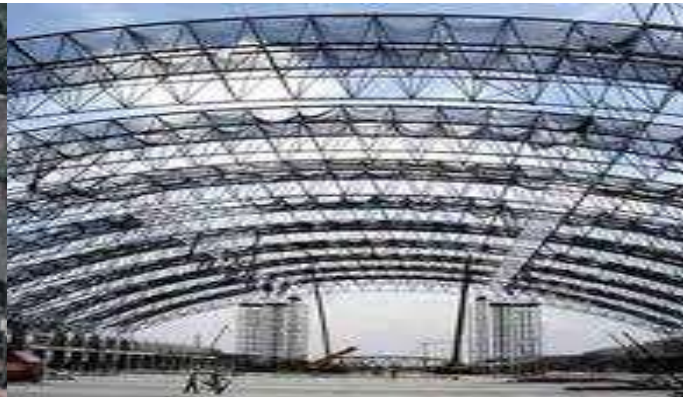


APL APOLLO TUBES LIMITED

Q3'FY14 INVESTOR PRESENTATION

FEBRUARY 2014



Q3 & 9m'FY14 performance

Chairman's message and outlook

Business overview

Shareholding pattern

Annexure

EXPORTS DRIVE DOUBLE-DIGIT GROWTH

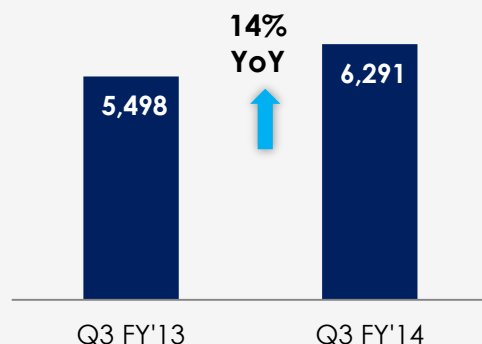
Key highlights in Q3'FY14

- ▶ Exports up 5.7x, share in total revenue up to 15.2%
 - Europe and Middle East drive growth in a favourable currency scenario
- ▶ Volumes up 11%YoY at ~142,000 tonnes
 - Driven by strong demand across diversified industries, including replacement demand
 - Continued supply to prestigious clients like BHEL, L&T, Adani, Ashok Leyland, Jain Irrigation, Bangalore Metro, Goa Airport, Nashik Airport, Bharti Airtel Infra and Sterling Willson (a Shapoorji Pallonji Group Company) among others
- ▶ Capacity enhanced by 50,000 TPA in two units through brownfield expansion. Total production capacity increases to 750,000TPA extending leadership in ERW tubes
 - Utilization ~85%, one of the best in the industry
- ▶ Vision 2015 - 1MTPA: On-going capacity expansion across all 5 units as per schedule
- ▶ Mr. Abhilash Lal appointed as Independent Director
 - Mr. Lal, a veteran in private equity in India, has over two decades' experience in financial services and consulting. At present, he is Partner and Chief Operating Officer at \$60mn MCap Fund Advisors. Previously, Mr. Lal was a Director at real estate consultancy DTZ and has a total of 21 years of experience in financial services, consulting, outsourcing, and real estate. He has worked in business head positions with HSBC, A. T. Kearney, Genpact, and DTZ and is an M.B.A. from Indian Institute of Management, Bengaluru and also graduated with a B.E. (Mech).

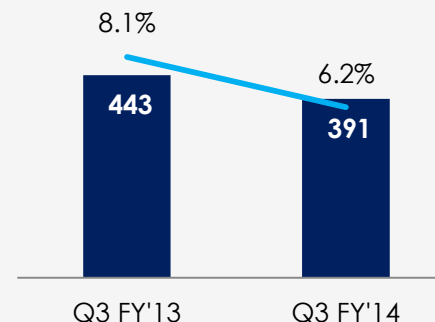
Q3FY14: ROBUST GROWTH IN REVENUES

Figures in Rs Million, Consolidated

NET SALES



EBITDA & EBITDA MARGIN

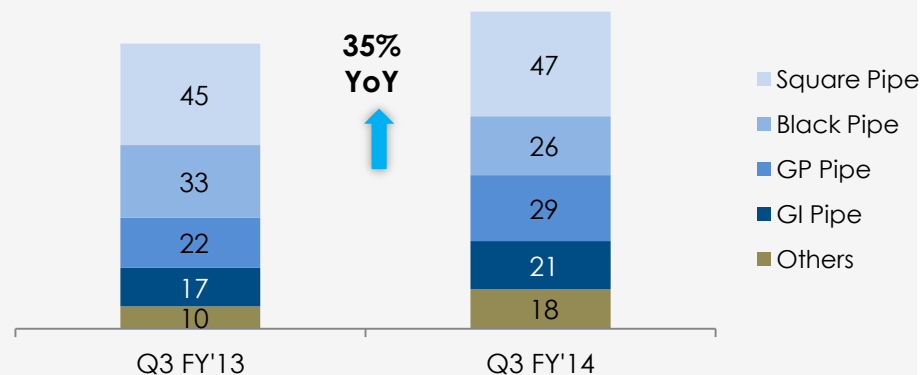


- ▶ Net sales up 14% YoY at Rs 6,291mn in Q3'FY14 driven by robust export growth (up 472%YoY) and marginal improvement in realizations across segments
 - Volumes up 11% YoY at ~142,000 tonnes with broad-based supply to diverse end-consumers
- ▶ EBITDA for the quarter at Rs 391mn and EBITDA margin at 6.2% impacted by increased raw material costs
 - Raw material cost as % of sales up from 83.4% in Q3'FY13 to 85.9% in Q3'FY14 with increased HR Coil prices
 - Decline in staff costs and other expenses as % of sales with increased economies of scale helped maintain EBITDA above 6%

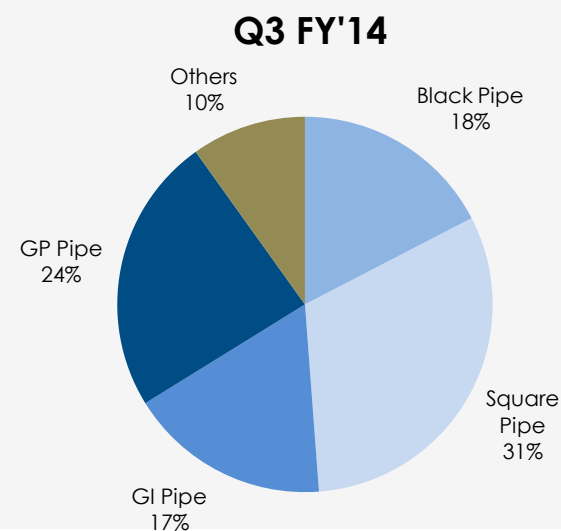
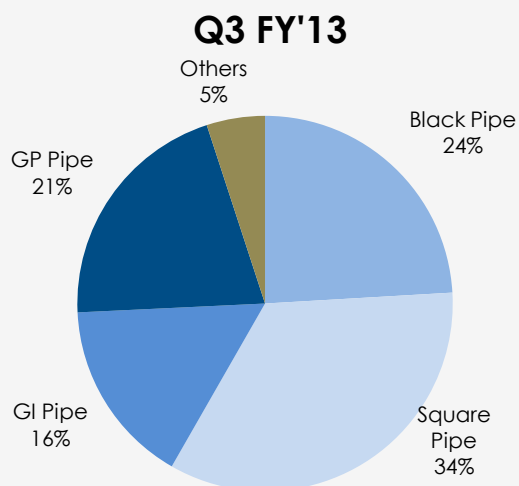
GP PIPES SEE HIGHER GROWTH IN WELL-DIVERSIFIED PORTFOLIO

- ▶ Share of Galvanized pipes (GP+GI) in revenues at 41% in Q3'FY14 compared to 37% in Q3'FY13
- ▶ Higher-value Pre-Galvanised Pipes (GP Pipes) grow 31%YoY with increase in exports
- ▶ Square pipes with applications in structurals, is the largest segment (31% share in revenues)

SALES VOLUMES ('000 TONNES)



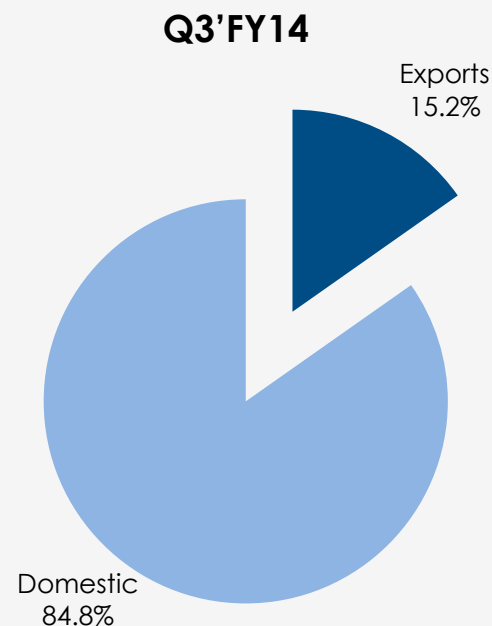
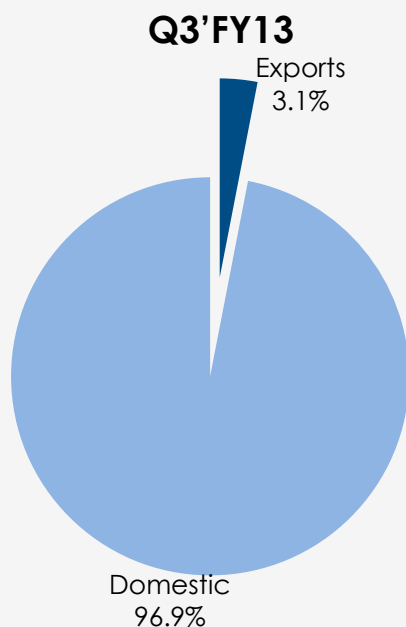
SEGMENTAL BREAK-UP OF REVENUES



SHARE OF EXPORTS UP TO 15.2% WITH FAVORABLE ECONOMICS

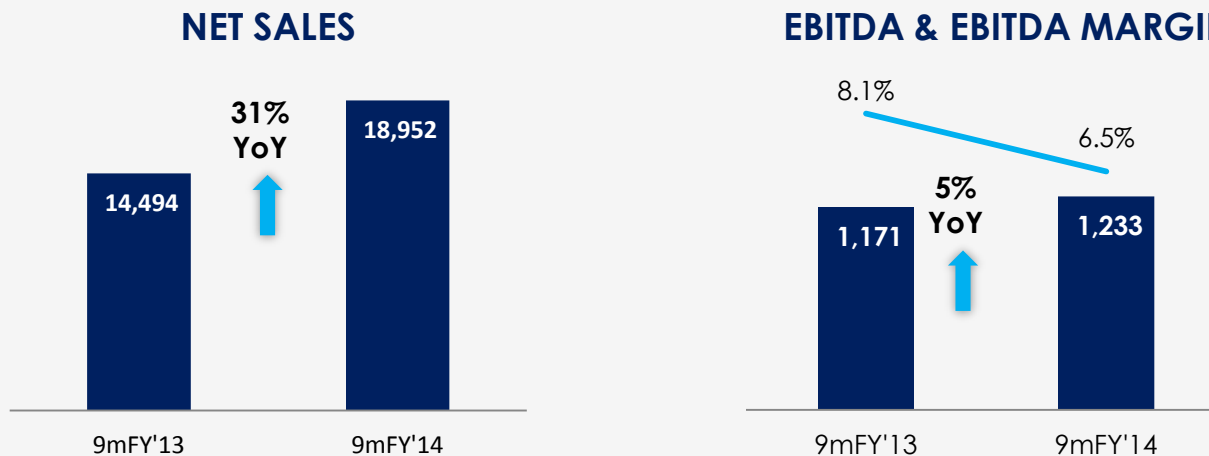
- ▶ Revenues from exports up 472% YoY and 88% QoQ in favorable rupee scenario at Rs 959mn
- ▶ Exports for the nine month period 9mFY14 increase 184% YoY to reach Rs 1,470mn
- ▶ Europe and Middle East drive growth

GEOGRAPHICAL BREAK-UP OF REVENUES



9M'FY14: ROBUST GROWTH IN REVENUES

Figures in Rs Million, Consolidated



- ▶ Net sales up 31% YoY to reach Rs 18,952mn in 9m'FY14 with robust volume growth (30% YoY to reach 432,000 tonnes in 9m'FY14)
 - Driven by demand across diversified industries
- ▶ EBITDA for the nine months Rs 1,233mn, up 5% YoY and EBITDA margin of 6.5%
 - Margins impacted by increase in prices of HR coils, however partly cushioned by decline in other expenses and staff costs with increased economies of scale

Q3 & 9m'FY14 performance

Chairman's message and outlook

Business overview

Shareholding pattern

Annexure

CHAIRMAN'S MESSAGE

“We are pleased to report double-digit growth on the back of our strong focus on exports, despite subdued performance in the domestic market. Through our proactive exports drive, we have been able to maintain production of ~150,000 tonnes in the quarter.

In the domestic market, demand for ERW saw a temporary blip due to the prolonged monsoon which affected construction activity. Going forward, given good farming income this year, we expect a boost in rural consumption and revival in domestic demand. Our economy's fundamentals remain strong and motivated by good response of our products overseas, we remain committed to become a globally renowned 1 MTPA ERW tubes player by 2015.”

Mr. Sanjay Gupta
Chairman

Q3 & 9m'FY14 performance

Chairman's message and outlook

Business overview

Shareholding pattern

Annexure

STRONG COMPETITIVE ADVANTAGES

► Superior product portfolio

- First ERW steel tube company to be present in all four segments
- Pioneered Pre-Galvanized segment in India
- Largest production in Hollow sections
- Widest variety of ERW tubes with over 300 variants

► Extensive Pan-India distribution

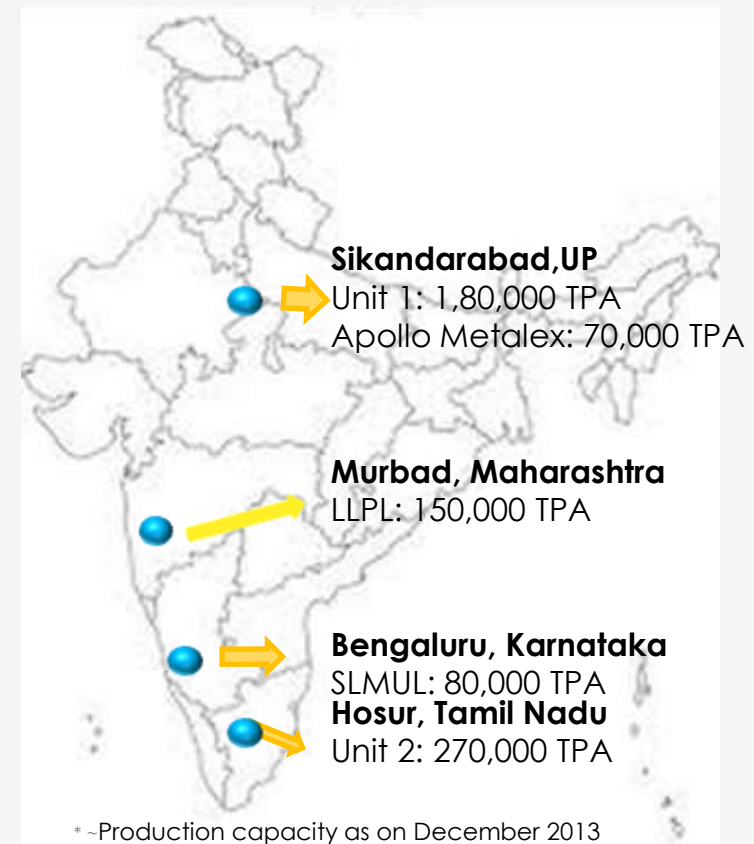
- Wide-spread dealer network across India
- 23 warehouse cum branches present in ~17 states in North, West and Southern India

► Highly efficient operations

- World-leading Japanese mill technology from Kusakabe
- Plants running at ~85% utilization
- Over 95% input-output ratio
- Low operational costs
- Product-quality at par with global standards
- Ability to quickly turnaround acquired units
- Largest buyer of HR Coils in ERW segment

► Manufacturing competitiveness

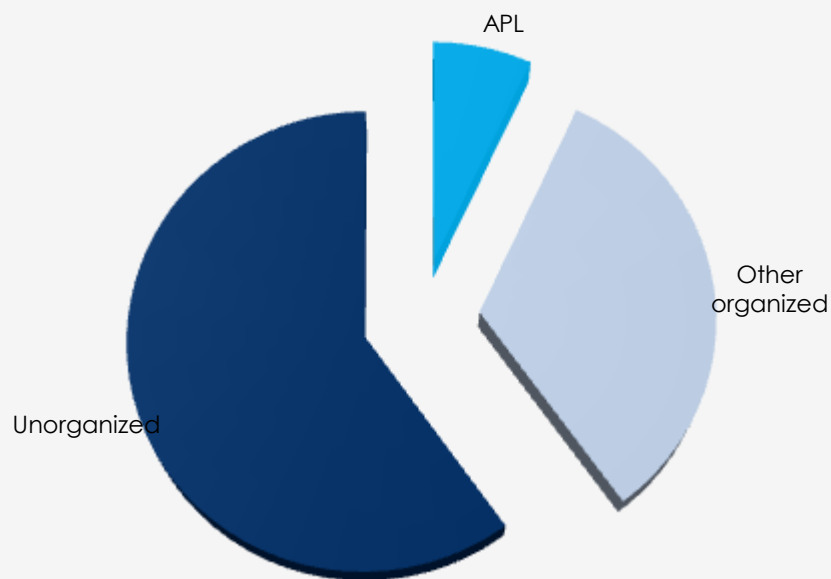
- Only player with plants across North, West and South India



WELL-POSITIONED TO GAIN FROM UNORGANIZED SECTOR

Pulling market share from vast unorganized segment backed by comprehensive product portfolio

ERW MARKET SHARE ESTIMATES



~60% to 70%. Local or regional manufacturers
•Capacity < 1lakh MTPA

PRESENT ACROSS ALL 4 ERW SEGMENTS



MS Black



GI Pipes



Hollow Sections



GP Pipes

Unorganized sector has limited product breadth with presence in only 1 or 2 segments

POISED TO GROW ABOVE 30%, 1MTPA BY 2015

► 1MTPA by 2015

- Brownfield additions at all existing units along-with capacity enhancement of existing mills
- Hollow sections will continue to be the company's forte
- Focus on higher-value galvanized tubes with plans to double in-house sheet galvanizing capacity
- To be funded mainly by internal accruals, D/E to be maintained close to 1x

► To be supported by distribution expansion

- Expansion of product-portfolio to capture gaps, and niche applications
- Doubling of dealer network from a base of 300+ dealers in FY13
- Increase warehouse-cum-branches from 23 at present to 45 in tier2, tier3 cities

Q3 & 9m'FY14 performance

Chairman's message and outlook

Business overview

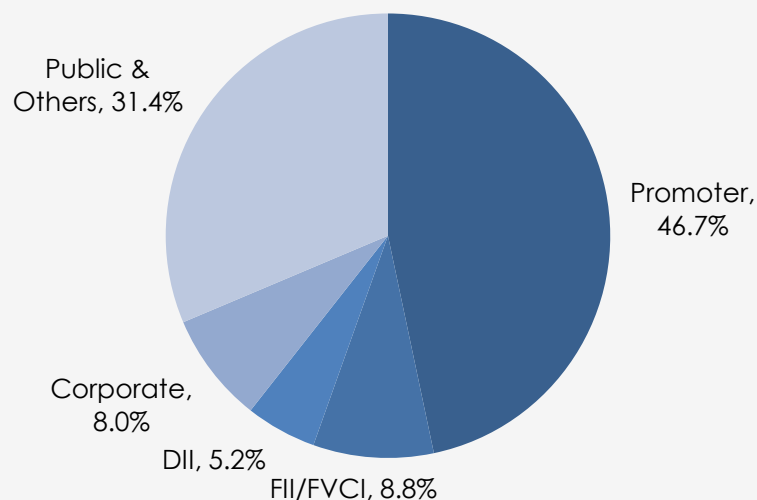
Shareholding pattern

Annexure

SHAREHOLDING PATTERN

Outstanding shares: **2,34,38,636 shares**

Shareholding pattern as on **December 31, 2013**



Key shareholders as on December 31, 2013

% Share Holding

Kitara PIIN	12.80
Vallabh Bhansali & family	6.04
Emblem FII	5.12
Kotak Mahindra International	3.64
L&T Mutual Fund Trustee Ltd	2.71
DSP Blackrock Micro Cap Fund	1.47

Q3 & 9m'FY14 performance

Chairman's message and outlook

Business overview

Shareholding pattern

Annexure

CONSOLIDATED PROFIT AND LOSS STATEMENT

Particulars (₹ mn)	Q3 FY'14	Q3 FY'13	% YoY	Q2FY'14	% QoQ	9mFY'14	9mFY'13	% YoY	FY'13
Gross sales	6,911	6,110	13%	7,154	-3%	21,076	16,215	30%	22,471
Less excise	621	612	1%	791	-22%	2,123	1,721	23%	2,388
Net Sales & other operating Income	6,291	5,498	14%	6,364	-1%	18,952	14,494	31%	20,083
Total Expenditure	5,900	5,055	17%	5,961	-1%	17,719	13,323	33%	18,488
(Increase) / Decrease In Stock In Trade & WIP	156	132	18%	86	81%	(12)	(239)	NA	(540)
Consumption of Raw Materials	5,185	4,373	19%	5,282	-2%	16,163	12,224	32%	17,077
Purchase of Traded Goods	61	79	-23%	95	-36%	158	98	NA	352
Employees Cost	88	92	-5%	85	4%	249	218	14%	279
Other Expenditure	410	379	8%	413	-1%	1,162	1,022	14%	1,321
EBITDA	391	443	-12%	403	-3%	1,233	1,171	5%	1,595
Depreciation	43	34	27%	43	0%	125	86	45%	125
EBIT	348	409	-15%	360	-3%	1,108	1,085	2%	1,470
Interest & Finance charges	154	118	30%	160	-4%	450	309	46%	429
Other Income	1	-	NM	2	-49%	10	-	NA	17
PBT before exceptional items	195	290	-33%	202	-3%	668	776	-14%	1,058
Exceptional items	0	-	NM	-	NA	0	-	NA	8
PBT	195	290	-33%	202	-3%	668	776	-14%	1,050
Tax Expense	66	92	-28%	60	11%	220	254	-14%	364
PAT	129	198	-35%	142	-10%	448	523	-14%	686

Key Ratios	Q3 FY'14	Q3FY'13	Q2FY'14	9mFY'14	9mFY'13	FY'13
EBITDA Margin	6.2%	8.1%	6.3%	6.5%	8.1%	7.9%
Net Margin	2.0%	3.6%	2.2%	2.4%	3.6%	3.4%
Total Expenditure/ Operating Income	93.8%	91.9%	93.7%	93.5%	91.9%	92.1%
Raw Material Cost/ Operating Income	85.9%	83.4%	85.8%	86.1%	83.4%	84.1%
Staff Cost/ Operating Income	1.4%	1.7%	1.3%	1.3%	1.5%	1.4%
Other Expenditure/ Operating Income	6.5%	6.9%	6.5%	6.1%	7.0%	6.6%

PRODUCT-WISE DETAILS

Product-wise Revenue Break-Up (Rs mn)	Q3 FY'14	Q3 FY'13	% YoY	Q2FY'14	% QoQ	9mFY'14	9mFY'13	% YoY	FY'13
Black Pipe	1,087	1,319	-18%	1,403	-23%	3,941	3,367	17%	4,670
Square Pipe	1,960	1,874	5%	2,216	-12%	6,433	4,701	37%	6,524
GI Pipe	1,084	875	24%	1,122	-3%	3,297	2,917	13%	3,195
GP Pipe	1,493	1,136	31%	1,260	19%	3,938	2,660	48%	4,484
Others	617	275	124%	317	95%	1,225	812	51%	1,148
Total	6,242	5,479	14%	6,318	-1%	18,834	14,457	30%	20,021

% Break Up by value	Q3 FY'14	Q3 FY'13	Q2FY'14	9mFY'14	9mFY'13	FY'13
Black Pipe	17%	24%	22%	21%	23%	23%
Square Pipe	31%	34%	35%	34%	33%	33%
GI Pipe	17%	16%	18%	18%	20%	16%
GP Pipe	24%	21%	20%	21%	18%	22%
Others	10%	5%	5%	7%	6%	6%
Total	100%	100%	100%	100%	100%	100%

Sales Volume Break Up (In '000s)	Q3 FY'14	Q3 FY'13	% YoY	Q2FY'14	% QoQ	9mFY'14	9mFY'13	% YoY	FY'13
Black Pipe	26	33	-19%	34	-22%	96	82	16%	115
Square Pipe	47	45	3%	53	-11%	154	113	37%	157
GI Pipe	21	17	24%	22	-3%	65	59	11%	64
GP Pipe	29	22	32%	25	19%	78	53	47%	89
Others	18	10	78%	12	52%	39	26	48%	39
Total	142	128	11%	145	-2%	432	334	30%	464

% Break Up by volume	Q3 FY'14	Q3 FY'13	Q2FY'14	9mFY'14	9mFY'13	FY'13
Black Pipe	19%	25%	23%	22%	25%	25%
Square Pipe	33%	36%	36%	36%	34%	34%
GI Pipe	15%	14%	15%	15%	18%	14%
GP Pipe	21%	18%	17%	18%	16%	19%
Others	13%	8%	8%	9%	8%	8%
Total	100%	100%	100%	100%	100%	100%

CONTACT US

For any Investor Relations queries, please contact



Pankaj Gupta

CFO

APL Apollo Tubes Limited

Email: k.pankaj@aplapollo.com

Phone: +91 0120-4041400

Rupam Prasad

Phone: : +91 124 4241442

Gurgaon

Rupam.prasad@four-s.com

Seema Shukla

Phone: +91 124 4241441

Gurgaon

seema@four-s.com

About APL Apollo Tubes Limited

Incorporated in 1986, APL Apollo is the largest ERW Pipes manufacturer in India with a production capacity of 700,000TPA. From 5 manufacturing locations in North, South and West India, it produces the largest range of Hollow Sections and Mild Steel Tubes in 300+ variants (Black, Galvanised and Pre-galvanised), in outer diameter range of ½" to 14". ERW tubes and pipes are used in diversified industries with wide-spread applications including in greenhouses, solar power, airport, metros, fencing, roofing, fire-fighting, scaffolding, city gas distribution, irrigation, plumbing, automotive, and other industrial uses. The Company has certifications like ISO 9001-2008, OHSAS 18001-2007 & ISO 14001-2004 and safety certifications like 'CE' & 'UL' for Europe and USA. For more information visit www.aplapollo.com

Safe Harbor:

Certain statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. 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. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labor relations.

APL Apollo Tubes Limited 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