



**Apollo TriCoat**

THREE STEPS AHEAD

AATL/SE/OTH/2019-20

October 15, 2019

**Electronic Filing**

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

**Re: Press Release**

Respected Sir(s),

Please find enclosed herewith copy of Press Release being made by the Company today, titled '**Q2 FY 2020' – Sales volume performance for the quarter and half year ended September 30, 2019**'.

Request you to please take the aforesaid information on your record.

Thanking You,

Yours faithfully,  
For **Apollo Tricoat Tubes Limited**

  
**Surbhi Arora**  
Company Secretary  
M. No. A33370





# Apollo Tricoat Tubes Limited

36, Kaushambi, near Anand Vihar Terminal, Behind wave Cinema, Ghaziabad - 201010

## Q2 FY2020

***Robust sales volume at 27,529 MTPA, higher by 167% QoQ  
Net Revenues increases by 197% to Rs 153.6 crore  
EBITDA at Rs 15.7 crore, higher by 149%***

**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.

## Financial Performance Highlights

### Performance Review for Q2 FY20\*

- Sales Volume stood at 27,529 MTPA
- Net Revenues increases at Rs. 153.6 crore
- EBITDA at Rs. 15.7 crore
  - EBITDA per ton stood at Rs. 5,707/ ton
- PBT at Rs. 13.0 crore
- Net Profit after Tax at Rs. 9.4 crore




### Performance Review for H1 FY20\*

- Sales Volume stood at 37,815 MTPA
- Net Revenues increases at Rs. 205.3 crore
- EBITDA at Rs. 22.0 crore
  - EBITDA per ton stood at Rs. 5,817/ ton



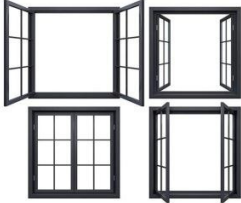
- PBT at Rs. 18.0 crore
- Net Profit after Tax at Rs. 13.1 crore

\*Note: Figures for the corresponding period last year are not comparable as the Company started commercial production from Q1 FY2020 onwards.

### Sales summary for Company's innovative home improvement products:

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

**New products to be launched:**

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

**Commenting on the Company's performance for Q2 FY20, Mr. Rahul Gupta, Chairman, Apollo TriCoat said,**

*"We are happy to report an encouraging set of results during Q2 & H1 FY20. During the quarter, we registered Rs. 153.6 crore of revenues backed by a strong sales volume of 27,529 MTPA. The growth was driven by the Company's innovative home improvement products that included brands such as 'Apollo Signature', 'Apollo Chaukhat' and 'Apollo Elegant.'"*

*I am also pleased to share that, APL Apollo Group, our parent Company, recently, signed the mega-star of Bollywood, Mr. Amitabh Bachchan as the brand ambassador for all products under brand 'APL Apollo', including Apollo Tricoat. We believe, with Mr. Bachchan's massive fan following, the brand campaign will provide a huge boost to our brand and product visibility and will also help strengthen our market reach in India and export regions.*

*Looking ahead, we are also on-track to launch three other new innovative brands – Apollo Hybrid, Apollo Scaff and Apollo Alpha, which have various applications across segments including plumbing, scaffolding, green houses and for window frames. With the launch of these new brands and as operations at the newly commissioned facilities at Dadri, Uttar Pradesh and at Malur, Karnataka*

*further ramp-up, the Company anticipates stronger operational and financial performance on a Q-o-Q basis, going ahead.”*

## Key Developments

---

- **Registers healthy sales volume performance in Q2 & H1 FY20**
  - The Company delivered strong volumes in Q2 FY20 at 27,529 MTPA, taking the total H1 FY20 volumes to 37,815 MTPA
    - On a Q-o-Q basis, volumes improved by 167% in Q2 FY20
  - The growth was driven by the Company’s innovative home improvement products, including brands such as ‘Apollo Signature’, ‘Apollo Chaukhat’, ‘Apollo Plank’ and ‘Apollo Elegant’.
  - 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, going forward
  
- **APL Apollo Group, parent Company of Apollo Tricoat, signs Mr. Amitabh Bachchan as the brand ambassador for all brands housed under APL Apollo**
  - The brand campaign launched by APL Apollo Group will feature Mr. Bachchan as the face of all ‘APL Apollo’ brands, including Apollo Tricoat. The campaign will be spread across print, outdoor, digital and in-communication campaigns
  - With Mr. Bachchan’s massive fan-following and recognition in the domestic and international markets, the Company hopes to further widen its brand appeal and strengthen brand recognition and market reach in India and export regions
  
- **Expanding manufacturing operations to boost sales volume**
  - Currently, Apollo Tricoat has a total installed capacity of 200,000 MTPA, which primarily manufactures specialized and niche products like Apollo Signature and Apollo Chaukhat
  - In sync with its growth strategy, the Company is ramping up operations at its manufacturing facilities at Dadri U.P. and Malur, Karnataka.

- Furthermore, the Company will be launching three other new innovative brands – Apollo Hybrid, Apollo Scaff and Apollo Alpha in the upcoming quarters.
- These said new product launches and expanded capacity at manufacturing locations will enable a healthy and sustainable volume performance, going ahead

## About Apollo Tricoat Tubes Limited

**Apollo Tricoat Tubes Limited (Apollo Tricoat) [BSE: 538566]** Apollo Tricoat is India's leading home improvement innovation company. 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.

### **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. 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.*