

ALSTONE® TIMES

Kartik's Choice!

—OFFICIAL CLADDING PARTNER—

P R E M I U M E X T E R I O R C L A D D I N G

“Dear Readers,

As we turn the final pages of FY 2024–2025, I take this opportunity to reflect on the journey that has been nothing short of extraordinary for all of us at Alstone.

From strengthening brand leadership with the appointment of Kartik Aaryan as our brand ambassador, to launching our revolutionary **Alstone Alcomb (Honeycomb Panel)** and participating in prestigious exhibitions like **MATECIA, Smart Design Conclave & Awards**, and multiple regional **Alstar 3A Meets**, this year has reinforced our legacy of innovation, performance, and trust.

A significant highlight was our recognition with the **Economic Times Business Leaders 2024 Award** for our contribution to premium exterior cladding — a moment of pride for the entire Alstone family.

Our continued investment in training, innovation, and sustainable solutions helped us grow deeper relationships with channel partners across India. Initiatives like **Alstone Milan in Dubai, FabStar Meets**, and our focus on futuristic, recyclable product offerings have empowered us to stay ahead in a competitive landscape.

And as we take this momentum into the new fiscal year, I'm thrilled to announce Alstone's renewed partnership with **Royal Challengers Bangalore as their Official Cladding Partner for IPL 2025**. This collaboration strengthens our visibility and aligns with our ethos of high performance and bold expression, both on the field and on your walls.

Thank you for being an integral part of our growth story. Let's continue to innovate, inspire, and imagine the limitless.

”

“SUMIT GUPTA
Managing Director,
ALSTONE”



NEW ALSTONE BRANCH IN CHENNAI

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We are delighted to announce the grand opening of our new Alstone branch in Chennai!

This milestone signifies our ongoing commitment to strengthening our network, enhancing our services, and reaching out to customers and dealers across the south region of the country, with Chennai serving as our central hub. Stay tuned for more exciting updates, coming your way.

Scan the QR code to relive some of the delightful moments from our inaugural function ceremony, right from the Puja to the smiles and celebrations, and the unveiling of our new office cubicles and workstations. It was a day filled with joy, gratitude and hope for better business prospects and enhanced customer delight.



Economic *Times* Business Leaders Award 2024

“This is a moment of immense pride for the Alstone family. Mr. Sumit Gupta, our esteemed Managing Director, received the prestigious Economic Times Business Leaders 2024 Award for his remarkable contribution to premium exterior cladding. This recognition reflects the relentless pursuit of excellence that drives Alstone forward.”



LAUNCH OF NEW PLANT ALSTONE ALCOMB

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ALSTONE

Engineering the Future of Exterior Cladding

Innovation is the foundation of progress and Alstone has once again raised the bar by launching its new state-of-the-art **Alstone Alcomb manufacturing plant**.

Located strategically to support pan-India demand, this advanced facility is dedicated to producing **Alstone Alcomb - Aluminium Honeycomb Panels**, a revolutionary solution in the world of architectural cladding. Built with precision, the plant is equipped with world-class technology and automation to ensure unmatched product quality, consistency and speed

With this plant launch, **Alstone is not just manufacturing a new product we're shaping the future of façades**. Alstone Alcomb is already gaining attention for its durability, lightweight design and futuristic appeal.

From idea to execution, the Alcomb journey is a testament to Alstone's commitment to continuous innovation, customer-centricity and global vision.

Alstone Alcomb - The Future of Exterior Cladding, Engineered Today.

Key Highlights of the Plant Launch:

Next-Gen Technology

Equipped with cutting-edge machinery, enabling high-volume production of honeycomb panels that meet global standards.

The panels are made using 100% recyclable materials, aligning with modern green building codes.

Sustainability at the Core

Ideal for both exterior façades and interior applications, with an exceptional strength-to-weight ratio and fire resistance.

Versatile Applications

Customisation Excellence

The plant allows for tailor-made designs, empowering architects with flexible solutions for bold ideas.

ALSTONE[®]
ALCOMB
Aluminium Honeycomb Panel



ALSTONE X ROYAL CHALLENGERS BANGLORE

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Super Batting. Super Cladding! 2.0

For a brand built on performance, strength and style, partnering with one of cricket's most powerful teams was a natural match. Alstone proudly became the **Official Cladding Partner of Royal Challengers Bangalore (RCB)** for the IPL season, marking yet another milestone in our journey of high-impact collaborations.

This strategic partnership gave Alstone a vibrant stage to connect with millions of cricket enthusiasts and industry professionals, blending the passion of sport with the precision of premium cladding.

To make this partnership felt across every corner of the country, we launched a widespread **PAN India branding campaign**, featuring:

In-store Activations

Our channel partners used Alstone x RCB marketing kits to engage customers, boost footfalls and elevate brand excitement.

Exclusive RCB-themed Branding Material

From dealer boards to showroom visuals, our brand colors fused with RCB's iconic identity gave a dynamic, bold makeover to our retail presence.

Digital Push Across Platforms

The campaign resonated online, sparking buzz on social media and amplifying our message: When champions choose cladding, they choose Alstone.

Custom Hoardings and Outdoor Media

Major cities saw high-visibility hoardings that celebrated the power-packed synergy between RCB and Alstone.



RCB's fighting spirit and Alstone's commitment to quality - together, we delivered a message of **bold ambition, flawless execution and limitless possibilities.**

This isn't just a sponsorship - it's a celebration of excellence.

ALSTONE X KARTIK AARYAN

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A Collaboration That Sparked a Nationwide Buzz

When innovation meets charisma, magic happens. FY 2024-2025 marked the beginning of an exciting new chapter for Alstone as we partnered with Bollywood's most loved star, **Kartik Aaryan**, as our **official brand ambassador**. This collaboration brought an unparalleled energy to our brand, amplifying our presence and building a powerful emotional connection with audiences across India.

We rolled out this partnership in grand style, creating an omnipresent visual identity for **Alstone**:

Dealer Boards Across India

Featuring Kartik Aaryan, these boards gave a fresh and premium face to thousands of retail touchpoints, redefining how our brand is experienced on-ground.

High-Impact Outdoor Hoardings

From highways to hotspots, Kartik Aaryan's presence on our hoardings turned heads and captured attention, reinforcing our leadership in exterior cladding.

Branded POP Material

Whether in showrooms or on-site, our Alstone POP kits with Kartik's imagery helped our channel partners tell a stronger brand story at every level.

Pan India Cinema Campaign

We brought the big screen alive with the Alstone TVC featuring Kartik Aaryan, running across cinema halls nationwide, generating excitement and top-of-mind recall.

The impact? Our **Alstone x Kartik TVC crossed 1 crore+ views across social media**, becoming one of the most successful campaigns in the industry. The ad resonated deeply with architects, fabricators, dealers, and end-users, elevating our brand's desirability and reach like never before.

As we continue this powerful partnership, we're not just shaping structures - we're building a brand that speaks to dreams, ambition, and the future of design.

ALSTONE X KARTIK

PREMIUM EXTERIOR CLADDING

1 CRORE+ VIEWS MILESTONE

ALSTONE ALSTAR 3A MEETS

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Empowering Minds. Strengthening Connections.

The Alstone Alstar 3A Meet series proved to be one of our most impactful knowledge-sharing initiatives of FY 2024 - 2025. Designed to bring together channel partners, architects, applicators, and associates, these meetings created powerful opportunities for collaboration, innovation, and business growth.

Bhiwadi & Ranchi Meets

Both events were dynamic platforms to foster industry dialogue and present Alstone's latest innovations.

The Ranchi Meet, hosted at Hotel Retreat Continental, celebrated creativity and technological excellence, leaving a lasting impression on all attendees.



The Bhiwadi Meet enabled knowledge exchange and in-depth discussion on design and application.



ALSTONE *Star*
Fab



In Pune, the meeting focused on meaningful conversations and market alignment through real-time feedback.



Kochi highlighted Alstone's cutting-edge product range, reinforcing our leadership in sustainable and premium cladding solutions.

Alstar 3A Internal Training

An intensive training program was also conducted for Alstone's internal team, equipping them with advanced knowledge of the upgraded Alstone Alstar 3A range.

This session:

- Enhanced product expertise
- Improved market-readiness
- Strengthened customer satisfaction and service excellence

Together, these meetings strengthened our ecosystem and aligned our stakeholders with Alstone's evolving vision - where innovation meets real-world execution.

12 NEW SHADES SUCCESSFULLY INTRODUCED

A Bold Step in Design Evolution

This year, Alstone took a significant leap forward in surface aesthetics with the successful **launch of 12 new shades**, now available across our product categories, including **HPL, Louvers, and Alcomb Panels**. The response from architects, channel partners, and fabricators has been overwhelmingly positive, reinforcing our commitment to innovation in design and material excellence.

These shades, developed through extensive research and market feedback, reflect a seamless balance of **natural textures, earthy warmth, and modern elegance**.

Meet the Newly Launched Shades:



These shades are already being specified in live projects across India - from residential builds to high-rise commercial façades - helping our partners deliver standout designs with the confidence of Alstone's trusted performance.

This new palette has unlocked endless design possibilities and positioned Alstone as a leader in shade innovation.

LAUNCH OF THE REVAMPED ALSTONE ALSTAR 3A

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Stronger. Smarter. Superior.

This year marked a significant upgrade in Alstone's product innovation journey with the **revamp of our flagship product - Alstone Alstar 3A**. Redesigned for next-generation performance, the new Alstar 3A combines strength, aesthetics and advanced fire resistance to meet the evolving needs of modern architecture.

The upgraded Alstar 3A features **improved durability, superior weather resistance, and enhanced color fastness**, making it a go-to solution for high-rise façades and commercial structures.

What's New in Alstar 3A?

- Reinforced core structure for better dimensional stability
- Enhanced surface finish for longer-lasting appeal
- Compatible with a wider range of architectural designs and applications
- Available in over 300+ shades for complete creative freedom

To support this launch, Alstone conducted **nationwide training programs** for internal teams and partners, ensuring everyone is equipped with the right product knowledge and application techniques.

This revamp is more than just an upgrade - it's a **commitment to excellence**, designed to empower architects, fabricators and project owners with a product that delivers on every front.

Alstone Alstar 3A - The New Benchmark in Cladding Performance.

ALSTONE DESIGN CAFÉ 3D

See It Before You Build It

In today's fast-paced design world, visualization is everything. That's why Alstone has launched a groundbreaking service - **Alstone Design Café 3D** - where ideas take shape even before execution begins.

This innovative platform offers **3D mock-up designs of building exteriors and house facades using Alstone's** exclusive shades and products. Whether it's louvers, HPL, Alcomb, or metallic panels, customers can now see exactly how their project will look - **realistic, scaled, and perfectly harmonious with their vision.**

BEFORE



AFTER

What Makes Alstone Design Café 3D Unique?

- 👉 **Hyper-realistic 3D visualizations** tailored for homes, commercial spaces, and high-rises
- 👉 **Product-specific design previews** using actual shades from our catalogue
- 👉 **Custom façade proposals** for architects, fabricators, and clients
- 👉 Helps in faster decision-making and enhances client confidence

With Design Café 3D, we offer more than cladding - we offer **clarity, creativity and customization** at their finest.

This service has already empowered hundreds of partners across India to close deals faster and present Alstone's solutions more effectively.

Visualize Better. Build Smarter. Only with Alstone Design Café 3D.

Where Innovation Meets Industry

In FY 2024-2025, Alstone continued to lead from the front by actively participating in India's top-tier architecture and design exhibitions. These platforms became a powerful stage for us to showcase our ever-evolving product range, connect with industry leaders and reinforce our brand's position as an innovation-first cladding expert.

Key Exhibitions We Participated In:



MATECIA Exhibition, New Delhi

A mega showcase where we launched Alstone Alcomb to an overwhelming response. The stall design and live product experience stood out, drawing immense attention from architects, designers and developers.



Smart Design Conclave & Awards

A celebration of futuristic design where Alstone proudly highlighted its premium louvers, A2-grade non-combustible panels and aluminum-based HPL sheets - all setting new benchmarks for modern facades.

Delhi Buildtech Expo & Jaipur Design Festival

Our creative installations and project displays captivated the regional market and opened conversations with hundreds of potential specifiers and channel partners.



Alstone Lounge at iDAC Expo

We created a uniquely designed experience zone where we demonstrated product performance, sustainability benefits and surface innovation in an immersive format.



WELCOMING NEW VISIONARIES TO ALSTONE ARCHCLUB

Fresh Perspectives. Stronger Connections.

The Alstone ArchClub continues to grow as a dynamic community of India's most influential architects - a space dedicated to knowledge exchange, industry collaboration and design innovation. In FY 2024-25, we proudly welcomed **six distinguished architects** who bring a wealth of experience, creativity and a commitment to shaping the future of façades.

Meet the New Members:

Ar. Raman Sikka
Sikka Associates



Ar. Kapil Handa
Studio DRA



Ar. Nishanth H.H.
Aedium Design



Ar. Ashish Jauhri
DSP Design Associates



Ar. Venugopal Madduri
Venugopal & Associates



Ar. Akash Chawat
Akash Chawat & Associates



These architects have consistently delivered path-breaking projects and their inclusion in the ArchClub marks a new chapter of **collaborative innovation** with Alstone. From iconic structures to sustainable design thinking, their contributions continue to inspire our journey.

Through the ArchClub platform, we aim to **connect visionaries, enable thought leadership and co-create the future of architectural excellence.**

To the new members - welcome to a space where ideas turn into impact.

Super Batting. Super Cladding!

2.0

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21+

YEARS OF
TRUST

700+

MILLION SQ FT
OF MCP DELIVERED

500+

CHANNEL
PARTNERS

300+

PRIMARY
SHADES

16

OFFICES
PAN INDIA