



Apollo Tricoat Tubes Limited

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Apollo Tricoat commences commercial production of Door Frames with advanced Italian technology at manufacturing facility at Dujana, Uttar Pradesh

Delhi–NCR, 29th July, 2019: Apollo Tricoat Tubes Limited (Apollo Tricoat) today announced that it has started commercial production of Door Frames at its greenfield manufacturing facility in Dujana, Uttar Pradesh. The manufacturing line for the newly launched product segment has a total installed capacity of 50,000 MTPA. The Door Frame segment is made using the latest global Direct Forming Technology (DFT), making Apollo Tricoat the only Company in India to manufacture these products through this high–tech technology and will be introduced in the markets under the brand *“Apollo Chaukhat”*. *Such distinctive value–added products will assist the Company improve its brand visibility in the domestic markets.*

This new product segment is also eco–friendly in nature and is an ideal replacement to traditional wooden and open steel door frames. It further offers a string of advantages in terms of durability, as it is almost 3X stronger and has a longer life cycle than traditional wood and aluminum door frames. Subsequently the top of the line product also exhibits the distinguished features like Water & Moisture Proof, No Shrinking & Swelling, Fire Retradant, Maintenance Free, Environment Friendly, Outdoor Adaptability, Weather & Ageing Resistant, High Screw & Nail Holding Capacity, Easy

Sawing & Cutting, Solvent Based Joinery to name a few among many others. It also offers benefits in terms of cost and lower maintenance. The Company is confident that its new product segment will help create and capture a strong demand for steel door frames in the domestic and export markets.

Commenting on the development, Mr. Rahul Gupta, Managing Director of the Company said, "I am very pleased to announce that we have commenced the commercial production of our value-added product segment of Door Frames at the greenfield manufacturing facility at Dujana, Uttar Pradesh. These unique eco-friendly frames are manufactured using the latest Italian DFT technology and offer a host of benefits. This new product category, we believe, will help build our product offerings with an aim to improve market reach as well as create a distinct mark for our brand. We are also on track with our strategy of launching the other innovative product category of Narrow Sections by end of Q2 FY20. We believe, our growing innovative high-margin product basket along with the scale-up in manufacturing operations, will help us to deliver a strong sales momentum, both in the near and longer term."

Apollo Tricoat's existing two product segments, namely the Tricoat Tubes, Designer Galvanized pipes along with the newly launched closed Door Frames sections are higher margin value-added products, given their niche product applications in India. The Company is currently seeing a strong demand for these three categories in the Indian market. Increased production is expected to further provide a strong momentum to volume and sales performance, going forward.

The Company is also on track to launch the other innovative products category of Narrow Sections by September 2019. An improved portfolio of all the four value-added segments is expected to broaden the product mix and should enable the Company to deliver robust financial performance going forward. The Company is also undertaking a host of other business initiatives such as ramping-up manufacturing operations, establishing new manufacturing lines, and undertaking marketing initiatives to improve visibility and reach of its high-end value-added product categories. These initiatives will significantly enhance productivity and improve business efficiency for Apollo Tricoat in the medium to longer term.

About Apollo Tricoat Tubes Limited

Apollo Tricoat Tubes Limited (Apollo Tricoat) [BSE: 538566] Apollo Tricoat (Formerly known as Best Steel Logistics Limited) is one of the pioneers to launch In-line Galvanizing pipes in India. Equipped with state-of-the-art infrastructure and testing equipment, the Company operates a manufacturing facility at Malur, Karnataka with a total capacity of 150,000 MTPA. The Company's key products include varieties of the Tricoat Tubes, Designer Galvanized Pipes, Narrow Sections and Door-frames.

For more information about us, please visit www.apollotriccoat.com

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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. Apollo Tricoat 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.