

Apollo Tricoat Tubes Limited

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Apollo Tricoat's Q2 FY20 Sales performance

- The Company registers **27,529 MTPA** of sales volume in Q2 FY20

APL Apollo Group, parent Company of Apollo Tricoat, signs Mr. Amitabh Bachchan as the brand ambassador for all brands housed under APL Apollo




Ghaziabad, October 1, 2019: Apollo Tricoat Tubes (Apollo Tricoat), an innovative home improvement company, today announced its sales volume performance for the quarter and half year ending September 30, 2019. The Company registered a healthy sales volume of 27,529 MTPA in Q2 FY20. The growth was led by company's innovative home improvement products. On a Q-o-Q basis, the volumes improved by 167% from 10,286 MTPA in Q1 FY20. As operations at the newly commissioned facility at Dadri, Uttar Pradesh and at Malur, Karnataka further stabilize, the Company anticipates strong volume performance on a Q-o-Q basis.

The sales summary for company's innovative home improvement products is:

Brands	Q2 FY20 Volumes (MT)	Uses	Products	Annual Capacity (MT)
Apollo Signature	13,692	Designer Roofing, Fencing, Steel Furniture		85,000
Apollo Chaukhat	6,612	Steel-Door Frames in affordable housing segments, high-end housing, commercial buildings and industrial sheds		50,000
Apollo Elegant	4,962	Designer Hand Railing		25,000
Apollo Tricoat*	1,943	Electrical Conduits		15,000
Apollo Plank	320	Staircase Steps, Ceilings, Truck Bodies		25,000

***ILG Product – In-Line Galvanizing Technology**

New products to be launched:

Brands	Products	Uses	Annual Capacity (MT)
Apollo Hybrid*		Plumbing, Bore well etc	10,000
Apollo Scaff*		Scaffolding & Green House	25,000
Apollo Alpha		Window Frames	15,000

*ILG Product – In-Line Galvanizing Technology

In a key development, APL Apollo Group recently, signed the mega-star of Bollywood, Mr. Amitabh Bachchan as the brand ambassador for brand 'APL Apollo'. The brand campaign will feature Mr. Bachchan as the face of all 'APL Apollo' brands, including Apollo Tricoat, in print, outdoor, digital and in communication campaigns. With his massive fan-following and recognition in the domestic and international markets, the Company hopes to further widen APL Apollo Group's brand appeal and strengthen its brand recognition and reach in India and export markets.

About Apollo Tricoat Tubes Limited

Apollo Tricoat Tubes Limited (Apollo Tricoat) [BSE: 538566] Apollo Tricoat is one of the pioneers to launch In-line Galvanizing products in India. Equipped with state-of-the-art infrastructure and testing equipment, the Company operates two manufacturing facilities at Malur, Karnataka and Dadri, Uttar Pradesh. The Company's main products include varieties of the home improvement range.

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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.