

# ALSTONE<sup>®</sup> TIMES

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“

*Forging a path that unites growth and responsibility, ensuring that every step we take leaves a positive impact on the planet*

”

- Sumit Gupta,  
MD-Alstone Manufacturing Pvt Ltd.



## RECENT LAUNCHES

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**20+**  
YEARS

**500+**  
DEALERS/PARTNERS

**600 M+**  
Sq Ft MCP DELIVERED

**16**  
OFFICES ACROSS INDIA

**10+**  
COUNTRIES OF EXPORT





What an amazing way to start-off with our first quarter of the year.

Alstone has announced its collaboration with the Royal Challengers Bangalore (RCB) cricket team as the “official partner” for IPL 2023.

This partnership between Alstone and RCB has involved several marketing activities and advertising campaigns that have been carried out across all touchpoints, including outdoor, digital, social media, radio, and print media.

Delighted to share that Alstone has also launched its new product Alstone Ventilated Fin Louvers. They are aluminum-based fin louvers which is smartly designed to keep the airflow maintained in a building.

This quarter, Alstone has also tested for Fire Tests like NFPA285, which has met the new and advanced NFPA285:2023 safety norms. The test was carried out within Winwall India lab. The other fire tests were ASTM E119-20 for our B & A2 grade claddings. The test was performed by the industry professionals of the world's most trusted testing consulting Thomas Bell Wright itself.

Lastly, we have also started with a grand announcement of our group expansion by adding “Emerge Renewables”. It is going to produce glasses for solar panels and we are the first in north India to have a solar glass production facility. Recently, we have also done the Stone Laying Ceremony to start-off with the construction of our facility.

I would like to thank all of you for always being a support and make all this happen. Together, let's seek perfection & never settle for anything less, so whenever anyone think cladding, they think Alstone!

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# ALSTONE<sup>®</sup>



**Super Batting**  
**Super Cladding**



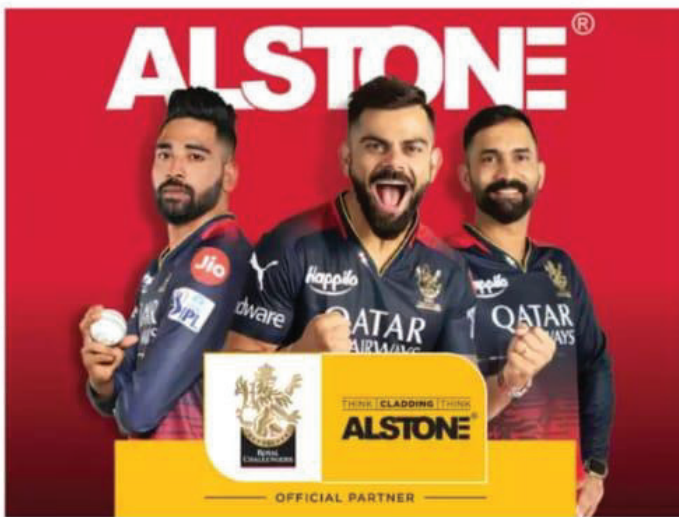
THINK CLADDING THINK  
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OFFICIAL PARTNER

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# Alstone- The Country's Premier Metal Composite Panel Brand Collaborates with Royal Challengers Bangaore as Official Partner for IPL 2023.



Alstone, country's premier metal composite panel brand, has announced its collaboration with the Royal Challengers Bangalore (RCB) as the "official Partner".

Alstone has been a market leader in the facade industry since last two decades, providing

innovative, sustainable, and next-generation cladding solutions. It's product range includes Alstone ZCP (Zinc Composite Panels), Alstone Alcomb (Aluminium Honeycomb Panel), Alstone Antiq, Alstone Stonera, Alstone Louvers, Alstone HPL (High-Pressure Laminate), and Alstone FR (Fire Rated Composite Panels). With a focus on quality and innovative design, Alstone has become a trusted brand among architects, facade consultants, and builders.

Mr. Sumit Gupta, Managing Director Alstone Manufacturing Pvt. Limited said "We are delighted to partner with Royal Challengers Bangalore, one of the most dynamic and exciting teams in the T20. This partnership is a perfect fit for us as we both share a commitment of serving the best, always top on our game and always coming up with innovation. We are confident that this partnership will help us strengthen our brand presence and reach out to a wider audience."

This partnership between Alstone and RCB had involved several marketing activations and advertising campaigns that was carried out across all touch points, including outdoor, digital, social media, radio, and print media.

Speaking on the association, Rajesh Menon, Head & Vice President of Royal Challengers Bangalore, said, "We are pleased to welcome Alstone to the RCB family. We always look for partners who share our values and vision, and Alstone is a perfect fit in that regard. We believe this partnership will provide Alstone with a unique platform to showcase their brand and products to millions of cricket fans across the globe."

The Royal Challengers Bangalore (RCB) is owned by Royal Challengers Sports Private Limited, a subsidiary of Diageo India. The Royal Challengers Bangalore (often abbreviated as RCB) is a franchise cricket team based in Bangalore, Karnataka, that plays in the Indian Premier League (IPL). One of the original ten teams, the team has made three final appearances in the IPL and reached the Playoffs for four consecutive years in 2020, 2021, 2022 and 2023. The squad consists of a fine blend of proven stars of the international arena and emerging talent.

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Updated : Apr 14 2023 | 11:40 PM IST

No Breaking News, No Noise

BRAND STORIES

### Alstone Collaborates with Royal Challengers Bangalore as Official Partner for IPL 2023

BY HT BRAND STUDIO  
18th Apr • 3 mins read



Alstone collaborates with Royal Challengers Bangalore.

Read Aloud



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Home Quickreads Premium Videos IPL 2023



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# Product LAUNCH

**ALSTONE<sup>®</sup>  
LOUVERS**  
LIMITLESS AS YOUR IMAGINATION



Alstone introducing its new range of Ventilated Fin Louvers, expertly crafted to optimize airflow. These louvers allow fresh air to enter the building and improve the indoor air quality, reduced reliance on mechanical ventilation systems, energy efficiency, and enhanced aesthetics.

Alstone use high quality materials in the manufacturing of their Fin Louvers, ensuring long term durability. The louvers are designed to withstand harsh weather conditions with minimal maintenance, making them a reliable and cost effective choice.

Our exclusive range of Ventilated Fin Louvers are made to fit your taste, this range is the perfect way to add a personal touch and sprinkle of sophistication to your home or office.

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## STONE LAYING CEREMONY

The prominent name in Flat glass manufacturing industry, EmERGE Group is aiming high with its expansion into the production of specialized solar glass through its sister company M/s EmERGE Renewables Pvt Ltd. The company's manufacturing unit will be in District Jaipur, Rajasthan. This production facility will be the very first in North India to produce solar glass. The proposed product will be Solar Glass manufactured - ranging between 2-4 mm with a capacity of 300 TPD. The entire plant is located within a total Land Area of 36 acres. Production is to commence by Mid-2024 with an Investment of ₹ 350 Cr. The critical know-how in terms of machinery and technology partnership and transfer will be the responsibility of China Triumph International Engineering Co., Ltd (CTIEC).



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# THE ArchClub



Believing in architecture as a way of life, should be in harmony with the nature and environment. Keeping sustainability as bottom line for every architecture, let us introduce our new Alstone ArchClub member Ar. Srilata Ramkumar from E&A Design Consultants LLP.

With more than 30 years of experience, she has undoubtedly gained a wealth of knowledge and skills in the Architecture. Airport Terminal Architecture, High-Rise Buildings, Airport Signages, and Project Planning are all crucial aspects of architectural design that require careful consideration, especially in terms of sustainability.

Ar. Srilata Ramkumar's vision of creating environmentally responsible structures is what aligns with Alstone's. We are delighted to have her as our new club member.

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# ALSTONE SOUL PARTNERS



**Alstone Soul Partners:** A series dedicated to Alstone channel partners to celebrate them as we absolutely appreciate our partner and their partnerships. We have Mr. Madan Lal Bansal, Alstone Channel Partner from Chandigarh.

Alstone has served as a perfect Soul Partner to Mr. Bansal and his firm Bansal Ply Palace. Alstone and Bansal Ply Palace has had such a successful and positive partnership for the past 15 years, after becoming Alstone Soul Partner, Mr. Bansal has never looked back and continued to grow.

Mr. Bansal's story is a testament to the importance of making wise business decisions and maintaining strong relationships with partners. Here's to many more years of success and continued growth for Mr. Bansal and Alstone!

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# WINNING GOALS



**MS. NEHA SAXENA**  
Operations, Head Office

Neha, a hardworking women with a bright future. Neha is a determined person towards her career growth! She has completed her graduation from Delhi University and started working in the operations department at Alstone.

Neha took the initiative to upskill herself by learning advanced Microsoft Office skills, starting with advanced Excel from YouTube. This kind of self-motivated learning can have a significant impact on career advancement. By expanding her skill set, she was able to transform herself into the role of a senior executive of MIS.

Neha's aspiration to become a data analyst is admirable in today's data-driven world. With her background in MIS and her eagerness to learn, she is on the right track to achieving her dream.

It's wonderful to know that Neha enjoys her current roles and responsibilities, as they contribute to her professional growth. Challenging work can indeed be a source of motivation, pushing individuals to think creatively and find solutions to complex problems. This mindset will be valuable as she continues to pursue her career goals.

Apart from her professional pursuits, Neha's hobby of baking, particularly cakes, shows her creative side and ability to find joy in different activities. Hobbies can provide a balance in life and serve as a way to relax and rejuvenate after work.

Neha's dedication, continuous learning, and enthusiasm for challenging work indicate that she has a bright future ahead. By pursuing her dream of becoming a data analyst and nurturing her hobbies, she is building a well-rounded and fulfilling life

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# FIRE TESTS



## NFPA

Alstone has conducted NFPA 285 fire test for its Alstone FR B grade aluminium composite panels, pioneering large-scale fire tests in India & met NFPA 285:2023 conditions. The system is free from silicone completely & over to that it's cost effective as well. We are proud that the entire system cleared all the technical requirements of NFPA 285:2023. Test was conducted by Winwall India.

## ASTM

Alstone FR A2 & B cladding has been evaluated in accordance with ASTM E119-20 fire test standard. Alstone FR A2 rated as 180 minutes & Alstone FR B rated as 120 minutes of fire resistant. The test was performed by the industry professionals of world's most trusted testing consulting Thomas Bell Wright itself.

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# BUSINESS PARTNER MEET

BATHINDA, PUNJAB



MUZAFFARNAGAR, UP



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RAJAHMUNDRY, AP



LUDHIANA, PUNJAB



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# EXHIBITION

## AHMEDABAD, PREMIER PARTNER ZAK WORLD OF FACADES



## CHENNAI, PREMIER PARTNER ZAK WORLD OF FACADES



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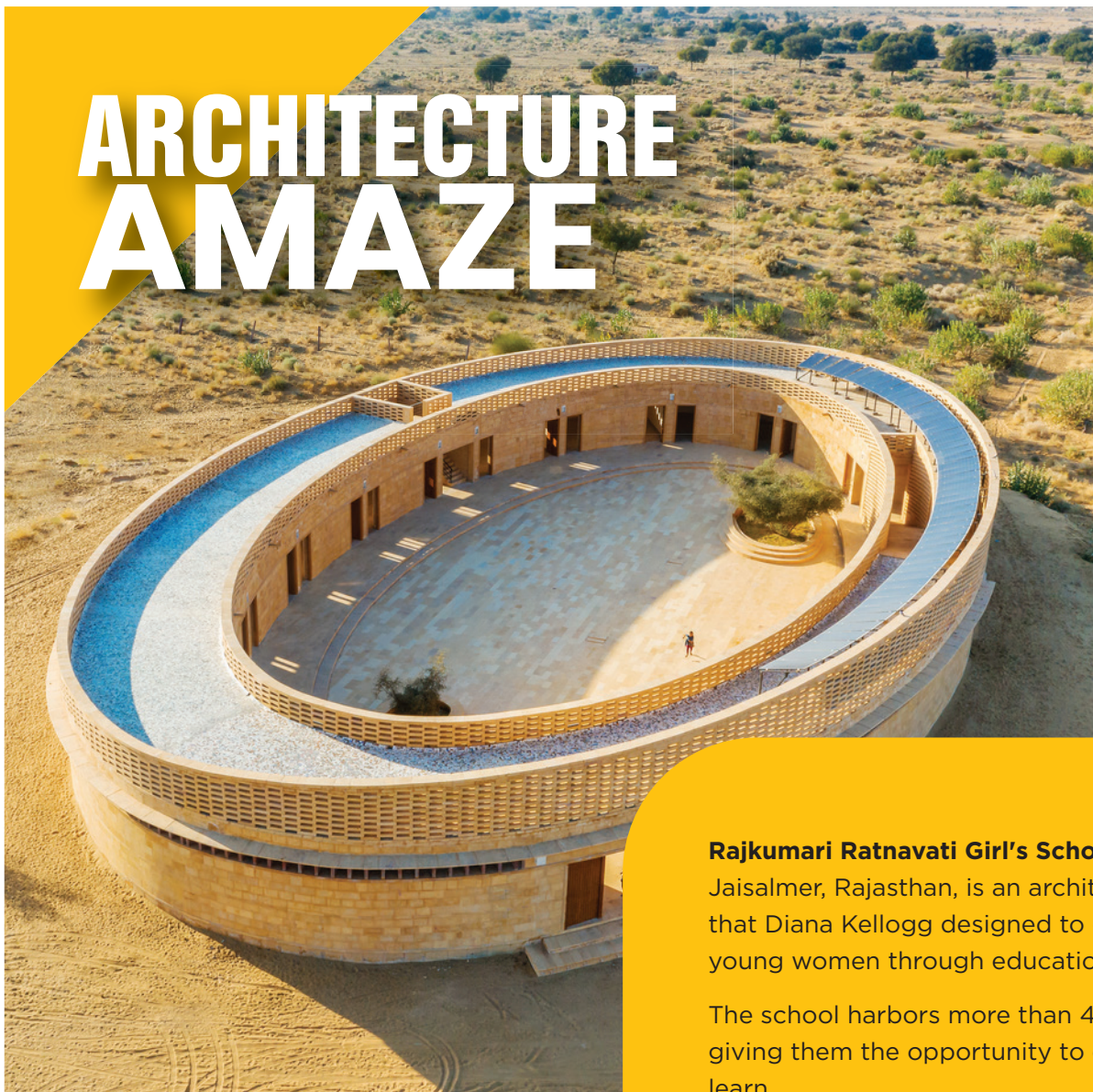
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# ARCHITECTURE AMAZE



**Rajkumari Ratnavati Girl's School** in Jaisalmer, Rajasthan, is an architectural gem that Diana Kellogg designed to empower young women through education.

The school harbors more than 400 girls, giving them the opportunity to explore and learn.

It also features a solar panel canopy roof and jali screens for natural ventilation to keep classrooms cool in the desert climate.

This school's elliptical shape and hand-carved design make it the epitome of modern and sustainable architecture.

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## PRODUCT RANGE

**ALSTONE**<sup>®</sup>  
**ZiNC**  
IN COLLABORATION WITH **VMZINC**

**ALSTONE**<sup>®</sup>  
**ALCOMB**  
Aluminium Honeycomb Panel

**ALSTONE**<sup>®</sup>  
**HPL**  
Feel The Nature

**ALSTONE**<sup>®</sup>  
**LOUVERS**  
LIMITLESS AS YOUR IMAGINATION

**ALSTONE**<sup>®</sup>  
**ANTIq**  
BEAUTIFULLY RUSTIC

**ALSTONE**<sup>®</sup>  
*Sonera*  
WORK of ART

**ALSTONE**<sup>®</sup> **FR**  
FIRE RATED COMPOSITE PANEL

**ALSTONE**<sup>®</sup>  
**CLASSIC**  
METAL COMPOSITE PANEL

**ALSTONE**<sup>®</sup>  
**EVOLUTION**  
METAL COMPOSITE PANEL

**ALSTONE**<sup>®</sup>  
**FUEL PRO**

**ALSTONE**<sup>®</sup>  
**SIGN PRO**

**ALSTAR**<sup>®</sup>  
ALUMINIUM COMPOSITE PANEL  
A product of **ALSTONE**







### ALSTONE MANUFACTURING PVT LTD.

#### INDIA

15th Floor, Vijaya Building, 17, Barakhamba Road, Connaught Place, New Delhi- 110001  
Manufacturing: 1393, Langha Road, Industrial Area, Dehradun- 248142, Uttarakhand, India.

#### DUBAI (UAE)

Sharjah Industrial Area-13, Near Alico, Sharjah, UAE.  
Manufacturing: R288, Al Ghail Industrial Area, Ras Al Khaimah, UAE.  
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