Sincerely  
For Apollo Pipes Limited

*Anand Kr. Pandey*

Anand Kumar Pandey  
Company Secretary



Encl.: A/a



**APOLLO PIPES LIMITED**

(Formerly Known as "Amulya Leasing And Finance Limited")

Regd. Office: 37, Hargobind Enclave, Vikas Marg, Delhi-110092, India.

Tel: +91-11-43334000, +91-11-22373437 | Fax: +91-11-22373537 | Email: info@apollopipes.com

Website: www.apollopipes.com | CIN: L65999DL1985PLC022723



## APOLLO PIPES LIMITED

Investor Presentation – December 2018



## Disclaimer

*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 the Company's ability to successfully implement its strategy, growth and expansion plans, obtain regulatory approvals, provisioning policies, technological changes, investment and business income, cash flow projections, 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.*

# COMPANY OVERVIEW





One of the leading PVC pipe manufacturers

70,000

MTPA - Available Capacity

10+

Presence in Global marketplaces

~48  
Hours

Among the fastest turnover time in industry

100,000

MTPA - Available capacity targeted by H1 FY2020

1,000+

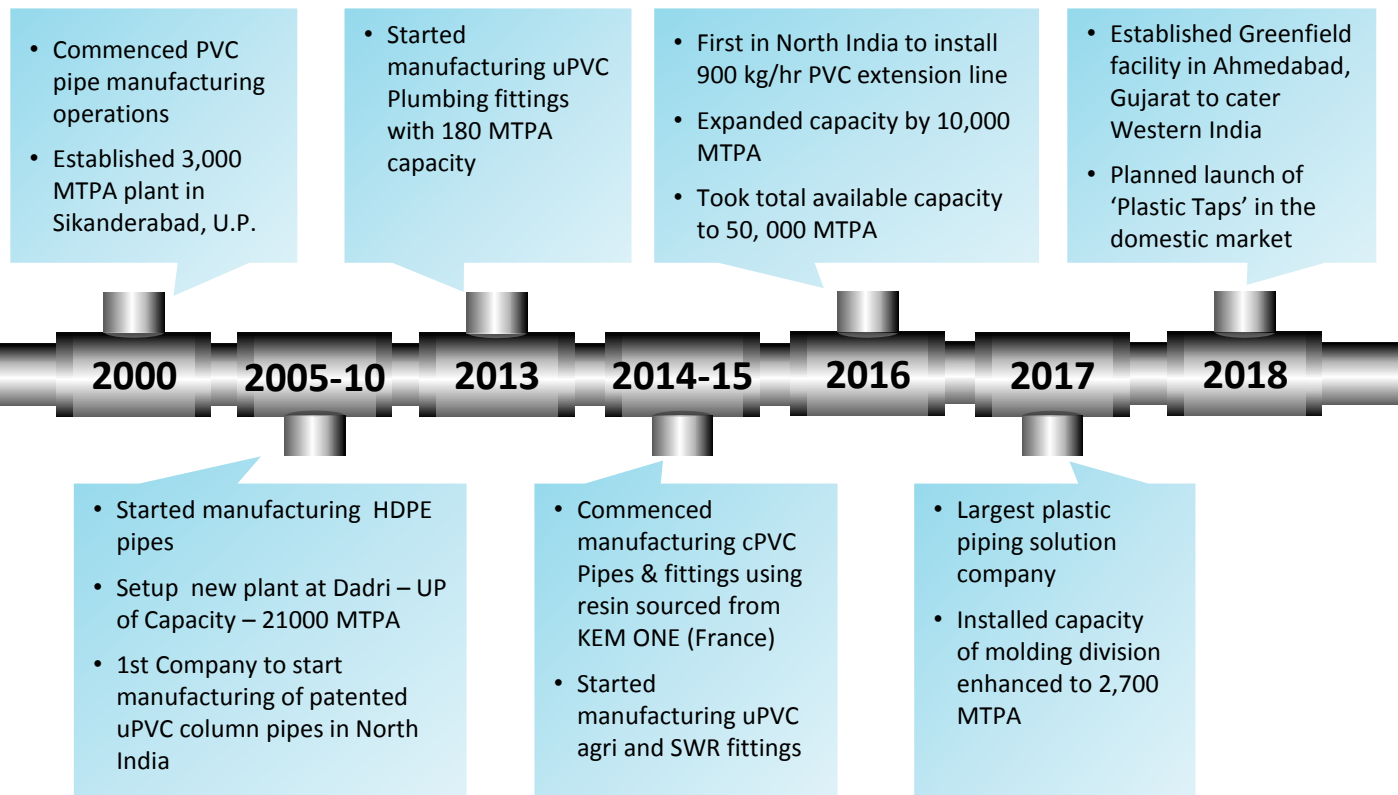
Products

15%

Volume Growth 5-yr CAGR

Among the top 10 leading PVC pipe manufacturers in India

## Success Milestones



### Robust growth trend over last 5 years (FY14 – FY18)

**15%**  
growth in Sales Volume

**29%**  
growth in EBITDA

**53%**  
growth in PAT

## Growth Map

Figures in Rs. crore

Particulars	FY2014	FY2015	FY2016	FY2017	FY2018	CAGR
<b>Revenues</b>	149	179	208	239	<b>284</b>	<b>18%</b>
<b>EBITDA</b>	12	16	24	32	<b>33</b>	<b>29%</b>
<b>PAT</b>	4	14*	10	16	<b>22</b>	<b>53%</b>
<b>Available Capacity MTPA (~)</b>	34,000	35,000	52,000	53,000	<b>60,000</b>	<b>15%</b>
<b>Sales Volume (MTPA)</b>	19,323	22,388	26,710	28,941	<b>33,707</b>	<b>15%</b>

- Includes Tax-free LTCG of Rs.9 crore. Business PAT is Rs. 5 crore.



## Key Strengths



**Strong foothold in India**



**Proven expertise in complex projects**



**Multiple and efficient product offerings – 1,000+ products**



**Catering to multiple sectors –**  
*Agriculture, Water Management, Infrastructure*



**Strong and highly experienced Management Team**



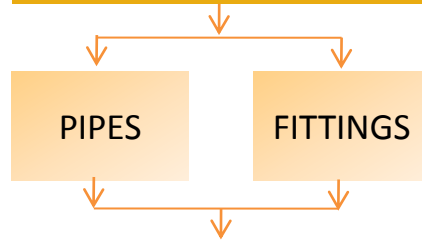
**Advanced & efficient equipment & technology**



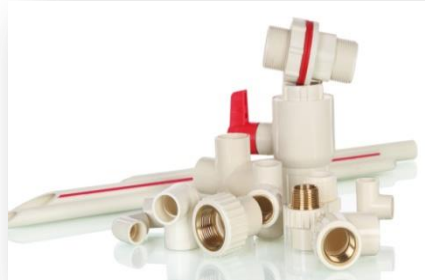
## Product Portfolio- Diversified Basket of 1,000+ Products



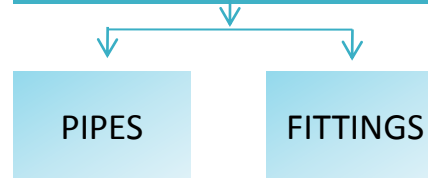
### uPVC PIPING SYSTEM



- uPVC PIPES
- uPVC RING FIT PIPES
- uPVC COLUMN PIPES
- uPVC RIBBED SCREEN PIPES
- uPVC PLUMBING PIPING SYSTEM
- uPVC AGRI FITTINGS
- SWR PIPES AND FITTINGS



### CPVC PIPING SYSTEM



PIPES

FITTINGS



### HDPE PRODUCTS

HDPE PIPING SYSTEM

- PLB DUCTS
- IRRIGATION PIPES
- SPRINKLER PIPES

# Product Application across Sectors



## Aiming Pan-India Distribution Presence

Enjoys a  
dominant and  
leading  
presence in  
North India

Tapping newer  
markets to reduce  
inventory cost for  
Distributors &  
Dealers

Extensive  
distribution  
network  
significantly  
reduces delivery  
time to 48 hours  
(from 10-12 days)

**450+**

Dealers/Retailers

**120+**

Consignment Agents  
Stockist Distributors

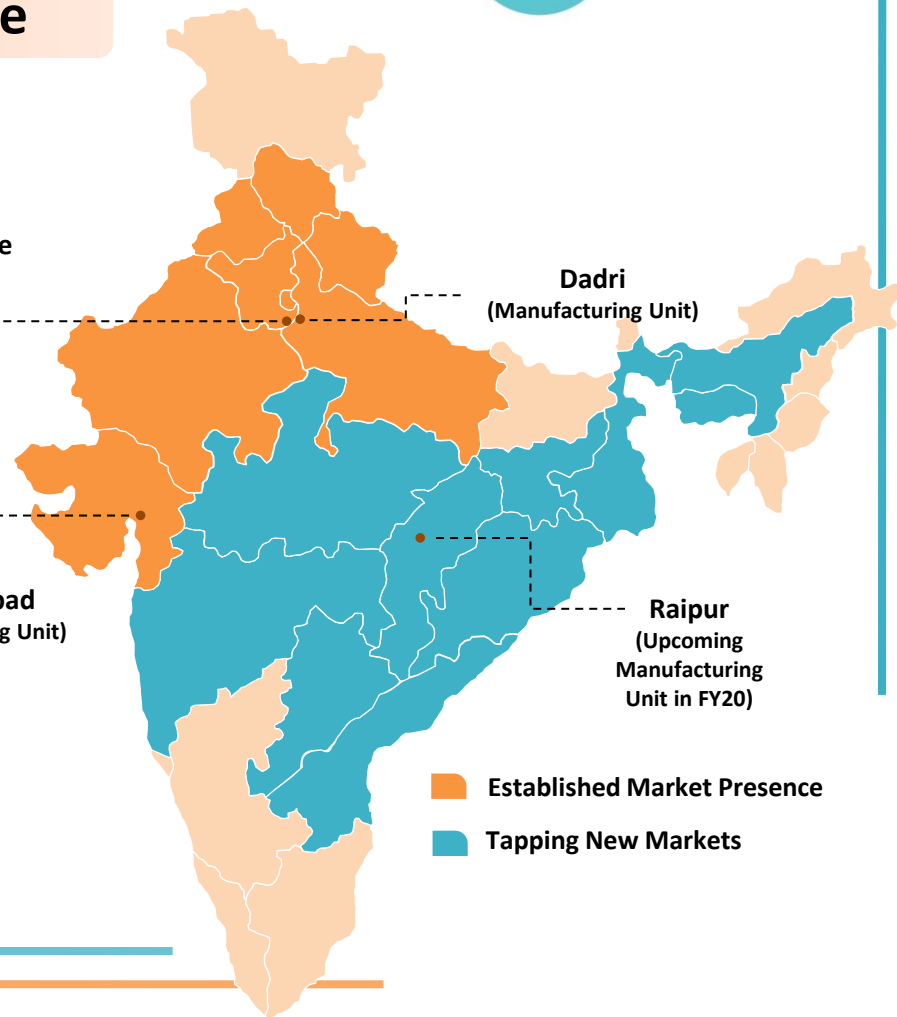
Delhi  
Head Office

Dadri  
(Manufacturing Unit)

Ahmedabad  
(Manufacturing Unit)

Raipur  
(Upcoming  
Manufacturing  
Unit in FY20)

 Established Market Presence  
 Tapping New Markets



## Manufacturing Facilities

Close-to-demand  
distribution  
network catering  
to key markets of  
North, West and  
Central India

Best in class  
Manufacturing  
Facility, with  
advanced  
equipment &  
practices

All major  
certifications/  
accreditations



In-house  
manufacturing  
offers incremental  
contribution to  
volumes and  
delivery  
capabilities



## Product Development & Handling

**In-house CPVC  
Compounding  
for Pipes &  
Fittings.**

**In-house  
development of  
extrusion moulds  
for better efficiency**

**Strong Technical  
know how  
among Employee  
base**

**Solid experience  
of manufacturing  
pipes with set  
specifications**



## Experienced Management Team

### Mr. Sameer Gupta

#### Managing Director

B.Com Honors from Delhi University (SRCC)

Mr. Sameer Gupta joined the family business in the year 2000 and established the PVC Pipes unit business

Under his leadership, the Company continues to reach newer heights, nurturing the values of Hard Work, Commitment to Quality, Excellence & Growth

### Mr. Sanjay Gupta

#### Chairman

Mr. Sanjay Gupta is the second generation of the entrepreneurial family

Holds a rich experience of over 3 decades in the steel & pipe industry

### Mr. A.K. Jain

#### CFO

Chartered Accountant  
ICAI,  
20 Years in the field of Finance and Accounting

### Mr. Manoj Sharma

#### Senior General Manager (Sales)

B. Sc,  
25 Years into Plastic Pipes Sales & Marketing

### Mr. V.S. Verma

#### Senior General Manager (Business Development)

BE(EEE),  
23 Years Experience in field of Project  
Engg., Product Development & Procurement

### Mr. N.S. Rana

#### General Manager (Production)

B.Sc & CIPET,  
30 Years into Plastic Pipes Processing

## Our Health, Safety and Environmental Policy

- ✓ RO and water softening plant facilitating safe consumption of water
- ✓ Regular workshops & training for machine operations / handling & safety
- ✓ Mechanized Finished Goods movement
- ✓ Usage of masks and safety gears for plant personnel
- ✓ High level of machine maintenance
- ✓ Complete in-house set-up for re-use of Polymer Waste ensuring nil environmental pollution







## MACRO GROWTH LEVERS





## At the Forefront of multiple sector trends

### Urban Infrastructure / Construction :

- Increasing Urbanization, changing consumer preferences and a shift towards branded products
- Pipes for a varied usage: Water Management, Waste Management, Water Drainage & Sewerage System, Urban Transport, Urban Roads
- Pradhan Mantri Awas Yojna (PMAY) - 'Housing for all by 2022' and 'Smart Cities' schemes to provide a big impetus to the sector



**Infrastructure push to enhance opportunity for PVC piping system in plumbing and distribution**

## At the Forefront of multiple sector trends

### Water Management :

- Strong government focus on water and sanitation management
  - Emphasis on providing clean water, clean cities with well-organized plans for sewage removal and transport facilities
- In the Union Budget 2018, the Swachh Bharat Abhiyan was allocated a total of Rs. 17,843 crore
  - Government looking at constructing ~2 crore toilets in FY19
- National Rural Drinking Water Mission (NRDWM) to create a safe drinking water program



**Rehabilitation of aging pipelines and installation of new pipes in transportation of liquids offers a significant opportunity**

## At the Forefront of multiple sector trends

### Agriculture Focus:

- Improving irrigation schemes for farmers
- Water Table Depletion – increase in bore well activities leading to higher demand of larger diameter pipes
- Under the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY), government has allocated higher budget of ~Rs. 50,000 crore on improving irrigation infrastructure
- Increase in land under irrigation for food production



**Increasing agriculture focus will have better demand for irrigation and thus demand for PVC pipes**

# STRATEGIC GROWTH PILLARS



## *Scale-up distribution network across India to augment presence and improve market penetration*

01 Strengthening Distribution & Footprint

02 Diversified Product Portfolio

03 Focus on Value-added Products - Fittings

04 Capacity Expansion

05 The 'APL Apollo' Brand Edge

- Establishing a solid presence in key markets
- Strong presence in North India – extending market reach in other parts of India.
- Growing outreach offer a series of benefits such as multiple touch points, business scale, brand reach and elevation of business capabilities
  - Adopted cash-n-carry model, which helps optimize receivables and guarantee actual cash receipts

## *Diversified Product Portfolio with total offerings at 1,000+, aiming to achieve 2,000+ products to the basket*

01 Strengthening Distribution & Footprint

02 Diversified Product Portfolio

03 Focus on Value-added Products - Fittings

04 Capacity Expansion

05 The 'APL Apollo' Brand Edge

- Range of products manufactured at the technologically advanced manufacturing facility at Dadri
- Emphasis on innovation: One of the first companies to launch "Super Lock System" pipes in the country
  - Awarded 10 year patent for the innovative product
- Offers the widest range of pipe sizes in the domestic industry. (1/2" to 16")
- Enhancing product offerings across the value added chain to drive growth
- Planned launch of 'Plastic Taps' in the domestic market – to drive higher brand visibility through New Products

## *Sharp focus on Value-Added Products: Fittings – to help strengthen the value chain*

01 Strengthening Distribution & Footprint

02 Diversified Product Portfolio

03 Focus on Value-added Products - Fittings

04 Capacity Expansion

05 The 'APL Apollo' Brand Edge

- Focused approach towards Fittings across uPVC and cPVC that offer significantly higher margins
- High-growth segment – rapidly gaining market share
- Focus on increasing revenue contribution from fittings segment from 11% in FY18 to 15% by FY2020
- Capacity expansion planned to cater growing demand



## *Capacity Expansion to aid long-term growth plan – to achieve 100,000 MTPA by H1 FY2020*

01 Strengthening Distribution & Footprint

02 Diversified Product Portfolio

03 Focus on Value-added Products - Fittings

04 Capacity Expansion

05 The 'APL Apollo' Brand Edge

- Total available capacity of 70,000 MTPA
- Successfully commenced commercial production at the 10,000 MTPA Greenfield manufacturing unit in Ahmedabad – to be further expanded to 20,000 MTPA by H1 FY2020
- Upcoming unit to facilitate higher production and reduce logistics costs
- Targeting a total installed capacity of 80,000 MTPA at the Dadri unit by H1 FY2020
- Greenfield facility in Raipur to be commissioned by March 2020 with an initial capacity of 25,000 MTPA – to be further expanded to 50,000 MTPA



## *Efficiently leverage the 'APL Apollo' brand reach and recall to drive higher growth*

01 Strengthening Distribution & Footprint

02 Diversified Product Portfolio

03 Focus on Value-added Products - Fittings

04 Capacity Expansion

05 The 'APL Apollo' Brand Edge

- The 'APL Apollo' brand has covered several milestones in its journey since inception
- Brand synonymous with quality and reliability of operations
- Strong brand recall amongst several distributors and customers
- The Company's association with the brand, its diverse product range and offerings across sectors ups the ante in terms of reach and competitiveness of the Company
- Undertaking various brand building and brand awareness initiatives to further strengthen Brand reach
- Largest selling brand for steel & plastic piping solution in India



## Key Focus Areas

**Continuous Branding Activities** – To leverage on **Brand ‘APL Apollo’**

**Diversifying manufacturing base** – Entering Western & Eastern India with Greenfield facilities located in Gujarat & Chhattisgarh

**New Product launches** – Targeting a basket of **2,000+ products** with immaculate features and utility of products – launching ‘Plastic Taps’ as a new product segment in the domestic market

**Cost Efficiency** – Well-penetrated distribution network to reduce logistic costs at all levels of operations

**Tapping Macro-Growth Opportunities** – Across sectors – Agriculture, Urban Infrastructure, Transportation

**Capacity Upgradation** – Continuous upgradation of existing facilities

**Premium Quality** – To deliver product quality synonymous with the ‘APL Apollo’ brand

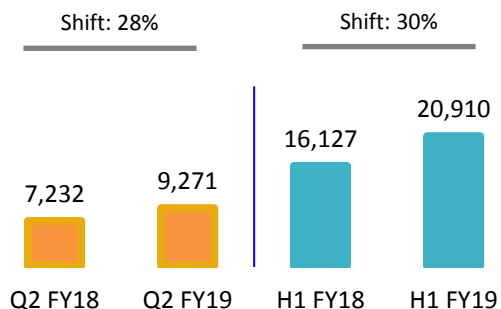
**Streamlined Operations** – To ensure smooth project realization through an extensive and Pan-India distributor network

# Operational & Financial Highlights Q2 & H1 FY2019

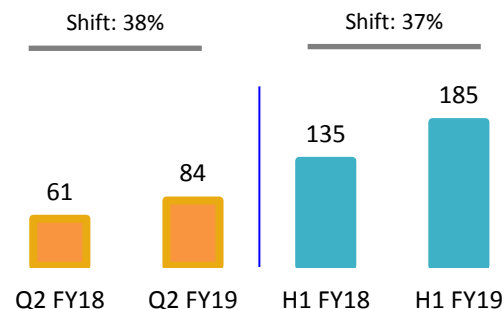


## Q2 & H1 FY19 – Performance Highlights

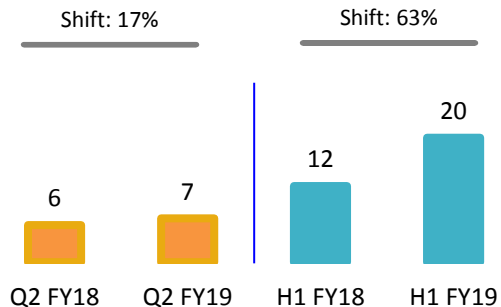
Sales Volume (MTPA)



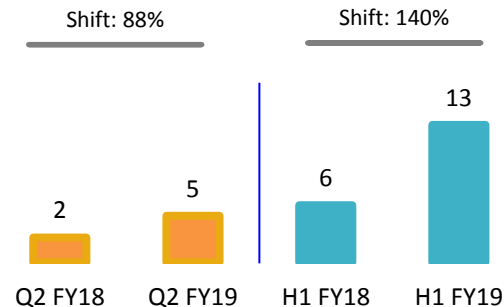
Total Revenue From Operations (Net) (Rs. Crore)



EBITDA (Rs. Crore)



PAT (Rs. Crore)



### Margins

9.9

8.4

9.1

10.8

3.9

5.3

4.1

7.2



# FINANCIALS

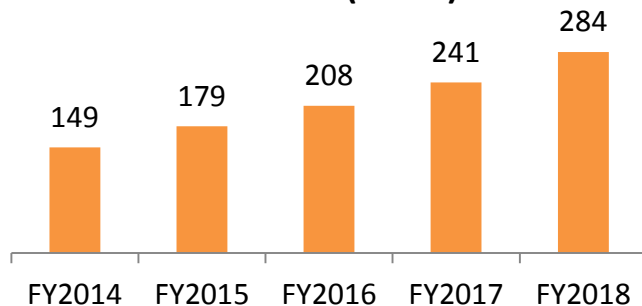


# ₹ Financial Trend



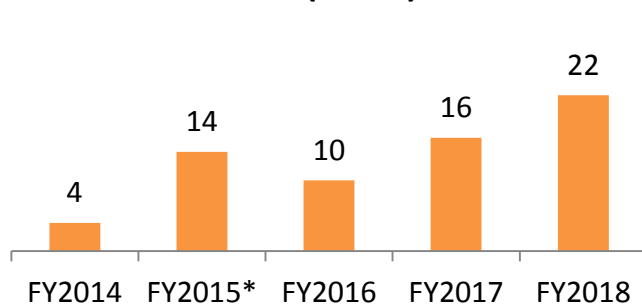
CAGR – 18%

## Revenue (Rs. Cr)



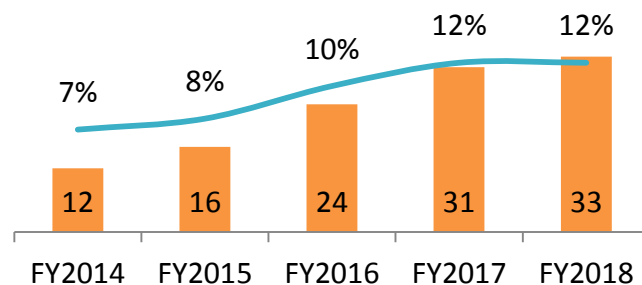
CAGR – 53%

## PAT (Rs. Cr)



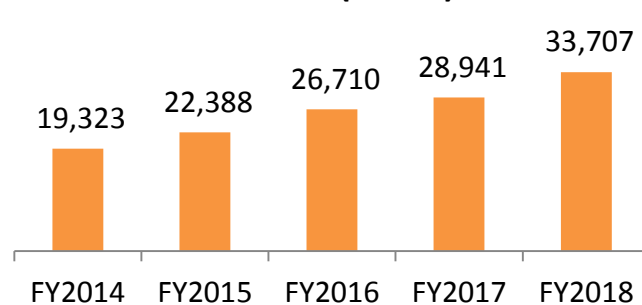
CAGR – 29%

EBITDA (Rs. Cr) EBITDA Margins (%)



CAGR – 15%

## Volume (MTPA)



\* Includes Tax-free LTCG of Rs.9 crore. Business PAT is Rs. 5 crore.

# THANK YOU



**For further information, please contact:**

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