

**Apollo** TYRES VREDESTEIN

Investor Presentation | July 2024

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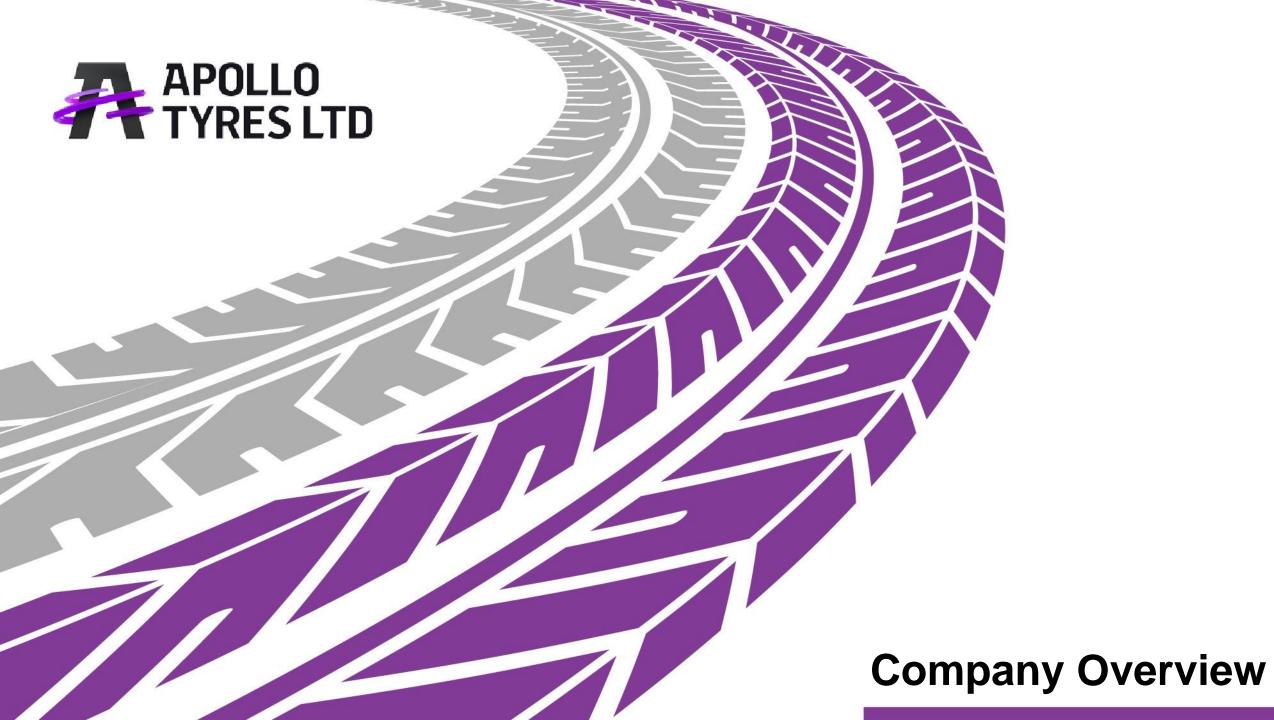
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# **Company Overview**



#### Leading global tyre manufacturer

- Incorporated in 1972
- A full range player
- Long standing client relationship with many of the marquee OEMs across the globe
- Listed on both NSE and BSE with an approximate current market capitalisation of ~INR 350 Bn\*



Strong brands with leading market position

- India: Leading player in Truck & Bus and Passenger vehicles
- Europe: Premium market position in fast-growing passenger car segment



Experienced leadership team & board, and backed by marquee investors

- Experienced leadership team
- Strong Board: 6 independent directors & 6 Nonindependent Directors
- Backed by marquee funds / investment houses Warburg Pincus, HDFC Bank, Kotak, GIC etc.



#### Deep distribution network built over time

- ~ 7,200 Dealers (India)
- ~ 6,600 Dealers (Europe)



State of art production facilities and continued focus on R&D

- 7 Manufacturing Plants (India: 5, Europe: 2)
- 2 R&D centres (India & Europe)
- Digital Innovation Hub in UK and India. The Hub will use Artificial Intelligence and Machine Learning technologies to solve complex manufacturing problems
- Podium positions garnered in European and North American PCLT test results

Revenue	(INR Mn)
FY20	163,502
FY21	-
FY22	
FY23	0 245,681
F <u>Y24</u>	253,777

#### Key Performance Indicators

EBITDA (INR Mn) & EBITDA M	largins (%)
FY20	19,386 (12%
FY21	27,975 (16%
FY22	25,741 (12%
FY23	33,137 (13%
FY24	44,473 (18%

Capital Expenditure Outflow	w (INR Mn)
FY20	28,361
FY21	11,902
FY22	18,164
FY23	7,627
FY24	6,739

APOLLO TYRES LTD \*as of 17th July 2024

# **Apollo Tyres Snapshot (FY24)**





INR 253,777 Mn Revenue **13%** 3 Yr Revenue CAGR



17.5%

**EBIDTA Margin** 



**17%** 3 Yr EBIDTA CAGR



INR 44,473 Mn EBIDTA INR 17,219 Mn PAT **70%** 3 Yr PAT CAGR

₹	]

INR 20,038 Mn Free cash flow

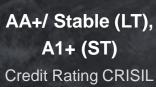


**0.6x** Net Debt/EBIDTA



**22%** Dividend % of Net Profit Dividend – INR 6.00/share

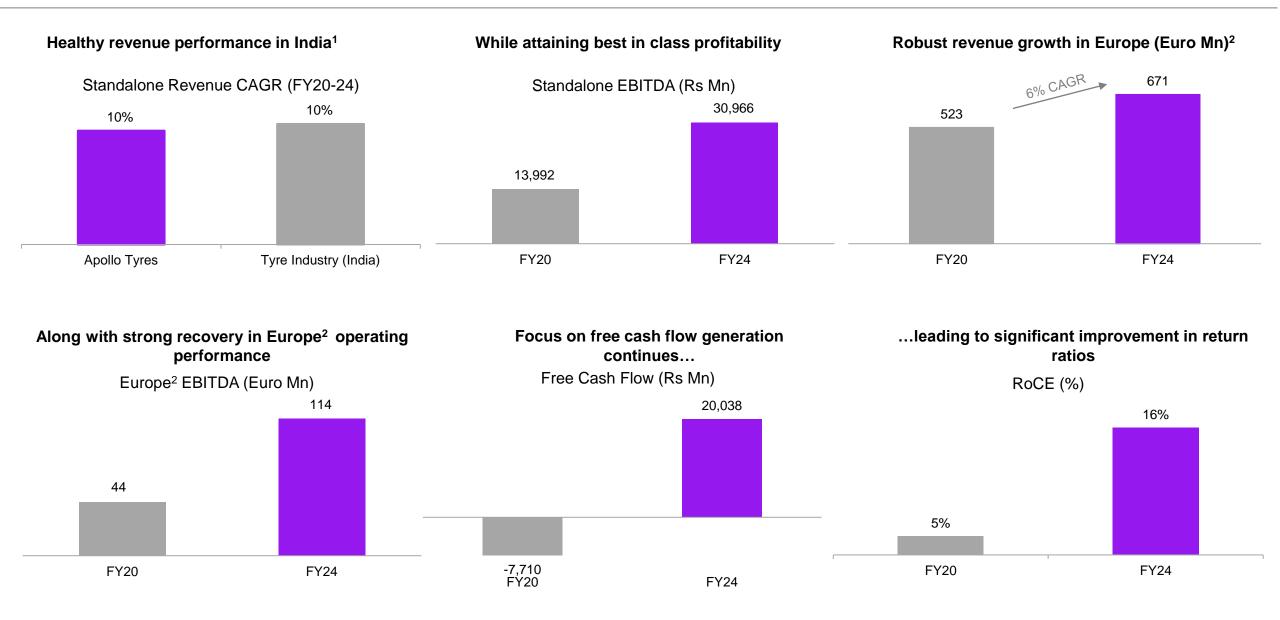






B CDP Score (Climate change)

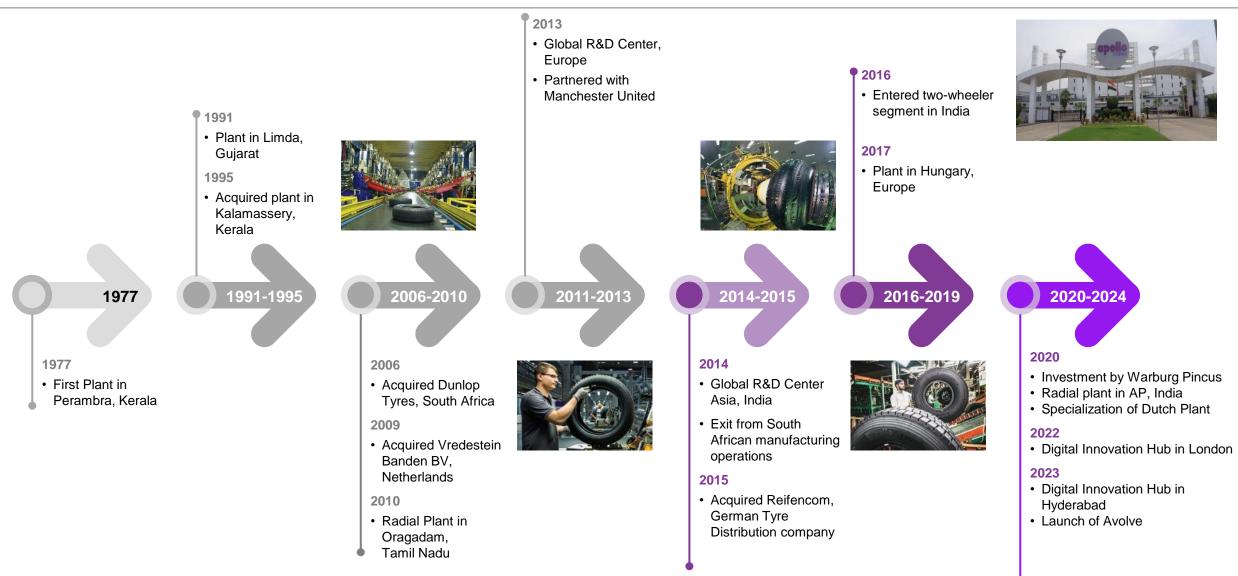
# **Strong execution – Track record of superior performance**



#### **APOLLO TYRES LTD**

1. Tyre Industry (India) consists of top 4 Indian players in the same segment 2. Europe sales and manufacturing, excluding Reifen

# **Key Milestones**



### **Eminent Board of Directors with Wide Ranging Expertise**





Neeraj Kanwar

Vice Chairman & Managing Director



Francesco

Crispino Independent Director

Co-Founder Greater Pacific Capital



Gori Non Independent

Director

Former CEO, Pirelli Tyre



Vinod Rai Independent

Director

Auditor General of India



Gaurav Kumar

Non Independent Director

Chief Financial Officer & Whole-Time Director



Dr. Jaimini Bhagwati Independent Director

Former India's High Commissioner to UK and Ambassador to the European Union



Puri Independent Director

Former Ambassador to Hungary & Assistant Secretary General (UN)



Sarkar Non Independent Director

President & Chief Business Officer



Former Chairman

Shell Group of Companies





Former Comptroller and



Vishal Mahadevia Non Independent Director

MD, Head of Warburg Pincus India

### **Strong Management Team with Deep Experience**



**Onkar Kanwar** 

Chairman



Neeraj Kanwar

Vice Chairman & Managing Director



Benoit Rivallant Commercial

Total Experience: 36 years Years with Apollo Tyres: 10



Daniele Lorenzetti Research & Technology

Total Experience: 29 years Years with Apollo Tyres: 8



Gaurav Kumar Finance

Total Experience:31 years Years with Apollo Tyres: 20



Hizmy Hassen Digital & Supply Chain

Total Experience: 28 years Years with Apollo Tyres: 4



K Prabhakar Manufacturing

Total Experience: 43 years Years with Apollo Tyres: 35



Sunam Sarkar Human Resources, Procurement, Sustainability and Communications

Total Experience: 35 years Years with Apollo Tyres: 25

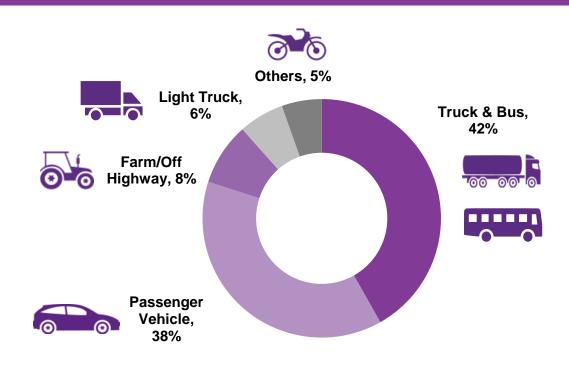


Yoichi Sato Quality, Health, Safety & Environment

Total Experience:43 years Years with Apollo Tyres: 5

### **Balanced and Diversified Business Portfolio**

#### **Revenue Mix by product - FY24**





# **Key Product Segments**

### **Commercial Vehicle**



- Strong position in the segment in India across radial and bias
- Caters to all segments **MHCV and LCV** (Pickup, LCV and SCV)
- Launched TBR products in **Europe and North America** with encouraging initial response
- Recently launched products in India have got good response further strengthening market position (Endutrax MD+, Endurace RA, Terra BT etc.)
- Entered into its **first OE agreement in Europe** with IVECO, a prominent CV manufacturer

### **Passenger Vehicles**

- Leading player in the segment
- Leadership position in fast-growing **all-season segment** in Europe
- Gaining traction in **premium segment** in Europe (UHP/UUHP) & North America
- Largest player in the OEM channel, serving all of India's top 10 OEM brands
- Vredestein Ultrac summer tyre selected as OE by the BMW Group for its X2 and 5 Series models



- Apollo Tyres launched EV tyres for Passenger Cars (Amperion range) and Two Wheelers (WAV range) in FY23. Apollo Amperion became the first Indian tyre to have received fuel savings label with 5-star rating for the PV category by Bureau of Energy Efficiency (BEE).
  - Apollo Amperion is an exclusive EV-ready SUV tyre prominently featured on the Tata Punch EV, securing a majority fitment share.

### **Two-Wheeler**



- **Double digit market share** in two-wheeler segment despite being a late entrant
- The exceptional performance capabilities and superior quality of our steel radial tyres led us to get OEM fitments in prestigious brands such as Triumph and Royal Enfield
- Two-pronged strategy:
  - Focussing on premium end of the market with Apollo Alpha and Vredestein Centauro range, tailored for >400 cc bikes
  - Leveraging outsourced production for commuter sizes

# Farm/Off-Highway



- Focused on three key sub-segments: Agriculture, Industrial and Earthmovers
- Vredestein VF Traxion Optimall was chosen as original equipment by leading agricultural manufacturer AGCO for its new range of Fendt tractors
- Targeting markets in both India and Europe with best in class products
- Strong presence in European Traction Drive Radial segment across Combine/Harvester, etc.

# **Key Brands & Product Positioning**

Well Positioned Multi-Brand Strategy Across Different Segments

#### **Apollo Tyres**

- The Apollo brand is the preferred choice of tyres for global and Indian original equipment automobile players.
- Our products are available across all categories, including commercial, passenger vehicles, two wheelers, farm and industrial.

### **Vredestein Tyres**

- Acquired by Apollo Tyres in 2009, this century-old premier first-class brand has refined the art of tyre innovation and performance.
- Our products include car tyres, tyres for agricultural and industrial applications and bicycle tyres.

			P	assenger Car Tyre	S	•   		
Pricing Segment	Brand	Brand Positioning	Summer Tyres	Winter Tyres	All Season Tyres	Commercial Vehicle Tyres	Farm/Off Highway Tyres	Two Wheeler Tyres
Тор		Global Niche Premium	$\checkmark$	$\checkmark$	~		$\checkmark$	$\checkmark$
Medium	apollo	Global	$\checkmark$	$\checkmark$	~	$\checkmark$	$\checkmark$	$\checkmark$





# Vision DRIVING PROGRESS, TOGETHER

# Purpose ENABLING EXCELLENCE

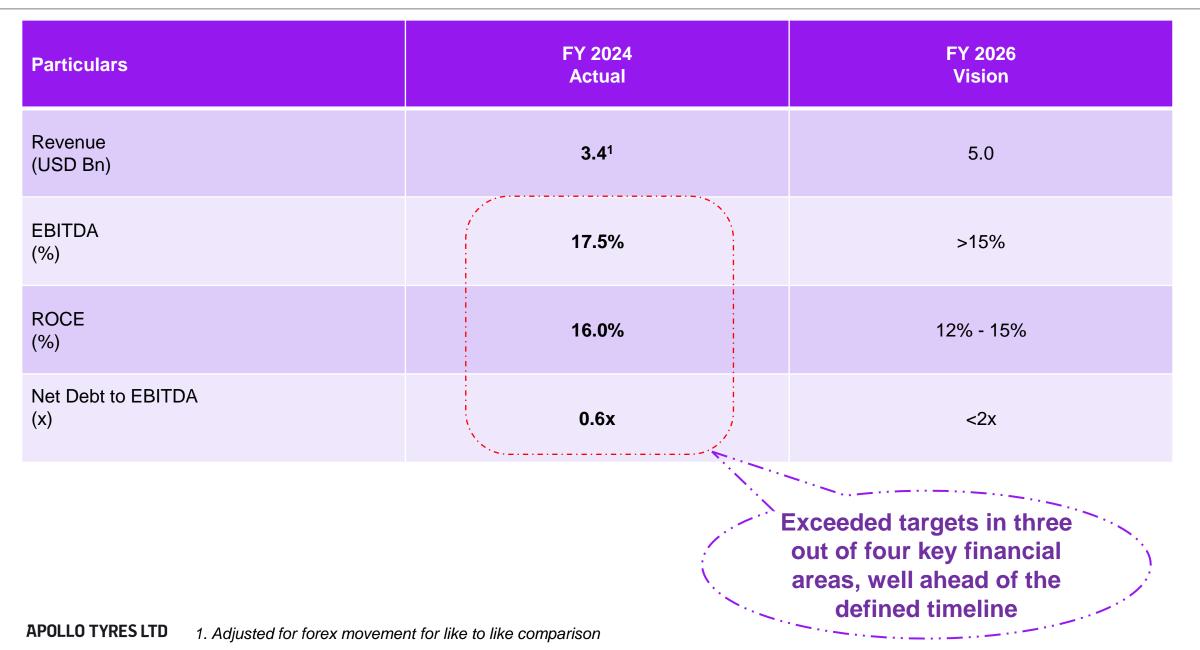
### Value

FOLLOWINGONETAKINGOUR PASSIONFAMILYRESPONSIBILITY

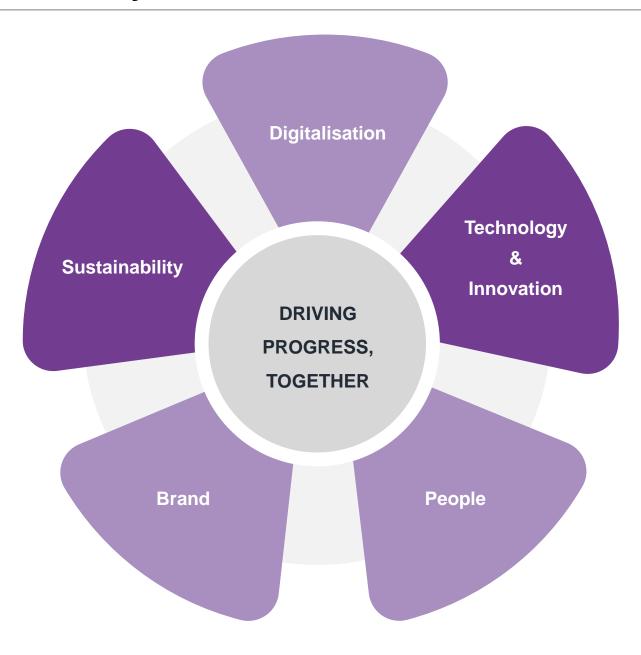


# Performance Goals (FY 26) **Revenue Goal \$5Bn EBITDA > 15% ROCE = 12% to 15%** Net Debt: EBITDA < 2

### **FY24 Performance Vs Vision 2026**



# **Enabling Excellence – 5 Key Enablers**



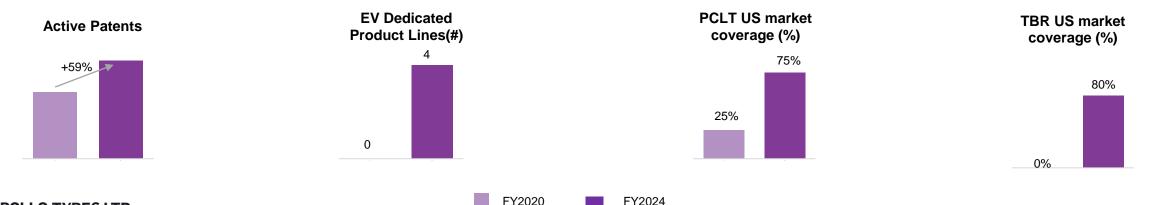
#### Business Growth, Efficiency Improvements and Risk Mitigation

APOLLO TYRES LTD	■FY2020 ■FY2024	
Use of Cloud Computing(% of Computing)	% of IT Spent on New Aged Technologies	Cyber Security Maturity Score
90% 10%	8% 32%	1.5
FY25 target	<ul> <li>Put cybersecurity at the heart of business strategy; ensure new digital innovation includes cybersecurity at the outset</li> <li>Scaling up our new B2B portal and achieving market leading customer experience</li> <li>Continued roll out of end to end supply chain digitization</li> </ul>	
Key achievements in FY24	<ul> <li>Focused on leveraging AI technology to improve sales fored significantly, resulting in an increase in product availability from the open of the new aged cloud-native automated cyber technology system (AMES) and Digital Maintenance platform across our manufacturing efficiency.</li> </ul>	om 83% to 87%. nologies coupled with Advanced Manufacturing Execution
Areas of focus under Vision 2026	<ul> <li>Use latest digital technologies to create world class customer experience and new business models</li> <li>Create a best in class end to end integrated and agile global / regional supply chain</li> <li>Use Industry 4.0 technology to drive efficiency gains in manufacturing</li> </ul>	

## **Technology & Innovation**

#### **Drive Product Leadership and Enhance Technology Readiness**

Areas of focus under Vision 2026	<ul> <li>Tyre technology Suitable for ICE &amp; EV (Battery / fuel cells)</li> <li>Sustainable Green tyre technology (Renewable / recycle materials &amp; Energy efficient tyre technology)</li> <li>Smart development supported by AI - Virtual development, advanced testing, advanced materials</li> </ul>
Key achievements in FY24	<ul> <li>New product development and product launches for all categories and markets</li> <li>OEM Journey: Premium approvals / EV Approvals</li> <li>Sustained podium positions and OEM endorsements</li> <li>Tyres with higher renewable/recycled materials under field evaluation</li> <li>Advanced testing journey successful and on track</li> </ul>
FY25 target	<ul> <li>Focus on sustainability for all business categories</li> <li>Focus on EV ready product platforms for OEM &amp; replacement markets</li> <li>Add-on Tyre technologies: Tyre sensor for performance monitoring, Noise cancellation, Extended mobility</li> <li>Digitalisation journey based on full data integration across company &amp; analysis supported by AI</li> </ul>

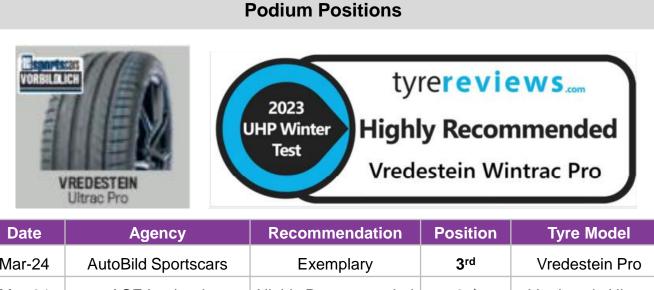


**APOLLO TYRES LTD** 

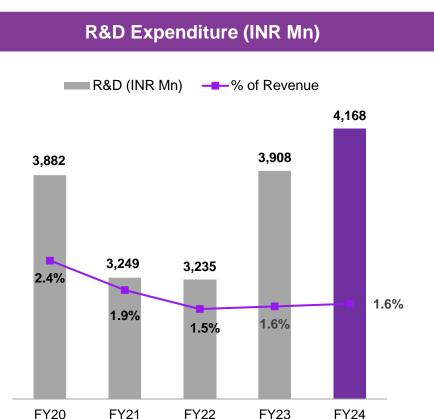
FY2024

# **Technology & Innovation**

- Established R&D centres of excellence in Asia & Europe
- Well qualified and experienced team of 350+ dedicated professionals in product development
- Driving innovation, developing future technologies and winning products for home and focus markets
- 200+ active patents across geographies | 25 applications filed in FY24
- Among the few companies worldwide to develop tyres using 75% sustainable materials while meeting regulatory performance requirements



Mar-24	AutoBild Sportscars	Exemplary	3 <sup>rd</sup>	Vredestein Pro
Mar-24	ACE Lenkrad	Highly Recommended	2 <sup>nd</sup>	Vredestein Ultrac
Mar-24	AutoMotorSport	Very Good	3rd	Vredestein Ultrac
Nov-23	Tyre Reviews UHP	Highly Recommended	3rd	Wintrac Pro
Nov-23	Auto Express All Season	Recommended	2 <sup>nd</sup>	Quatrac

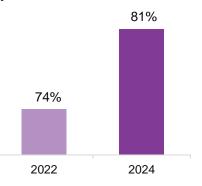


### People

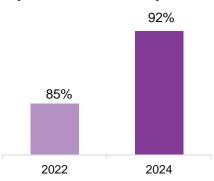
#### Attract, Engage and Retain Best Talent

Areas of focus under Vision 2026	<ul> <li>Engage &amp; Recognize</li> <li>Empower &amp; Energize</li> <li>Diversity &amp; Inclusion</li> </ul>
Key achievements in FY24	<ul> <li>Certified as a #GreatPlaceToWork by the Great Place to Work® Institute (India) for the 11th consecutive year.</li> <li>Our Singapore and UK offices received the prestigious Top Employer certification in FY23   This year Singapore, UK, Hungary and Netherlands offices also became a part of this feat.</li> <li>Recognised as one of the 'Top Leadership Factories of India' by the Great Managers Institute, in collaboration with the National Human Resources Development and Economic Times.</li> <li>Diversity: Committed to our global target of 12% by FY26, up from the current 8%.</li> </ul>
FY25 target	<ul> <li>Agile talent management</li> <li>Tech-driven HR transformation</li> <li>"Apollo One" Inclusivity</li> <li>Learning culture &amp; continuous development (L&amp;D)</li> </ul>





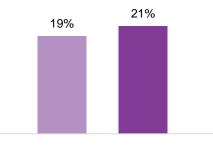
#### Apollo Voice Participation



Brand Leadership in India

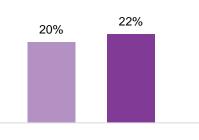
Areas of focus under Vision 2026	<ul> <li>Build premium brand experience across various categories and ranges</li> <li>Further strengthen brand equity</li> <li>Lead in consumer engagement</li> <li>Build omnichannel connected brand journey with enhanced retail experience</li> </ul>	
Key achievements in FY24	<ul> <li>Significant improvement in premium tyre sales mix, from 27% in FY23 to 36% in FY24</li> <li>Increase of Brand Equity scores across 2W and PCR on Sports Associations</li> <li>4X increase in business leads from Google via Google My Business</li> <li>New initiatives: Retail Refresh, New Signages, New Retail Formats</li> </ul>	
FY25 target	<ul> <li>Drive volumes while holding price premium positioning, Build Vredestein brand</li> <li>Strengthen Apollo as a leading consumer brand</li> <li>Leverage sports brand assets across our product communications</li> </ul>	





FY 2020 FY 2024



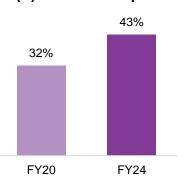


■FY 2020 ■FY 2024

**APOLLO TYRES LTD** \* Source: Survey done by external agencies, Konnect Insights Data, Google \* TOM: Top of mind awareness

#### **Driving Premiumisation**

Areas of focus under Vision 2026	<ul> <li>•Product Mix enrichment across product categories / brands</li> <li>•Volume growth in targeted categories</li> <li>•Strengthen price positioning</li> </ul>
Key achievements in FY24	<ul> <li>Market share gain in PCT, Agri and TBR in Europe</li> <li>Product mix enrichment: Revenue mix enhancement through greater share of UHP UUHP segment</li> <li>Business development with key premium OEMs: BMW in PCT, Fendt in Agri, IVECO in TBR</li> </ul>
FY25 target	•Expand market share further across categories •Accelerate mix enrichment •Monitoring of our customer satisfaction score

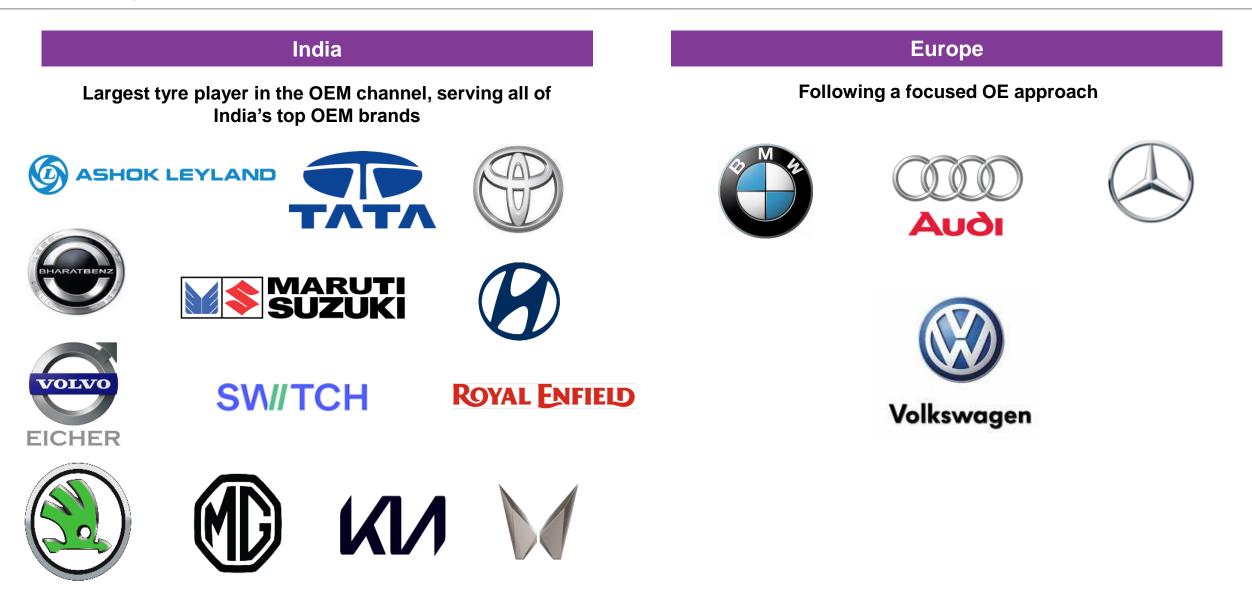




#### Google trends Europe



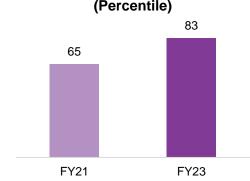
## **Strong OEM relationships across key markets**



#### Heading towards carbon neutrality

Areas of focus under Vision 2026	<ul> <li>To become Net Zero by 2050, and improve our Scope 1 and Scope 2 emissions</li> <li>Increase our use of renewable/ recycled input materials in products to 40% by 2030</li> <li>To have an outreach of over 15 million beneficiaries in Social projects (communities) across Europe and India</li> </ul>	
Key achievements in FY24	<ul> <li>Improvement in Sustainability Scores – Sustainalytics, E</li> <li>Submitted Carbon Disclosure Project for Climate Change a</li> <li>Conducted a Double Materiality Assessment to identify to</li> <li>Worked on internal carbon pricing project to support the conducted of the support the suppor</li></ul>	and Water op sustainability areas
FY25 target	<ul> <li>Work on targets with Science Based Targets initiative (ab.</li> <li>Work on Scope 3 commitments and projects</li> <li>Work on waste management commitments</li> </ul>	osolute emissions based)
CDP - Climate Change	S&P Global Performance (Percentile) 83	Ecovadis Performance (Percentile) 92









# **Environment, Social & Governance (ESG)**

### Sustainability Framework has 6 pillars, listed below:

#### Sustainability Governance

- Sustainability Steering Group for decision making process
- Sustainability Model as per ISO 26000
- Standard Reporting Framework
   GRI

3

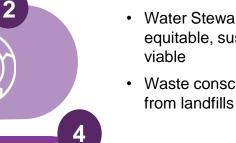
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#### **Circular Economy**

- Endeavour to set processes for environmentally friendly disposal of ELT- use of re-purposed tyres for sports pitches
- EPR regulation to further address ELT concerns

#### People

- Invest in Human Capital– training and development
- Enhance Diversity, Equity and Inclusion
- Awareness of Human Rights, and assessments



6

#### **Climate Change**

- Commitment to be Net Zero by 2050
- Water Stewardship using water that is equitable, sustainable and economically viable
- Waste conscious operations Move away from landfills

#### Value Chain – Supply Chain

- Use of renewable and input recycle material increase recycle material
- Practices influencing adherence of ESG practices in Value Chain

#### **Communities – CSR**

Target to reach over 15 million beneficiaries by FY'26 through our core programmes

### Environment



- To be Net Zero by 2050
- 25% reduction in Scope 1 emission intensity by FY26 against baseline year of 2020
- 35% reduction in Scope 2 emission intensity by FY26 against baseline year of 2020.
- To source 30% of total power usage from renewable sources by 2026
- 25% improvement in water withdrawal intensity by FY26 against baseline year 2019
- To use 40% renewable/ recycled input materials in products by 2030.



Nature Based Solutions - Biodiversity Conservation (A global theme for Apollo)

- Pledged to conserve and plant 1.05 million trees with It.org (a part of World Economic Forum to support UN Decade on Ecosystem Restoration)
- A member of Indian Business and Biodiversity Initiative (IBBI) to mainstream sustainable management of biodiversity in alignment with UN Convention on Biological Diversity (CBD)

	UVINDIA	
Inc	lependent Assura	nce Statement
Apollo 1 Apollo I	Directors and Management Tyres Limited House, 7 Institutional Area, 32, Gurgaon 122001, India	
assurar Global I The ESI bounda	nce of the Non-Financial Information disclosed in Reporting Initiative (GRI) standards. The assuran G Report covers ATL's ESG MPIs for the period o ary during March and April 2024.	pany: has commissioned TUV India Private Limited (TUVI) to conduct independ in their Sustainability Report (hereinafter 'the Report). The report is based on the noe engagement was conducted in reference with "Limited Level" as per ISAE 300 of 01e Apr, 2023 to 31= Mar, 2024, and the verification was conducted within th
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reportin provide the mai	ng performance management, data management of in the Report and the process of collecting, an intenance and integrity of the company's websit port in accordance with the applied criteria. The iddens can trust the information provided. ATL w	ent internitionation or interferenza, corresponding escalandarily policies, lotenzing of La diguality. The management team at ATL is accountable for the accuracy of the hajoling, and reporting that information in both web-based and printed Reports. I.e. Furthermore: ATL's management team takes responsibility for the accurate pre- y ensure that the Report is fine of any intended or unintended material mission IB e responsible for auching and respondung the disolocale data to the statel accurate the state of the stat
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S.No.	Topic Standards	Disclosures
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# Social

# VALUE CHAIN PARTNERS

- Healthcare services provided to customer fleets. In FY24, the team conducted 218 healthcare camps, reaching out to 18,157 truck drivers
- 100% of the natural rubber suppliers have committed to Apollo Sustainable Natural Rubber Policy (ASNRP) which is in alignment with the GPSNR policy framework.
- 2 workshops were created on awareness among Natural Rubber plantation holders towards sustainable plantation management and agricultural practices for improving productivity and yield

- PEOPLE
- For the 11th year in a row, Apollo Tyres has been certified as a #GreatPlaceToWork by the Great Place to Work® Institute (India)
- Singapore, Hungary, Netherlands and UK offices are certified as top employer by Top Employers Institute (global authority on recognising excellence in people's practices)
- Recognised as one of the Top Leadership Factories of India" by Great Managers Institute in collaboration with National Human Resources Development and Economic Times.
- Achieved 8% gender diversity in FY24 against target of 12% by FY26



#### India

• Around 11 million beneficiaries outreached till FY'24 Year-on-Year increase of 15% in the number of women reached through Livelihood programme for Rural women

#### Europe (Germany, Netherlands and Hungary)

- TeSZedd event. volunteers undertook cleaning up of the plant area, contributing to a cleaner environment.
- Toy Bank initiative facilitating the collection of toys for donation to children from economically disadvantaged backgrounds
- In collaboration with JINC, the personnel from Amsterdam and Enschede offices are engaged in providing job interview training sessions to high school students

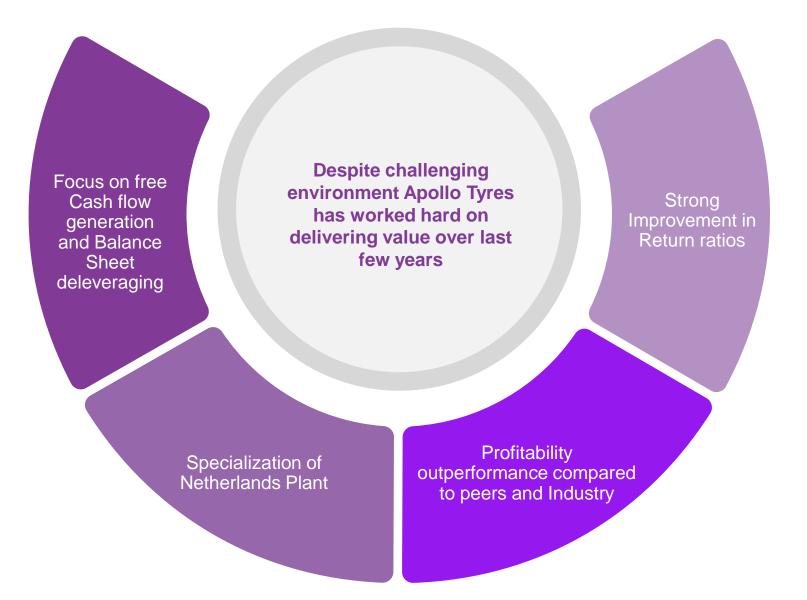
### Governance

#### A Strong Board

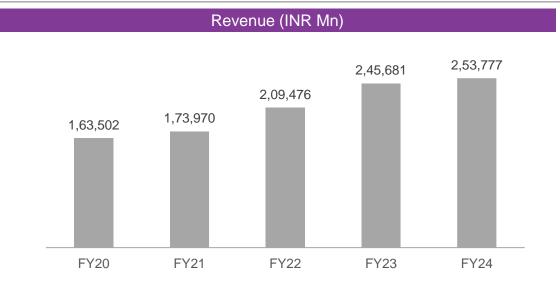
- More than 97% attendance in board meetings held in FY24
- Six Independent directors on board
- Strong governance model in place with representation from industry leaders and independent board members in various committees
  - Audit Committee
  - Stakeholders Relationship Committee
  - Risk Management Committee
  - Nomination and Remuneration Committee
  - CSR Committee
  - Business Responsibility and Sustainability Committee
- Sustainability Steering Committee represented by Leadership Team of Apollo, to meet quarterly and provide direction for ESG strategy of the organisation.



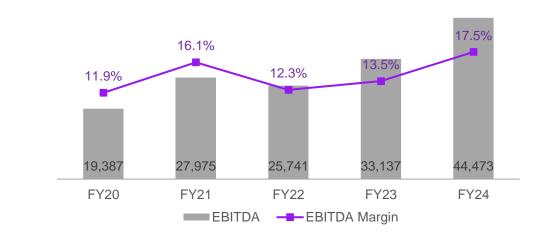
### **Robust execution in last few years**



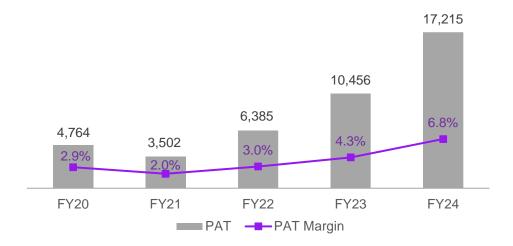
### **Robust execution: Higher profitability and lower debt**



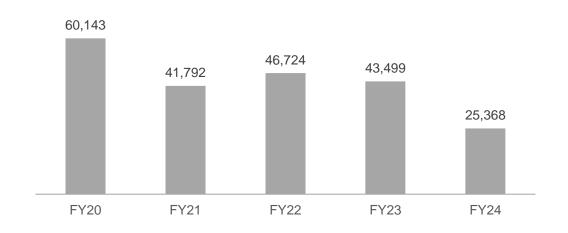
#### EBITDA (INR Mn) and EBITDA Margin (%)



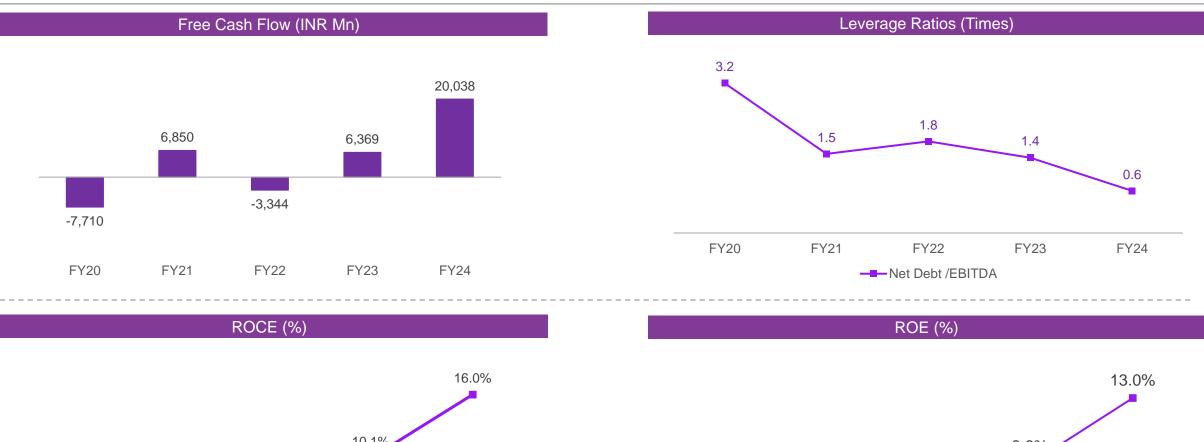
PAT (INR Mn) & PAT Margin (%)



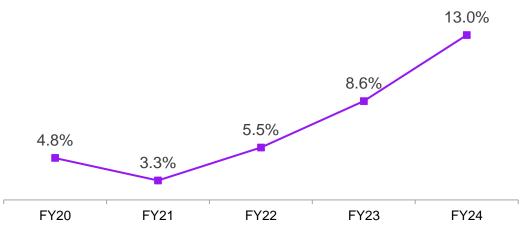
#### Net Debt (INR Mn)



### **Robust execution: Strong improvement in key ratios**

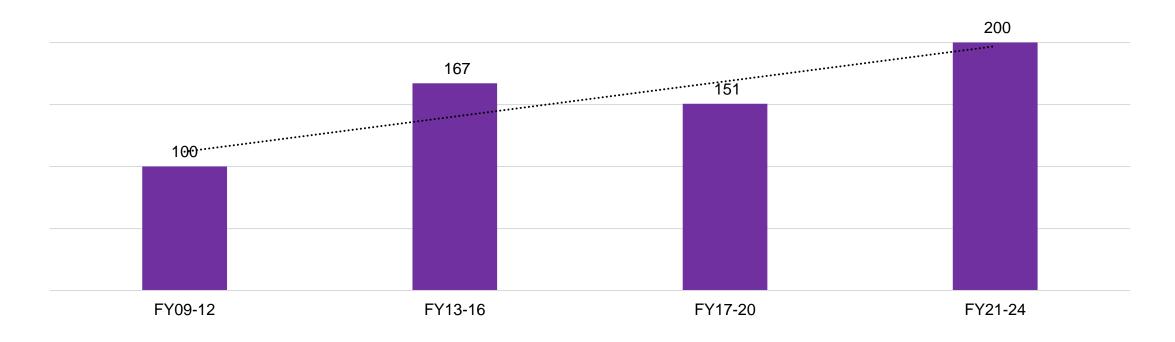






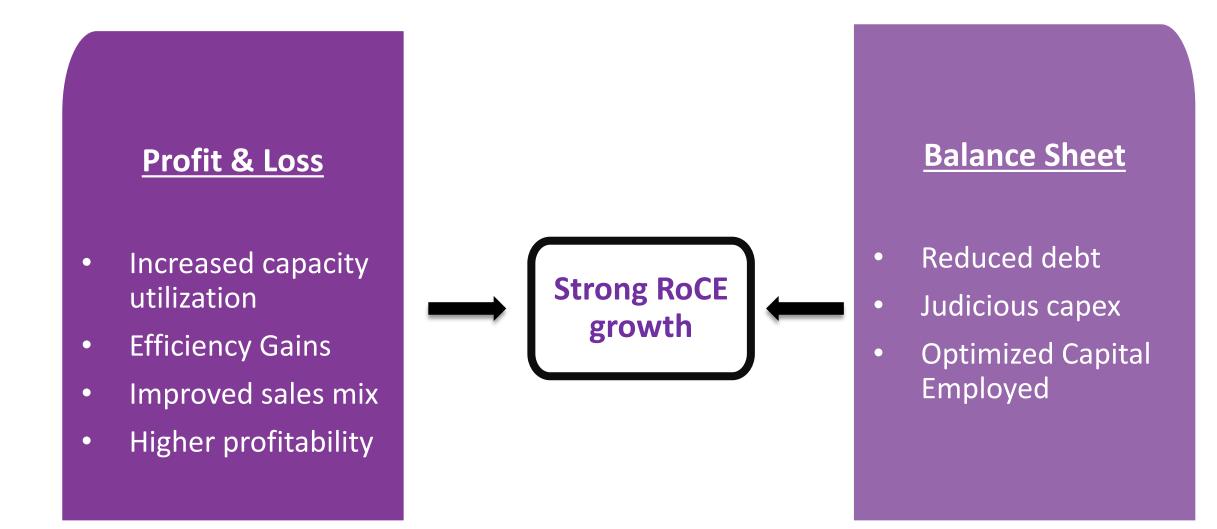
## Our margin profile has shifted upwards

#### Standalone Average EBITDA/ ton (Indexed to 100)



Enhanced our margin profile via:

- Improved price positioning
- Cost optimisation
- Premiumisation and sales mix improvement





#### Sell Side Coverage Details (Indicative only)

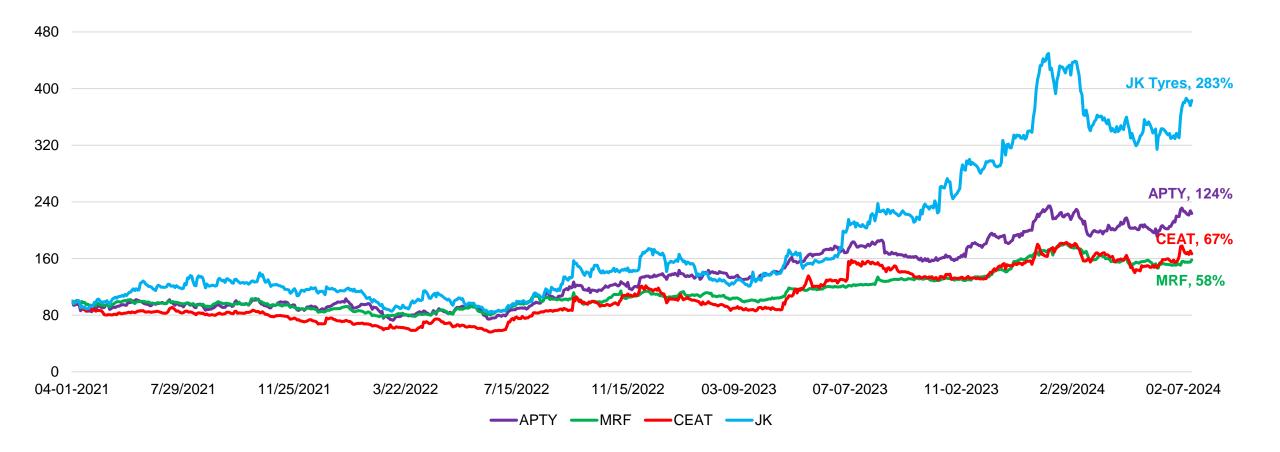
Firm Name	Analyst Name	Rating
Morgan Stanley	Binay Singh	Overweight
JP Morgan	Amyn Pirani	Overweight
Citi	Arvind Sharma	Buy
Nomura	Siddhartha Bera	Neutral
IIFL Securities	Joseph George	Add
Equirus Securities	Ashutosh Tiwari	Buy
Kotak Securities	Rishi Vora	Sell
Axis Capital	Amar Kant Gaur	Buy
Elara Securities	Jay Kale	Reduce
JM Financial	Ronak Mehta	Buy
Investec	Aditya Jhawar	Buy
Motilal Oswal Securities	Aniket Mhatre	Buy
Nuvama	Raghunandhan NL	Buy
B&K	Annamalai Jayaraj	Buy
Emkay	Chirag Jain	Buy

Source: Bloomberg; As on 10<sup>th</sup> July 2024

#### Top Institutional Shareholders as on 28-06-2024

Shareholder	% Shareholding
Warburg Pincus Affiliates	9.9%
Housing Development Finance Corp. Ltd	9.5%
Kotak Mahindra Bank Ltd.	5.1%
The Vanguard Group, Inc.	2.3%
Government Of Singapore	1.9%
Mirae Asset Global Investments Co., Ltd.	1.8%
Dimensional Holdings, Inc.	1.5%
BlackRock, Inc.	1.2%
Nippon Life Insurance Co.	1.0%
ICICI Prudential Asset Management Co. Ltd.	1.0%
Government of Norway	0.8%

### **Stock Price Performance (since 1<sup>st</sup> April 2021)**



Capital markets have rewarded us well in the last 3 years, despite softer topline growth -

- Our strategy of profitable growth has paid off
- We have exceeded our vision targets ahead of time, which has been received well by the markets

### **Apollo Tyres – A long term story**





For further details please feel free to get in touch with the Investor Relations team.

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# Thank you

