

# 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.



## ALSTONE FUEL PRO MEET | DUBAI

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## ALSTONE UTSAV | BAKU

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## FROM THE MD'S DESK

As we are at the beginning of third quarter of 2023, I wanted to take a moment to reflect on some of the great achievements we've had so far.

Firstly, we're thrilled to announce that Alstone has been recognized as **'India's Greatest Brands 2023'** and **'India's Greatest Leaders 2023'**! This is a testament to the hard work and dedication of each and every one of you, and we couldn't be prouder to be part of such an outstanding team.

Moving forward, we have also expressed our gratitude to our amazing channel partners by organizing an international trip to Baku, Azarbaijan under the **'Alstone Utsav'** scheme. This trip was a small token of appreciation for their remarkable performance and commitment to our brand.

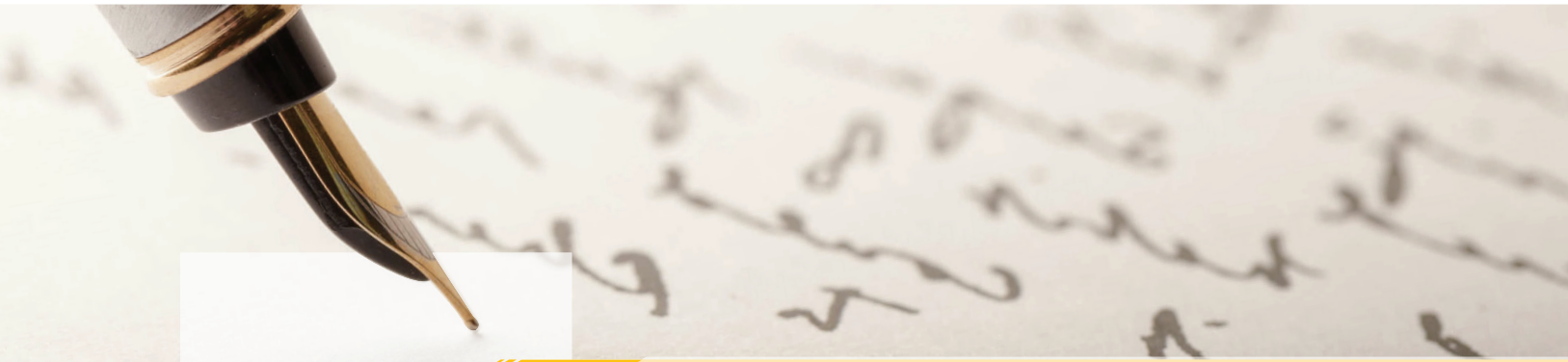
In addition, we have also hosted a dedicated **'Alstone Fuel Pro'** meet in Dubai for our converters in petroleum industry. This meet has allowed us the exchange of ideas, insights, and potential partnership that can open up new avenues for learning & growth.

**Alstone ArchClub- The Architect's Club**, is our approach to celebrate the brilliant architect minds. Recently, we have collaborated with Ar. Ravindra Kumar Director & Head Design of 'Venkataramanan Associates', and Principle of 'Pragrup, Bengaluru'. He has shared his inspiring journey and some really amazing experiences with us.

Furthermore, we've also captured the journey of two of our channel partners in the **'Alstone Soul Partner'** series. Mr. Praveen Arora & Mr. Anil Arora from Om Aluminium, Rudrapur, Uttrakhand and Mr. Suresh Naik & Mr. Dhanush S.P. from VSN Marketing, Udupi, Karnataka. This is not only a gesture to their association and dedication but also an inspiration to the new generation of entrepreneurs.

Last but not the least, thrilled to share that we've collaborated with movie **'Dream Girl 2'** starring Ayushmann Khurrana, Ananya Pandey, Annu Kapoor, and many other talented actors. That was a fantastic opportunity for us to showcase our brand and reach a wider audience.

Thank you all once again for your relentless efforts in making Alstone a household name. Let's continue to strive for excellence and make the third quarter even better!



*Sumit Gupta,*  
*MD, Alstone Manufacturing Pvt Ltd.*



**20+**  
YEARS

**500+**  
DEALERS/PARTNERS

**600 M+**  
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## FUEL PRO MEET I DUBAI

The Alstome Fuel Pro Meet was held in Dubai, bringing together prominent figures in the petroleum industry to engage in meaningful discourse and explore innovative business opportunities.

This two-day conference was designed to facilitate the exchange of cutting-edge ideas, share knowledge, and foster collaboration among industry leaders.

The event featured a comprehensive agenda that encompassed a range of topics, including future prospects, market trends, and strategic planning. In addition to the formal proceedings, attendees were treated to an array of recreational activities aimed at promoting networking and building relationships among participants.

All and all, the Alstome Fuel Pro Meet proved to be a valuable platform for shaping the future of the petroleum sector and setting the stage for continued growth and success.

**ALSTOME<sup>®</sup> FUEL PRO**



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## ALSTONE UTSAV | BAKU

**Baku '23**

Alstone Utsav, we reward our high-performing channel partners with international trips, further solidifying our bond and motivating them to continue delivering exceptional results.

Alstone Utsav 2.0 was a grand affair, a gesture of appreciation for our esteemed channel partners who have consistently demonstrated exceptional performance, commitment, and dedication towards our brand. This time the exclusive trip was to Baku, Azerbaijan, served as a platform for us to express our gratitude and acknowledge their tireless efforts in driving business growth.

The itinerary included a series of engagements, both formal and informal, carefully crafted to provide an enriching experience for all attendees. While the primary focus was on exploring novel business concepts and strategies, we also ensured that our partners enjoyed a plethora of leisure activities, such as sightseeing excursions and an exhilarating desert safari.

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# AWARDS

The "India's Greatest Leaders 2023" Award was given to our MD, Mr. Sumit Gupta, while Alstone received the "India's Greatest Brands 2023" Award. The ceremony was held in Dubai.

Receiving such prestigious awards in Dubai signifies the recognition and appreciation of Alstone's contribution to its industry and its commitment to excellence. This recognition not only reflects the dedication and hard work of Mr. Sumit Gupta but also highlights Alstone's reputation as a trusted and esteemed brand.

Thank you everyone for making Alstone the most trusted brand.



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# MOVIE COLLAB

Alstone has collaborated with the movie 'Dream Girl 2' starring Ayushmann Khurrana, Ananya Panday, Anu Kapoor and many more amazing actors.

This collaboration helped Alstone to reach a wider audience and also reinforced its commitment to always provide the best quality product and services in the building material industry.



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**Ar. Ravindra Kumar**

ALSTONE *Club*  
**ARCH** | THE ARCHITECTS CLUB

Indeed an artist by his heart Ar. Ravindra Kumar Director & Head Design of "Venkataramanan Associates", and Principle of "Pragrup, Bengaluru". He is one of those who believes in taking the artistic approach to the things he does. A strong believer of architecture as a hepatic visual art and tactile experience which shows his deep appreciation for the aesthetic and sensory aspects of design.

We would love to welcome Ar. Ravindra Kumar to Alstone ArchClub: The Architect's Club. Alstone love to strengthen its relationship with architects who have passion for innovation and artistic approaches to architecture & he definitely is one of those passionate architects & lover of art. Just like Alstone Alcomb, which is not just innovative but also gives an edge to the artistic freedom to architects. Versatile and lightweight, which does the job in the most effective manner. Alstone Alcomb, definitely a future ready product.

Moving further, now, let's get to know Mr. Kumar a little better and hear more about his amazing architectural journey himself....



Scan the code to watch Ar. Ravindra Kumar's full journey.

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# ALSTONE SOUL PARTNERS



## Alstone Soul Partners: Om Aluminium, Rudrapur, Uttarakhand.

It's happy to hear how Alstone has been serving as a perfect Soul Partner to its channel partners just like the owners of Om Aluminium Mr. Praveen Kumar Arora & Mr. Anil Kumar Arora from Rudrapur, Uttarakhand. Alstone and Om Aluminium have such a successful and positive partnership since last 18 years.

Let's hear more about their journey so far with Alstone themselves.



Scan the code to watch their journey.



**OM  
ALUMINIUM,**  
Rudrapur,  
Uttarakhand.

**Mr. Praveen Kr Arora**



**OM  
ALUMINIUM,**  
Rudrapur,  
Uttarakhand.

**Mr. Anil Kr Arora**

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# ALSTONE SOUL PARTNERS



## Alstone Soul Partners: VSN Marketing, Udupi, Karnataka.

Mr. Suresh Naik's journey is truly remarkable! Director of VSN Marketing along with his son Mr. Dhanush S.P. who is a joint director from Udupi, Karnataka. The journey of Alstone and VSN Marketing collaboration shows success and a positive partnership.

We are happy to hear how Alstone has been serving them as a perfect soul partner.



Scan the code to watch their journey.



**VSN  
MARKETING,**  
Udupi,  
Karnataka.

**Mr. Suresh Naik**



**VSN  
MARKETING,**  
Udupi,  
Karnataka.

**Mr. Dhanush S.P.**

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## WOMEN EMPOWERMENT

### WINNING GOALS!

#### MS. PARVATI

Ms. Parvati's journey at Alstome is a testament to her dedication and commitment to personal and professional growth. Her story reflects a strong work ethic and a deep sense of responsibility.

Ms. Parvati began her career back in 2001 in operations department. Her hard work and dedication led her to rise through the ranks and become a team lead in operations department. This early experience provided her with valuable insights into the company's operations and processes which eventually have helped her in her career at Alstome.

She began her journey with Alstome in 2011 recognizing the growth opportunities it offered, since then she has never looked back to anything less. Her ability to resolve people issues and handle customer queries with a calm and composed demeanor makes her a valuable asset in her role and responsibilities.

Ms. Parvati's motivation to continually work hard and improve herself is commendable. This drive for self-improvement is likely a key factor in her success at Alstome and her ability to adapt to different challenges within her role.

Ms. Parvati's father serves as her role model, and she draws inspiration from his commitment to both his profession and his family. His punctuality, respect for others' time and efforts, and his ability to deliver on promises have clearly had a positive impact on Ms. Parvati's own work ethic and values.

Ms. Parvati's daily routine reflects her dedication to both her career and her family. Her busy schedule, which includes managing household chores, spending quality time with her family (specially her son), and ensuring her son's school drop-off, showcases her ability to balance her personal and professional life effectively.

Her story serves as an inspiration for others in the company who value hard work, self-improvement, and the importance of maintaining a healthy work-life balance.



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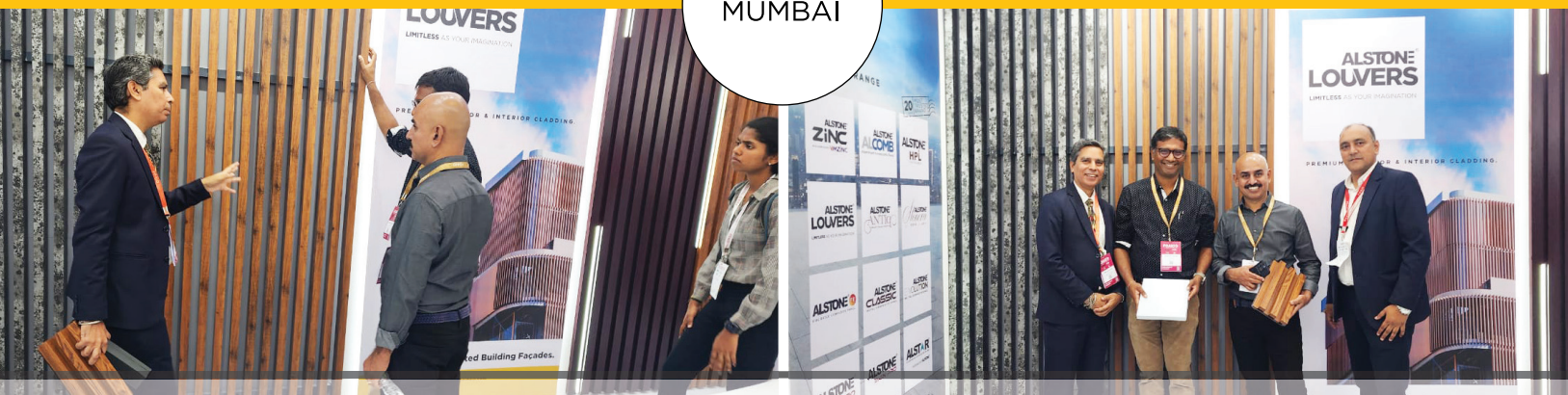
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# EXHIBITIONS & EVENTS

Foaid is one of the most premium exhibitions for facade consultants, that was held in Mumbai in August, 2023. Alstone has participated in this grand exhibition being its **Sustainable Partner** and also show cased our products at Alstone stall.



MUMBAI



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# EXHIBITIONS & EVENTS

NEXKNOS Expo & knowledge Session was conducted in Udaipur in the month of September. Where Alstone has displayed its innovative future ready products.



UDAIPUR



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Experience  
THE BEAUTY OF  
**ALSTONE**  
PRODUCTS  
AT WAC



**WAC**  
WORLD OF ARCHITECTURE & CONSTRUCTION

**STALL NO 20** | SKICC, Near Centaur Hotel Srinagar

**15-16**  
JULY, 2023

SRINAGAR





## EXHIBITIONS & EVENTS

Zak World of Facades is a worldwide and one of the greatest exhibition fair where brilliant architects, interior designers, façade consultants gathers to exchange their thoughts and knowledge. Alstone has participated as **Premium Partner** at Zak World of Facades, Hyderabad.



HYDERABAD



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# EXHIBITIONS & EVENTS

At Matecia, Delhi Alstone has collaborated as **Fascinating Façade Partner**. Branding partnership was all over the place at this mesmerizing fair.

Indian Institute of Architects Leadership Conclave & Design Carnival, Odisha. It was an impactful exhibiton & meet where Mr. Pankaj Malhotra, National Sales Head at Alstone has represented the organization and presented his leadership thoughts.



MATECIA, DELHI



IIA CARNIVAL, ODISHA



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# MEET & GREET

Channel Partner Meets are Alstone's approach to appreciate its partners and their valuable partnership in PAN India location. In these meet we also conduct brainstorming sessions for business and collaborations.



**CHANNEL PARTNER MEET, JALANDHAR**



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# MEET & GREET

CHANNEL PARTNER MEET, JALANDHAR

CHANNEL PARTNER MEET, SRINAGAR

CHANNEL PARTNER MEET, YAMUNA NAGAR



CHANNEL PARTNER MEET, SRINAGAR



CHANNEL PARTNER MEET, YAMUNA NAGAR



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# OFFICE CELEBRATIONS



**ONAM**



**INDEPENDENCE DAY**



**SELF MOTIVATION SESSION**

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# ARCHITECTURE AMAZE

**The Asian Games Village in Delhi, India**, is indeed a remarkable architectural project designed by Ar. Raj Rewal. Originally constructed in 1982 to accommodate athletes participating in the Asian Games.

The design of the Asian Games Village is distinctive in several ways. The use of sandstone for the buildings and pedestrian pathways provides a grainy finish, giving the place a unique and earthy appearance. The incorporation of courtyards throughout the site, accessible from 70% of the area, adds a sense of openness and community to the development.

One of the most striking features of this project is its inspiration drawn from the forts of Jodhpur and Jaisalmer, both holds iconic architectural marvels in Rajasthan, India. This inspiration is evident in the design of the buildings, which are clustered together. The housing units are organized in blocks of 4-6 flats, and the 'darwazas' (doors) are designed to resemble the doors found in old cities. This not only adds an element of historical and cultural significance but also allows for natural ventilation, a crucial aspect of Indian architecture given the country's diverse climate.

Ar. Raj Rewal's architectural brilliance shines through in the geometrical makeup of the Asian Games Village. The thoughtfully designed layout, the use of traditional architectural elements, and the overall aesthetic combine to create a unique living space. Moreover, it's heartening to know that the Village still fosters a sense of belongingness and participation among its residents, even years after its original purpose as an athlete's village during the Asian Games. This speaks to the success of the project in not only providing housing but also in creating a thriving and vibrant community.

Image Source: <https://rajrewal.in/>



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## OUR ESTEEMED CLIENTS

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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>  
*Stonera*  
WORK of ART

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

**ALSTAR**<sup>®</sup>  
ALUMINIUM COMPOSITE PANEL  
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### INDIA

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Manufacturing: 1393, Langha Road, Industrial Area, Dehradun- 248142, Uttarakhand, India.

### UAE

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