

# ALSTONE ACP WILL BECOME THE MOST PREFERRED BRAND BY FY25



**MR SUMIT GUPTA,**  
MD, ALSTONE MANUFACTURING PVT. LTD.

## ALSTONE®

*Mr. Sumit Gupta led Alstone ACP has set ambitious plans to be in a leadership position in Indian Metal Cladding industry by creating a culture of innovation along with research & development. Riding on growth track, Alstone has started its Coating Line, announced the tie up with France based VMZINC and launched high end premium fire rated Zinc Composite panels, unveiled Honeycomb panels and ACP Louvers. With 16 own offices across India and support of a 300-plus dealer network, Alstone ACP covers from Srinagar to Kanyakumari. Talking to The Ply Reporter, Mr. Sumit Gupta, Managing Director, Alstone Manufacturing Pvt. Ltd. revealed they see the bright future of organised Metal composite Panel market, and with new premium products, the share of Alstone ACP will achieve double digits shortly.*

**Q** What is the current scenario of the Indian ACP industry?

The current scenario of the ACP industry is quite good and is growing with a CAGR of at least 8% to 10%. I think in the coming times it will grow even better with government projects, private projects, and the retail market. Going forward, as a brand, Alstone has a very bright future in the coming years.

[www.plyreporter.com](http://www.plyreporter.com)

**Q** Post Pandemic, what changes do you see in the industry as well as the customers' behaviour?

We were thinking that after the Pandemic the recovery would be slow, but we realised that the recovery was much faster and the demand was much higher. Besides, the new products coming in the market like Alstone ALCOMB (a light and robust panel formed of two aluminium alloy

sheets facing each other and a honeycomb core formed out of aluminium coils) are futuristic and suitable for architects, as they are much concerned about fire retardant. The product, like ALCOMB, is totally aluminium based and does not have a polymer core, which is generally found in ACP. So, it is totally fire safe, non-combustible and eco-friendly as well. We have already obtained certification from the Dubai based **Thomas Bell-Wright** Laboratory for it. We anticipate strong demand for ACP and new products such as ALCOMB in the coming years.

**Q ACP industry has clocked to Rs 4000 crore, how much is the market share of Alstone ACP?**

If we see, this range of Rs 4000 is for an exterior grade ACP, which is applied on the facade of the building. Besides, a big market for partition panels has developed. The ratio of organised and unorganised markets is 60:40, and among them, the major players belong to the organised sector. Alstone ACP will have leading position with market Share crossing double digits very soon. In the financial year 2021–22, Alstone ACP business revenue is in line with the Market share plan and we will easily achieve the goal. Also by FY25 we will surely be the most preferred brand with market share in double digit. In the next two years, we have targeted ALSTONE ACP to become most preferred brand with revolutionary products in the metal cladding and leader in Market share of metal cladding industry.

**Q What is your expansion plan or market strategy to achieve the market leadership in metal Cladding industry?**

We are working 360 degrees to achieve that target, which is everything from launching new products to creating distribution network in the geographies we are yet to penetrate. We are developing teams for those states. After working on these verticals, we will easily cross the targeted turnover amount.

Moreover we are going to focus on the sectors where the consumption of Metal cladding is growing (like Point of Purchase branding and infrastructure of the brands across various industries)

“

**Alstone ACP will have leading position with market Share crossing double digits very soon. In the financial year 2021–22, Alstone ACP business revenue is in line with the Market share plan and we will easily achieve the goal. Also by FY25 we will surely be the most preferred brand with market share in double digit.**”

**Q As of now, what is your total production capacity?**

At the Dehradun plant, we have 60 mn sq. ft. per annum of production capacity, and is expandable. To achieve the targeted turnover in the near future, we already have the production capacity. Besides, we have installed an enhanced coating line in the backward integration that will not only help us in giving faster delivery to the customers, dealers, and distributors but also we will be able to provide them with a better quality, for which at present we are totally dependent on the overseas countries. With that coating line, we will take coils from Hindalco and use our own coating line.

A few years ago, the practice was to send the coils to China and other countries for coating and shades used to get approved, then the material used to come to us. That cycle used to take more time, but now that is our in-house facility, so the architects get their material within four to five days after matching. Besides, we are planning a special catalogue with select shades and will market them in the retail channel sales market.

**Q Since the last four or five years, the market has discussed more about fire retardant ACP. Is it only the discussion, or is the demand really increasing? If yes, what percent of their demand is there?**

The application of fire rated composite panels is increasing globally at a good pace, so definitely in

India too the demand is increasing, but it is still at the initial stage. In coming times, its demand will definitely grow slowly in government projects, or at the request of good buyers, non-fire rated ACP will be replaced. Alstone is very aggressively working on it. The safety of human life is the prime concern for any developer. So, fire safety is important. At present, I am not sure what the percentage share is, but its demand is gradually increasing, and in government projects, it is a primary need. In commercials also, slowly, the demand is growing.

**Q Recently, you have tied up with VMZINC. What are its advantages and product offerings?**

This tie up with VMZINC Titanium (the global leader in zinc that provides solutions for roofing, facades, rainwater systems, accessories, and ornaments for buildings) is an historic event and in itself is an advantage for the industry. Their plant is in France, from where we will supply zinc coil. They will give us manufacturing technology support. By using zinc coils, we will make zinc composite panels. It will be a totally fire rated composite panel. Through a façade consultant, we will market the zinc composite panels among architects because they are a premium luxury product.

“

**We had panel discussions on Fire safety of the buildings as well as sustainability parameters of the metal cladding. Our plan is to organise such events more often in the coming years. In those events, we will not only educate them about the product but also share the installation process and its applications and uses.**”

**Q What types of guarantees or warranties are you giving for this product range?**

The biggest advantage of zinc is that it is a self-healing metal. On that basis, we can easily give a 15 to 20-year warranty. The mechanism of self-healing is that over a period of time, the shades on it change automatically, like the colour of the Statue of Liberty, which initially was a different colour and now is a different colour because of Zinc. Zinc's specialty is the weathering effect, which has received much appreciation by architects.

**Q What would be your awareness plan for zinc composite panels?**

The first step was that we did a launch event in Delhi. In the event architects, facade consultants and developers of national and international acclaim were invited. Besides, there were government officials, including people from CPWD. People were from across the country. During the event, we informed them about the product with that tie up.

Also we had panel discussions on Fire safety of the buildings as well as sustainability parameters of the metal cladding. Our plan is to organise such events more often in the coming years. In those events, we will not only educate them about the product but also share the installation process and its applications and uses. So, we will give complete solutions to the architects and facade consultants.

**Q What is the thickness of zinc composite panels?**

In this offering, the coil thickness would be 0.5 mm and the width would be 990 mm. In this offering, the width is a little less than the general ACP, but that is the international standard. Initially, we have introduced eight shades in the market, of which the latest range includes pigmented, Quartz, etc.

**Q What is your message to the dealers?**

I am looking forward to their valued support and maintain their trust & Love in the brand Alstone as they have done in the past. We are constantly working toward the interest of dealers by providing them innovative products range and services with better margins while strengthening their relations with the influencers and applicators.