

ALSTONE® TIMES

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“ Let's never settle for less than the best! ”

-Mr. Sumit Gupta

FROM THE MD's DESK P: 2



Beautiful Rustic Exterior Cladding



RECENT LAUNCHES

ALSTONE ANTIQ & ALSTONE STONERA P: 4-5

Latest in Exterior Cladding



18+ YEARS

400+ CHANNEL PARTNERS

500 M+ Sq Ft ACP DELIVERED

16 OFFICES ACROSS INDIA

350+ PROFESSIONALS

Friends and Colleagues,

Welcome to the first quarter roundup of the fiscal year in 2022-23.

Greetings to you, your family, and friends! We thank all of you associated with Alstone, it was only because of the encouragement and support we received from our vendors, suppliers, employees, Architects, façade consultant and retail network partners during the previous fiscal year that we were able to display rapid growth. A loud shoutout to all of you!

We are confident that the Alstone team will continue to work toward making it the most preferred brand.

Alstone is ready to hit the market with its twin offerings – Stonera & Antiq. Stonera series will remind you of timeless beauty which never goes off style statement. While a glimpse of Antiq series will make you lost in nostalgia giving you an old-age beauty feel. Both the series have some unforgettable finishes and textures.

Moving forward, I also want to take this opportunity to thank Architect Sanjeev Tandon, renowned Architect and interior expert for agreeing to feature in the first of our Architect profilin series and jumpstarting the Alstone Architect Club.

Please take a moment and put your hands together for Alstone – as we have been honoured with the Times North Award for Excellence and this recognition goes out to each one of you for your hard work and commitment to excellence.

Collaboration with the Bollywood Movie Anek for its all-India release is also one of the highlight of this quarter for Alstone.

Our progress is largely due to your constant commitment and hard work.

If all these stories have one common thread running within, I would say that each effort that all of us make in our individual or collective capacities - can and does make a difference.

My best wishes to you and your families.

I am happy to hear from you, your views and feedback on the stories and snippets.

I hope to see your emails in my inbox!



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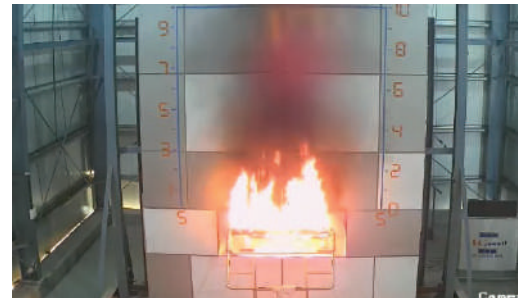
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NEW COATING LINE DRIVES MISSION EXCELLENCE

In our endeavour towards backward integration, we have just inaugurated a fully automated coating line.

FIRE SAFETY CERTIFICATION: Another feather in our caps



We are happy to announce that Alstone has conducted NFPA 285 fire test for our ACP FR Grade, pioneering large-scale fire tests in India, using the Intermediate Scale Multi-Story Test Apparatus (ISMA), complying with NFPA 285 ASTM 2307 fire test standards.

We always deliver unmatched quality in our products; that's what makes us the leader in the Indian Cladding industry. We are the first in our industry to carry out this test to improve our product line further, proving our prominence.

It is the first of its kind in India and is equipped with state-of-the-art data logging, monitoring, and video recording facilities. We are proud that the entire system cleared all the technical requirements of NFPA 285.

Alstone would like to thank Wiswall India and its management for providing us with this opportunity. Special mention to Mr Krishnamoorthy from Sri Balaji Industries and his team for the impeccable installation.

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ALSTONE® *Stonera* WORK of ART!

When all other materials are weathered and degraded, it is often stone that stands the test of time. Our Stonera Series is similarly inspired by the various levels of natural beauty usually found inside metamorphic, sedimentary, and igneous rocks. Come, and fall in love with the Stonera Series with its exquisite detailing, a potpourri of earthy textures offered by gneiss, marble, conglomerate, limestone, obsidian, basalt, and related rocks. Alstone's Stonera Series – is about dreams that not only come true but last longer and stay elegant and beautiful – being faithful to your vision and speaking volumes about your discerning choice.

STONERA from ALSTONE



AS-601



AS-603



AS-604



AS-605

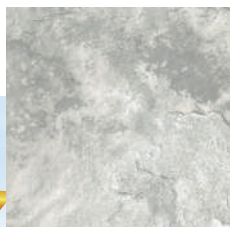


AS-606



AS-607

AS-602



AS-608



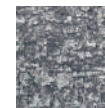
AS-609



AS-610



AS-611



AS-612



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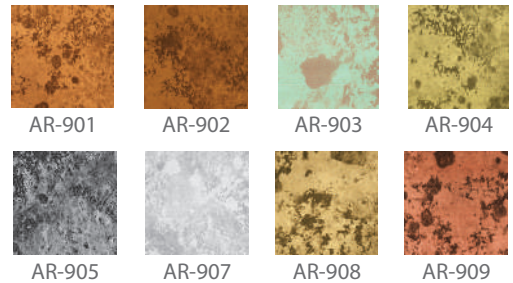
ALSTONE® Antiq is a series of Vintage Alstone - uniquely crafted, expressive and timeless. A natural coating gives the material a truly unique charm, and individual weathering features add a nostalgic touch. When combined with modern architecture, the imperfection and irregularity of the 'random' appearance open up a wide range of new aesthetics.

"Concrete" that doesn't moss, 'rusty steel' that doesn't bleed, "copper with a patina" but no rust marks when it rains, or 'oxidised metal' that doesn't corrode - the matt surfaces of ALSTONE® Antiq holds back time, halting the weathering processes that are typical for these materials and preserving the chosen design.

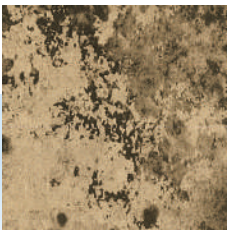
ALSTONE® ANTIQ

BEAUTIFULLY RUSTIC

ANTIQ from ALSTONE



AR-906



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ALSTONE IS HONORED WITH TIMES BUSINESS NORTH AWARD

Alstone had a great evening at the Times Business Awards.

Being one of the winners of the Times Business North Award: Celebrating Excellence was a privilege that we are truly humbled to be a part of. We are grateful to Times Internet and the Guest of Honour, Ms Neha Dhupia for this recognition. Alstone Group's Managing Director Mr Sumit Gupta was at hand to receive the honour, and everyone at Alstone deserves a special vote of thanks for making this happen.



Alstone Arch Club – The Architects Club has got off to a splendid start with our first video featuring the well-known architect from Delhi-NCR - Ar. Sanjeev Tandon, Graduated from Calicut's National Institute of Technology in 1990. After several significant projects, he started his firm in 1993. With nearly three decades of architectural experience, he leads and designs corporate, commercial, residential, hotel, resort, and recreational projects.

Going forward, Alstone Architect Club's mission will be to create a forum for experts in architecture and the builder fraternity as well as to exchange ideas and share knowledge and learning of the community that is so deserving of being in the spotlight.

Whether we accept it consciously or not, every work of architecture has the power to influence, change and affect behaviour recognition. Every detail of a specific project—location, layout, materials, and purpose—transforms the lives of its occupants, society in general, and the nation at large.

We at Alstone, have been in the pursuit of celebrating Architecture and recognizing the contributions that Architects have brought to all of us.



Ar. Sanjeev Tandon

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ALSTONE HPL x ANEK

In May this year, Alstone HPL collaborated with the makers of the Movie Anek starring Ayushmaan Khurana.

Alstone HPL is extremely proud to be associated with the Movie Anek, co-produced by T-Series and starring Ayushmann Khurana.

This movie is about an undercover cop who is on a mission to bring peace to Northeast India and showcases the beauty of harmony. This is a quality very similar to Alstone HPL, which brings beauty and harmony to your home.

Alstone HPL celebrated the release of Movie Anek.



BOOK LAUNCH

In association with Diamond Books and India Vision Foundation, Alstone powered the Book launch of "FEARLESS GOVERNANCE" authored by Dr. Kiran Bedi Ji.

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Kashika Thapa: Managing the production team to winning Goals

Ms. Kashika Thapa manage production at Alstone's Dehradun facility.

Ms. Thapa is a young & aspiring civil engineering graduate from College of Engineering Roorkee, whose hometown is Dehradun.

She began as a lecturer but found it too tame. She feels that she's always enjoyed the challenges of a field job. When she couldn't join the armed forces, she applied to Alstone and accepted the challenge, leading from the front like a true armed forces officer.

Her favourite aspect of her job is that she is now dealing with production-related work and is trusted implicitly by her team of predominantly male colleagues

Kashika considers people management to be her dream job. Through empathy and understanding, she manages her team, much easier as compared to other male divisional heads.

Teamwork gets her pulse racing. She makes it a point to plan the next day's tasks with her team members, before leaving the office for the day.

Her favourite pastimes include listening to classical music and motivational speakers, particularly Sadhguru. She also enjoys short stories and gets inspired by motivational & upbeat tunes and rhythms.



Lady leads the Way at Alstone

A CO in Civvies: Kashika Thapa
Production: Not just a Process - But Passion



Teamwork and Hardwork enables Alstone's Production Team to achieve one milestone after another.



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NEW DEALERS AT KARNATAKA



CORPORATE MEETING



CSR



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EVENTS ABOUT TOWN

ZAK world of Facade
Hyderabad, Premier Partner



ZAK world of Facade
Delhi, Premier Partner



IIDC Hyderabad



Build Expo' 22 Rajasthan



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ALSTONE BUSINESS PARTNER MEETS:

Developing and maintaining a channel partner network is essential and Alstone also working towards the same. Alstone organize Partner's Meet every once in a while for an event full of brain storming open discussions, exchange of views in a fun way which everyone loves.

New product launch was also part of the panel discussion, where we got constructive views on our products.

Partner's meet are planned at multiple locations to keep in constant touch with the people associated with Alstone to be aware of market trends, technologies and also to get to know the well-being of our partners as well.



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ALSTONE®

PRODUCT RANGE

ALSTONE®

INDIA'S **No.1** **18+ YEARS**
Old Trusted Brand

ALSTONE®
Evolution & Classic

ALSTONE® FR

ALSTONE® HPL
Feel The Nature

LOUVERS
LIMITLESS AS YOUR IMAGINATION

POWERED BY **ALSTONE®**

ALSTONE®
ALCOMB
Aluminium Honeycomb Panels

ALSTONE®
ANTIq
BEAUTIFULLY RUSTIC

Stonera **ALSTONE®**
WORK of ART!

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17, Barakhamba Road, Connaught Place, New Delhi- 110001

Plant: 1393, Langha Road, Industrial Area, Dehradun, Uttarakhand.

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