

The ADORNER



Facades and beyond from *AludecoR*★

**INNOVATION
REDEFINED**
*WITH ALUDECOR
& TEAM KRATOS*

Discover Mason Mark,
a philosophy cast in panels

Reimagining school,
rooted in soul

Feature / *Space*
STORY STORY

Contents

Brand Story 04

Message from the Editor 06

A Decade of Design with the World's First Sand & Rustic Series 08



A Legacy of Innovation and Sustainability in Retail 11



12	Ode to Excellence	Feature Story 16
14	Cover Story	18
		Space Story



24 Architect Chronicles

30 Fab Stories
Editor's Pick 32



34 SignEx

36 Celebrating winners of the Sky-High Challenge

Crack the Crossword 37



The Brand Story

Aludecor began as a pioneer in Aluminium Composite Panels. And has since emerged as a powerhouse in Metal Composite Panel manufacturing. As the North Star has guided explorers through the ages, **Aludecor has been the industry's true north – leading for more than 2 decades with vision, consistency and brilliance.** A name built on trust. Known for quality. Driven by innovation.

The journey has been bold. And relentless. Today, with a retail network spanning 250+ cities, Aludecor commands a formidable presence in India – serving prestigious clients and thousands of satisfied customers. A reputation quite literally carved in metal.

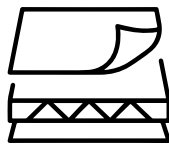
What started as a vision is now an industry benchmark. The rise has been extraordinary. And the story is only getting bigger.

2002 Entered ACP business in India



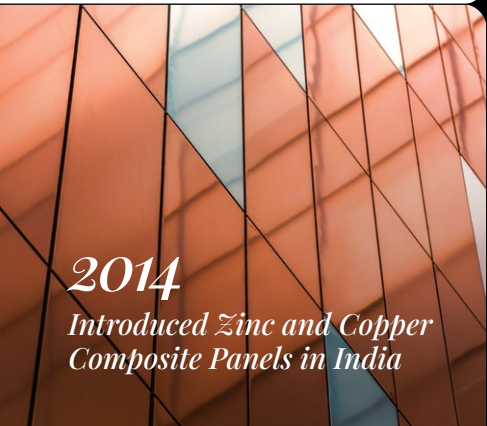
2004 Established ACP manufacturing operations at Haridwar Plant

2006
Started India's first Double Coat Double Bake Line



2012 Launched India's first indigenously made FR ACP

2013 1st Indian ACP brand to get EN 52101 fire rating



2014
Introduced Zinc and Copper Composite Panels in India

2015
Introduced the world's first Sand-finish ACP in India

Also, set up a Palletising Line & Baby Line, the first in the country by an ACP brand

2016
Became the first ACP brand to create in-house fire-testing lab

The first ACP brand to enter the Corporate Signage business



2017
Introduced first 3D-finished ACP in India

2018-2021
Introduced AG+ India's first anti-bacterial ACP

Introduced ARMOR – India's first anti-insect ACP

Introduced Vi-SECURE – India's first anti-microbial ACP

Became ICF-approved supplier to Indian Railways and launched Aludecor Rivets

2022
Exclusive Partnership with Nedzink to introduce Zinc-Rolled Products in India



2023 Became the first ACP brand in India to launch Nexcomb Honeycomb Panels manufactured in-house



2024 1st Indian brand to achieve NABL accreditation for R&D lab in ACP industry in India

Launched ACP Louvers

2025 A new brand identity was launched to enhance brand recognition and catalyse future growth



MESSAGE FROM THE EDITOR

“*This series,
with its raw textures and
modern durability,
reminds us that some
legacies are built to last.*”

It is with immense pride and excitement that I present to you the 48th edition of The Adorner! This issue marks a significant milestone; it's a testament to Aludecor's unwavering commitment to innovation, quality and the pursuit of design excellence.

Prepare to be inspired as we unveil a decade of pioneering vision with our 'Nature's Blueprint: A Decade of Design with Sand & Rustic' feature. Born on the sacred banks of the Ganga, the world's first Sand Finish Metal Composite Panel series continues to evolve, with nine bold new shades, proving that true inspiration is timeless. Complementing this, you'll find an engaging conversation with Niki Advani of Femina Town, who shares how the Sand Series brought their vision of a carbon-neutral, aesthetically captivating retail space to life in Ahmedabad.

Our feature story, 'Mason Mark', is not just about a collection, but a heartfelt tribute to the enduring strength and stoic elegance of masonry. This series, with its raw textures and modern durability, reminds us that some legacies are built to last.

In 'Racing into the Future', we celebrate an electrifying partnership with Team Kratos Racing Electric. Discover how Aludecor, stepping beyond traditional boundaries, engineered a bespoke

aluminium honeycomb core for their championship-winning Formula Student car, proving that when industry and education collaborate, the future accelerates.

Our 'Space Story' brings you an insightful interview with Ar. Ayan Sen, who shares his transformative journey reimagining Birla High School. His philosophy of blending functionality, playfulness and purpose, utilising Aludecor's Sand and Wabi-Sabi series to create a nurturing environment, is truly captivating.

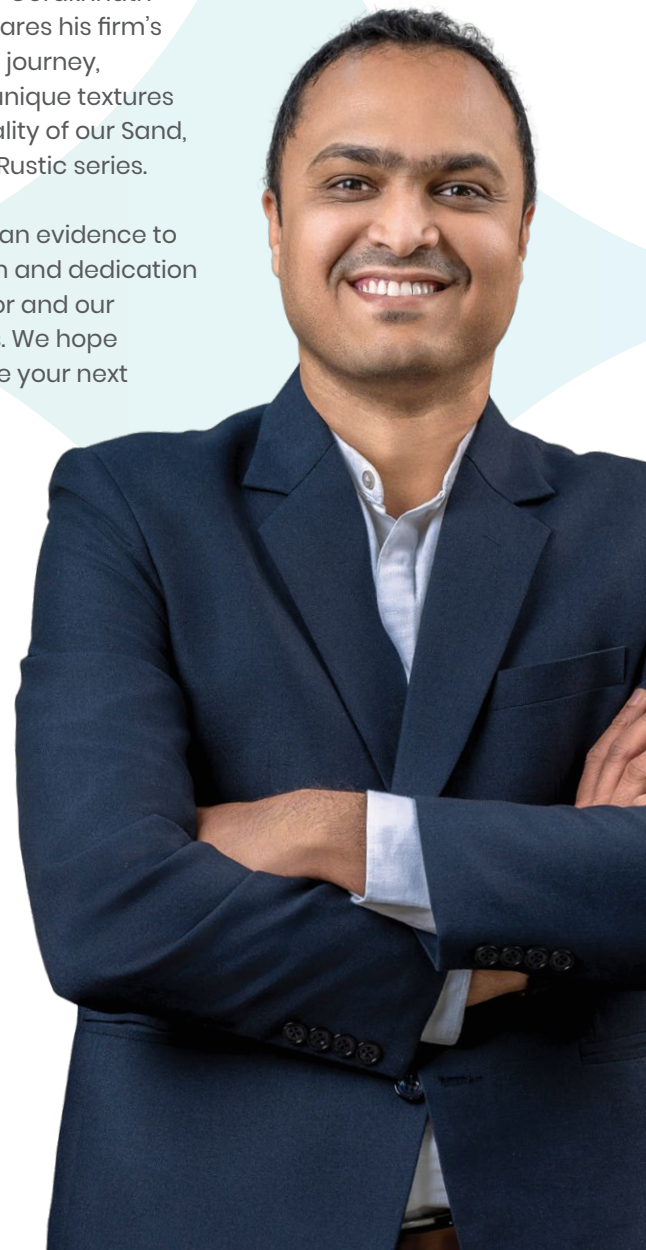
We also feature two enlightening 'Archispeak' interviews. Neena Shah of M.R. Warerkar & Associates discusses building with heart, highlighting her firm's early commitment to sustainability and her long-standing trust in Aludecor's versatile ACPs. Rahul Tyagi of R.T. & Associates emphasises 'Design with Empathy', sharing his vision for architecture that considers human emotion and environmental responsibility, with a nod to Aludecor's materials for their quality and textural options.

Finally, hear directly from the backbone of our industry in our 'Fabricators' Testimonials'. Ashit Vora of HiFab Aluminium Pvt. Ltd. speaks of Aludecor as a 'family of innovation', praising our constant product refreshes and strong relationships. Dilpesh Jahangir of Gorakhnath Facade Solution shares his firm's multi-generational journey, commending the unique textures and consistent quality of our Sand, Timber, Mirror and Rustic series.

This 48th edition is an evidence to the collective vision and dedication that drives Aludecor and our incredible partners. We hope these stories inspire your next great creation.

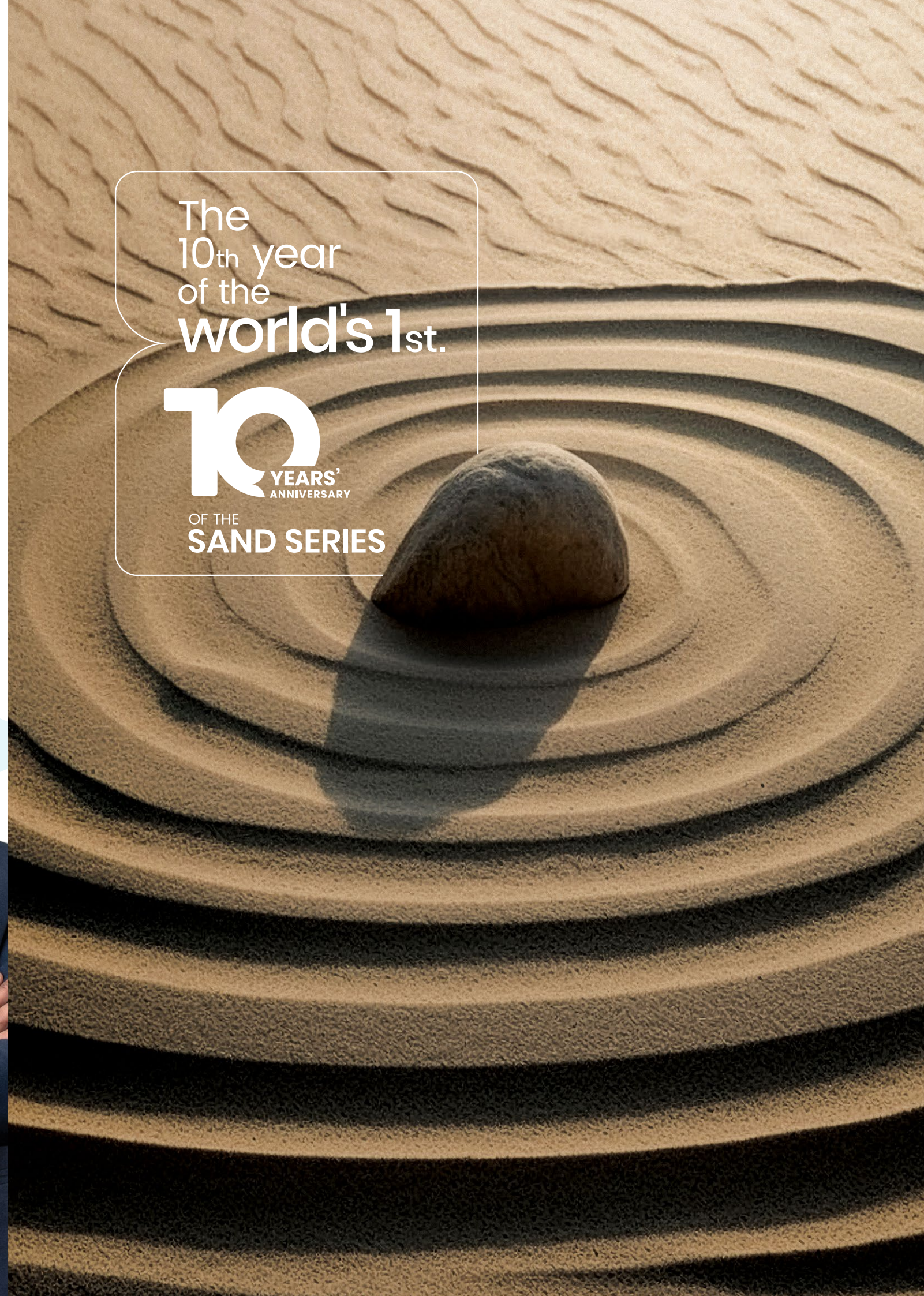
Happy reading!

Gautam Saraswat



The
10th year
of the
world's 1st.

10 YEARS'
ANNIVERSARY
OF THE
SAND SERIES



Nature's Blueprint:

A Decade of Design with the World's First

Sand Series



Ten years ago,
on the golden
shores of
*the Ganga in
Haridwar,*
a quiet yet transformative
idea was born.

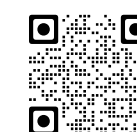


As the sun cast shimmering reflections across the sand, an epiphany took root: what if we could capture this breathtaking, elemental beauty in architecture?

From that serene spark, Aludecor's iconic Sand & Rustic Series came to life, forever changing the way we view surface design in architecture. A decade later, this pioneering vision continues to evolve, now with nine bold new shades joining the collection. Each one is a celebration of nature's palette and a testament to our unwavering pursuit of innovation as a premier ACP sheet manufacturer.

From Sacred Shores to Global Recognition

The journey began not in a laboratory or boardroom,



Scan to read
the blog

but in nature's lap. Haridwar, with its sacred riverbanks and ethereal light, inspired more than aesthetics, it inspired a philosophy. Could material surfaces transcend function and connect people to the natural world?

This question led to the creation of **the world's first Sand Finish Metal Composite Panels**, a revolutionary concept that turned heads around the globe. Our efforts were soon recognised on international stages, earning a **European Aluminium Award nomination and the ESQR Quality Award in Brussels**.

But more than awards, it was the reception from architects, designers and dreamers that confirmed we were onto something truly special.

The Sand & Rustic Series wasn't just about looking good. It was about feeling right, inviting texture, warmth and a visceral connection to the earth into every space it touched. From there, a movement was born.

A Decade of Defining Spaces

Over the past ten years, our Metal Composite Panels have helped shape some of the most striking spaces across the globe. They've added grounding depth to modern corporate towers, warmth to boutique homes, character to bustling retail venues and calm to luxurious wellness retreats.

This wasn't by accident; it was the result of relentless innovation, craftsmanship and an enduring respect for the natural world. Each ACP sheet in our Sand & Rustic Series brings with it not just a surface, but a story. A whisper of desert winds, the cool silence of mountain stones, the gentle rustle of coastal sands.

And now, that story continues, with nine new shades ready to transform your boldest design visions into built realities.

Introducing the Next Chapter

Our newest additions draw inspiration from the Earth's most evocative landscapes, from the sun-baked ochres of desert dunes to the cool serenity of ocean-swept beaches. Crafted in

our cutting-edge manufacturing facility, these premium ACP sheets blend the tactile richness of natural finishes with modern durability and performance.

They're more than just colours; they're moods, designed to stir emotion, evoke peace and elevate space.

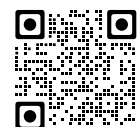
Whether you're designing a minimalist facade, a striking interior feature or a complete architectural statement, these new Metal Composite Panels promise endless creative possibilities.

A Tribute to the Creators Behind the Magic

This milestone isn't just about a product line; it's about a community. You, the architects, designers and creative minds, are the reason the Sand & Rustic Series became what it is today.

To honour your role in this journey, we've included something deeply personal in our 10th anniversary gift box: authentic sand and pebbles from the sacred banks of Haridwar. With these, we invite you to craft your own Zen Garden, a moment of calm and creativity, a tribute to the inspiration that started it all.

As you arrange the textures and elements, we hope you'll experience a quiet moment of clarity, the same kind of serenity that launched our decade-long design evolution.



Scan to explore the full
Sand & Rustic catalogue

Designing the Future, *Grounded in Nature*

The Sand & Rustic Series is proof that when material innovation meets nature's wisdom, magic happens. It's also a reminder that in a world racing towards the future, there's power in pausing to observe, to connect, to create.

As we look ahead, our vision is clear: continue pushing the boundaries of ACP sheet design, deepen our commitment to sustainability and forge even stronger collaborations with the design community.

The past decade was about starting a movement. The next one? It's about shaping a legacy, with Metal Composite Panels that reflect the world's raw beauty and the limitless imagination of those who bring them to life.



A Legacy of *Innovation & Sustainability* in Retail



IN CONVERSATION WITH

NIKI ADVANI

Ahmedabad, Gujarat

“Aludecor was our clear choice because they're the only brand offering the unique Sand Series that matched our vision.”

Niki Advani, a third-generation entrepreneur with over four decades of experience in the retail business, shares the vision behind choosing Aludecor's exclusive Sand Series for their new store at Sindhu Bhavan, Ahmedabad.

“We recently inaugurated our latest outlet at Sindhu Bhavan. It was important for us to carry forward our family legacy, but in a way that's sustainable and future-ready. While the land was initially intended for a residential project, Ahmedabad's rapid growth and potential inspired us to pivot our plans and build a modern retail space instead,” he explains.

Focused on sustainability and customer-centric design, the store is on its way to becoming one of the first carbon-neutral retail outlets in Ahmedabad.

“We generate our own electricity, and every material used in construction has been thoughtfully selected. Aluminium was a natural choice for us due to its recyclability. The shade we picked aligns with our sand-inspired palette, creating a monolithic look in harmony with natural elements.”

He adds, “Aludecor was our clear choice because they're the only brand offering the unique Sand Series that matched our vision. They've been true partners in helping us bring this concept to life. Our next store is already in the works, and it will be opening soon in Surat.”



Scan to watch
the full interview



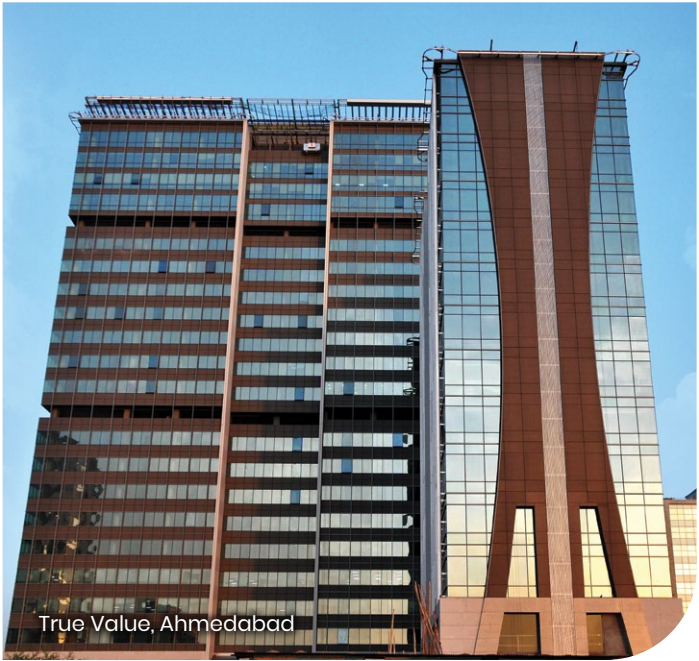


Emperor Mall, Gujarat



One Rohini, Chennai

A showcase of vibrant projects featuring the *Sand Series*



True Value, Ahmedabad



Sinnar City Centre, Maharashtra

In the high-stakes world of motorsport engineering, speed is only part of the equation. Precision, vision and an unrelenting drive to innovate separate the contenders from the champions. And in a thrilling display of all three, **Aludecor, a trailblazer in metal composite solutions**, has joined forces with **Team Kratos Racing Electric**, the elite Formula Student team from Pimpri Chinchwad College of Engineering (PCCOE), Pune.

This partnership isn't just about building a race car. It's about **building the future**.

From Pune to the Podium: The Rise of Team Kratos

Team Kratos Racing Electric is no ordinary college project. With a roster of 43 brilliant, engineering-minded students and a trophy shelf that's getting hard to manage, this nonprofit student-run team has carved its name into the annals of collegiate motorsport. With **seven national**

titles under their belt – three at **SAE Supra** and four at **Formula Bharat** – they've dominated India's racing circuits.

But their most electrifying moment yet? **Seventh place at Formula Student Germany 2023**, a historic finish that launched them into the **Global Top 10**, making them the **first Indian team** to do so. On tracks that test engineering acumen as fiercely as driving skill, Kratos didn't just compete, they shocked the global elite.

Instead of passing on the challenge, they partnered with Team Kratos to design a solution from scratch. Every specification – **core thickness, density, cell size, foil strength** – was fine-tuned to perfection. The result was a bespoke aluminium honeycomb core that delivered high structural integrity without compromising the feather-light demands of electric racing. This wasn't a transaction. It was a collaboration, an intricate dance of **engineering expertise** and **academic ingenuity**, choreographed to produce a vehicle that stands as a testament to what's possible when industry and education work hand-in-hand.

MORE THAN A MATERIAL SUPPLIER: ALUDECOR AS A CATALYST FOR INNOVATION

For Aludecor, this collaboration marks a pivotal shift. It's not just about producing cutting-edge metal composites, it's about **empowering the next generation of innovators**. In backing Team Kratos, Aludecor has aligned itself with a larger vision: supporting youthful ambition with real-world expertise.

And that's exactly what sets this partnership apart. It's not a sponsorship. It's **co-creation**. A shared commitment to pushing boundaries, breaking norms and building machines that don't just race, but inspire.

DRIVING TOWARD A NEW ERA

As the world accelerates toward **electric mobility** and **sustainable design**, partnerships like this one signal more than just technical breakthroughs, they represent a **paradigm shift**. Aludecor brings the resources, materials and experience. Team Kratos brings the energy, boldness, and fresh perspective. Together, they're not just building faster cars. They're helping shape a **faster, smarter and more sustainable tomorrow**.

RACING INTO

How Aludecor and Team Kratos Are Redefining Innovation, One Bolt at a Time

WHERE PASSION MEETS PRECISION: ALUDECOR'S GAME-CHANGING CONTRIBUTION

At the centre of Team Kratos' latest engineering marvel is a monocoque chassis that merges **Prepreg Carbon Fibre** with a **custom-engineered Aluminium Honeycomb Core**. It's a material masterpiece designed for maximum strength with minimal weight, essential in a vehicle built to corner, accelerate and brake at the limits of physics.

This is where **Aludecor** enters the fast lane.

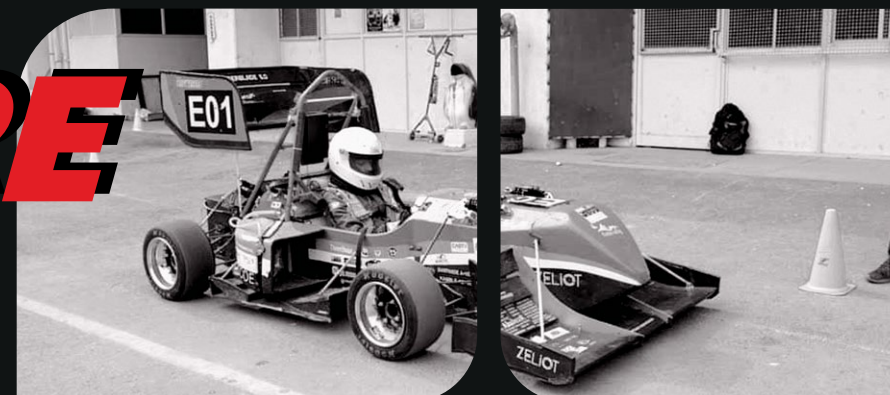
Traditionally known for architectural metal composite panels, Aludecor was approached to develop a component **entirely outside its product line**. But when the mission is innovation, Aludecor doesn't recognise limits.

So what's next?

The checkered flag is nowhere in sight. For Team Kratos and Aludecor, the track is only the beginning.

“Aludecor's contribution was vital, not just as a material supplier, but as a true partner in innovation.” – Team Kratos Racing Electric

THE FUTURE IS ELECTRIC – AND ITS ACCELERATING!



Scan to watch the full interview

An ode to masonry's resilience, translated for modern expression

Mason Mark carries that soul forward, reimagined for a new era. Inspired by the raw textures and stoic elegance of cement, the collection captures traditional honesty in a modern dialect. Designed for facades and interiors alike, each panel is engineered using Aludecor's cutting-edge **Three-Coat Raw Tech Paint System**, a process that adds dimension, durability and a matte finish that whispers of nature, rather than shouting of artifice.

But **Mason Mark** isn't just about material innovation. It's about intention. It's about giving architects and designers a medium that not only performs but communicates, a surface that tells a story, not just seals a space.

In a world racing towards the new, **Mason Mark** invites us to pause and to remember. To build with purpose. To honour the traditions of those who carved cathedrals from quarries and laid down empires. And to echo their values in every modern structure we raise today.

***Mason Mark** is more than a material.
It is a conversation between history and
innovation, between vision and craft.
It's a philosophy cast in panel form.*

Let us continue building spaces because in every wall, there lies a chance to make your mark.



Scan to explore the full **Mason Mark** catalogue and bring timeless craftsmanship into your next design.

Concrete Roots, Contemporary Soul

Inspired by the hands that shaped history, **Mason Mark** brings their legacy to life in every panel.

For as long as civilisation has reached for the sky, someone has been quietly laying its foundation – arranging stone, setting brick, carving stories into every surface. Masons, the original architects of permanence, built more than cities. They built legacies. Their artistry may never be signed like a painter's canvas, nor lit up like a stage, but it is felt in every arch that holds, every wall

that shelters, every monument that stands despite centuries of weather and war.

At Aludecor, we believe it's time to bring these quiet creators into the light. Enter **Mason Mark**, not just a collection, but a tribute. A heartfelt salute to the hands that shaped history and to the resilience that masonry has symbolised for millennia.

Rooted in one of the oldest human crafts, masonry is more than construction – it's culture in structure. From the enduring grandeur of Roman aqueducts to the poetic verticality of Gothic cathedrals, masonry has transcended time and trend. Its language is one of strength, simplicity and silence. But even as materials evolve, the soul of masonry remains unchanged – grounded, resilient, timeless.

Reimagining school, *rooted in soul*

IN CONVERSATION WITH ARCHITECT AYAN SEN

What started as a simple vision turned into two years of hard work and creative thinking. With a lot of care, planning and effort, Architect Ayan Sen has transformed Birla High School into a warm, welcoming space for students. This is more than just a building – it's a lively and comfortable place to learn, built with heart and a strong belief in improving the future of education in Kolkata. In conversation with Architect Ayan Sen, we delve into the journey of turning bricks into dreams and design into destiny.

What were your first thoughts when you took up the Birla High School project? Did it feel nostalgic, like a responsibility, or an exciting challenge to reimagine childhood through architecture?

We hadn't done many school projects before, just a small one in the past, but having worked across a wide range of typologies like housing, resorts, convention centres and institutional buildings, I was particularly eager to take on this school. Birla High School has been a part of Kolkata for many years, but when I received the opportunity, its infrastructure and design felt quite dated.

I saw this not just as a renovation but as a chance to make a bold statement right in the heart of the city. The challenge with transformation is always about preserving the best of what exists while completely rethinking the rest. There's a strong sense of nostalgia attached to school life, and that emotional layer made this project even more special.

With the use of modern design principles and technology, we brought in more openness, introduced ample greenery and created spaces that offer a sense of freedom and flow. The design includes a beautiful courtyard, open corridors and a tropical palette that complements the environment.

What makes this project truly fulfilling is that the students, alumni, teachers and the school management, all of them – are genuinely happy with the result. That, for me, is the greatest success of this transformation.

With children at the heart of this space, how did you blend functionality, playfulness and purpose?

There is one place called the classroom where structured learning happens, but the real

learning, the kind that shapes personalities and memories, often takes place outside of it. Whether it's the corridor, the courtyard, the green patches or even the canteen, these informal spaces play a huge role in a student's life. The canteen, for instance, is where friendships are built and stories are shared. These non-programmed, recreational areas are not just add-ons; they are essential parts of a school's design.

For me, it was important that the **architecture celebrated these in-between spaces**. That's why the corridors and courtyards were treated with as much care and attention as the classrooms. They form the true language of the school, connecting people and encouraging a sense of openness and interaction.

Another unique element we introduced was on the facade, we integrated subtle typographic elements in Hindi, one of our official languages. This included Sanskrit shlokas that resonate with the values and ethos of the institution. It wasn't overt or loud, but delicately done to create a sense of cultural grounding and identity. The aim was to honour tradition while designing a space that feels contemporary and inclusive.

The challenge with transformation is always about *preserving the best* of what exists while completely rethinking the rest.”

AYAN
SEN



“Thoughtfully placed graphics were added to create a positive mood and energise the environment.”

The combination of natural elements like grass in the courtyard, carefully chosen flooring materials and the overall spatial layout came together to define what the school should feel like – welcoming, calm and sensorially rich. We focused on using the right materials and fabrics to create a warm, tactile experience. Soft tensile structures were introduced for shade and visual interest, while the canteen was deliberately made colourful because that's where the joy and vibrancy of student life truly come alive.

What made Aludecor's Sand and Rustic series feel like the right choice for this project? Was it the look, the feel or the quiet strength they bring?

I've always trusted Aludecor's **Sand Series**, it has a beautiful surface quality that adds subtle texture and sophistication. It works particularly well in transformation projects, as it helps to neutralise certain panels and surfaces, bringing balance without overpowering the space. The material is also very easy to work with and scores high on sustainability, which makes it even more valuable in today's context.

Over time, we've really understood how to use ACP wisely. We've applied just the right amount, never too much, so it feels intentional and well-balanced. In this project, we also incorporated the Wabi-Sabi series from Aludecor to highlight specific areas. It was never about making things loud, but about creating moments of quiet excitement through contrast and material expression.

This school transformation falls into a category we like to call 'Transforming Modern Heritage' – buildings from the 1960s and '70s that now need a renewed identity. For educational spaces especially, it's time to move towards a more tropical, contextual expression that feels rooted, breathable and forward-looking.

If the facade of Birla High could speak, what would it say? Would it be grounded and wise or playful with a vintage soul?

In many parts of the school, the design is intentionally grounded and sombre, not in a dull way, but in a way that reflects the deeper value systems we carry through life. Elements like the Sanskrit shlokas and meaningful punchlines subtly reinforce these values. They aren't overt or didactic, but they leave a lasting impression. At the end of the day, it's the memories that students take with them and those memories are shaped by the environment and its messages, often absorbed subconsciously.

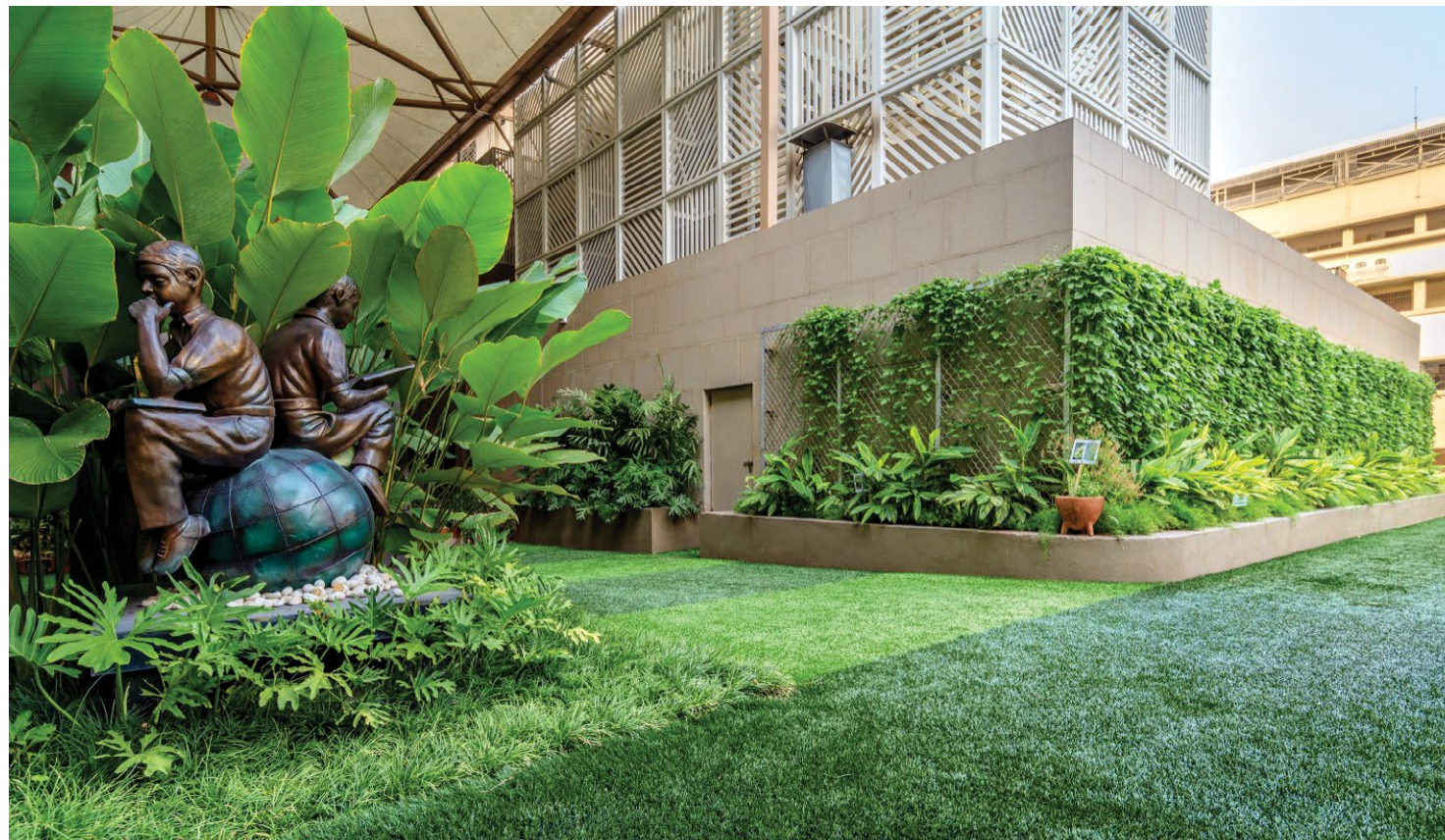
Were there any design principles or elements that you knew you would not compromise on, no matter what?

I felt that for a long time, the school had a rather harsh and rigid feel. The idea was to soften that – both visually and experientially. We introduced a palette of soft tones and worked on improving permeability throughout the space, allowing light and air to move more freely. Thoughtfully placed graphics were added to create a positive mood and energise the environment.

This school transformation falls into a category we like to call

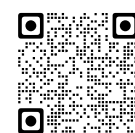
Transforming Modern Heritage





While some classrooms and play areas are deliberately playful and vibrant, my intent was always to create a space that nurtures and cares, while also instilling core values. Nature plays a big role in this narrative. The presence of greenery, leaves, plants,

earth-like textures, symbolises softness, sustainability and care, much like Mother Earth herself. A school shouldn't feel harsh or sterile; it should offer an environment that is warm, gentle and rooted in meaningful experiences.



Scan to watch the full interview



What feeling do you hope fills the hearts of students, teachers and parents the moment they step into this school?

Birla High School has been around for a long time and is academically very strong. I'm truly grateful to the entire school community for placing their trust in us. We were given the creative freedom to reimagine the space and that made a big difference. Senior members like Shri S.K. Birla were especially supportive throughout the journey and the appreciation we've received from alumni and well-wishers has been incredibly heartwarming.

I believe that every project has a soul and that philosophy guides our work. We've collaborated with Aludecor on several projects and each one has its own character, its own requirements and its own story to tell. The visuals and the ambience we created here have resonated widely and for that, I'm truly thankful.



ARCHITECT CHRONICLES

Building with Heart – A Journey with Architect NEENA SHAH

Principal Architect, M.R. Warerkar & Associates

“You know, 30 years ago, industry was all about *‘machine lagao, product banao’*. But we always believed it could be more than that.”

For **Neena Shah, Principal Architect and long-time associate of M.R. Warerkar & Associates**, architecture was never just about blueprints or building codes. It was about people. About the purpose. About responsibility.

“I’ve grown up in this firm, both professionally and personally,” she smiles. “It’s been 30 years of learning, experimenting and, most importantly, building with intent.”

What was your experience like working at M.R. Warerkar & Associates?

Working at M.R. Warerkar & Associates taught me a deep lesson in trust and discipline. We never exceeded budgets. Never missed deadlines. And yet, we were never told ‘no’ when it came to new ideas. That’s the Warerkar way, structure with freedom.

Your firm was involved in sustainability long before it became mainstream. Can you share more?

Long before India was talking about sustainability, we had already started shaping factories that were more humane and more conscious. Back then, pre-engineered buildings (PEBs) were just entering India. Ours was probably the third PEB project in the country.

What’s your design philosophy when working with factories and industrial buildings?

Whether it’s FMCG giants like Varun Beverages and Britannia or niche brands like Ideal Ice Cream, I approach every project with the same dedication to functionality, hygiene and worker well-being. There’s a difference between building for people and

building around people. We incorporate concepts like GMP practices, eco-drains, airlocks and hygiene corridors, not just for product integrity but for the people working inside. Their environment matters.

How do you view sustainability in practice, beyond compliance?

For me, sustainability isn’t a checklist – it’s a commitment. Rainwater harvesting, low-flow fixtures, low-VOC paints, topsoil preservation – every element is part of a larger belief: that architecture has a role to play in healing the planet. I even make sure clients plant more trees than required. In one Britannia project in UP, the requirement was 1,400. We planted 2,500.

How do you approach creative solutions when faced with constraints?

I truly believe constraints are opportunities. Britannia once wanted to demolish an entire building to build a new biscuit plant. We convinced them to retain the structure. Using ripple wires, we hung electrical conduits and HVAC ducts – saved money,



time and the planet. Whether adapting mid-project from a biscuit plant to a plastic recycling facility or finding beauty in utility, I design to thrive within real-world boundaries. The building must work efficiently. That’s non-negotiable. But aesthetics and sustainability? Those aren’t extras; they’re essentials.

What’s your experience with facade materials like ACP?

Ask me about ACPs, and I light up. Aludecor has changed the way

we think about facades. Earlier, it was just paints and stones. Now, with ACP, I have colour, texture and performance – all in one product. I’ve used it since the early 2000s and till date, we’ve never received a single complaint from any client.

What sets Aludecor apart for you in terms of design?

What I appreciate most is the design flexibility each series offers. It’s not just the Sand Series; every Aludecor collection brings



TROUW Nutrition, Hyderabad



ALPLA, Silvassa

something unique to the table. There's always a new texture, a new finish, a new inspiration to explore. It lets us add character without compromising on performance.

I'm especially fond of the tactile appeal. The Sand series, for instance, brings a certain softness, a natural lustre. It feels less industrial, more crafted, perfect for industrial buildings that still want to look beautiful.

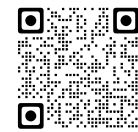
For me, Aludecor isn't just a product, it's a design partner. They've become part and parcel of every project we work on.

How do you see the new generation of architects evolving?

I believe the next generation of architects is well-equipped to carry the torch. They're fast, tech-savvy, socially aware. If

I'm sketching by hand, they're already modelling it in BIM.

But I do offer a word of caution: Let AI assist you, but don't let it lead you. Your brain, your instincts, your empathy – those are still your biggest tools.



Scan to watch the full interview



Spirotech Heat Exchangers, Mundana Meo



Britannia, Ranjangaon



ARCHITECT CHRONICLES

Design with Empathy: The Human Side of Architecture

RAHUL TYAGI

Principal Architect, RT Associates

“Empathy is the foundation of every design. Buildings are not just architectural marvels, they are meant to be used and admired.

Human emotion is at the core of it all. Every element must address the needs of the people who interact with the space.”

RT Associates handles architecture, project management and interior design. How do you maintain a balance between aesthetics and function?

At RT Associates Private Limited, we always strive to maintain a balance between aesthetics and function across all our verticals. Facades, for example, play a vital role in controlling the climate inside a building. They help regulate temperature and influence the overall comfort.

How do you view sustainability in your architectural work?

I believe sustainability must be seen as part of a larger ecosystem. We live on Earth and everything we do should respect that. We aim to reduce carbon footprints by using materials that are kind to the environment without compromising on beauty, functionality or cultural relevance.



Dr. Ambedkar International Centre,
Janpath, New Delhi



Dr. Ambedkar International Centre (interior), Janpath, New Delhi

Can you explain how sustainability connects with culture and context?

For me, sustainability goes beyond buzzwords. It's about respecting our ecosystem and minimising the building's carbon footprint without sacrificing style or cultural relevance. Every building must respond to its environment, culture and climate. Materials should be eco-friendly but also appropriate to the building's purpose and context.

How do you view the role of cost in shaping a project's identity?

While cost is always a factor, I believe it should never define a building's character. Aesthetics is definitely a prime concern for an architect, but it should not be the only concern. I see aesthetics as a broad concept – functional, environmental and cultural beauty all matter.

What are the challenges you face when handling large-scale projects?

Large projects bring their own challenges: multiple stakeholders, strict regulations and countless vendors. Leading such projects require skill, patience and a clear vision. I compare the process to "fighting a war", where the mark of success is overcoming obstacles while delivering a cohesive design.

How has technology influenced your architectural practice over the years?

Having witnessed the evolution from hand-drawn blueprints to advanced AI-assisted design, I value technology as a vital tool, not a threat. BIM software, in particular, impresses me with the detailed insights it provides.

Do you think traditional design values still have relevance in today's fast-paced urban context?

Cultural and sustainable design principles have long been part of architectural history, though rapid urbanisation sometimes led us astray. Today, I believe the industry is rediscovering its roots, blending tradition with innovation to create spaces that honour both people and planet.

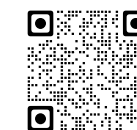
Which facade materials do you recommend for modern architecture and why?

When it comes to materials, I highlight ACP and zinc cladding as responsive, innovative choices for modern facades.

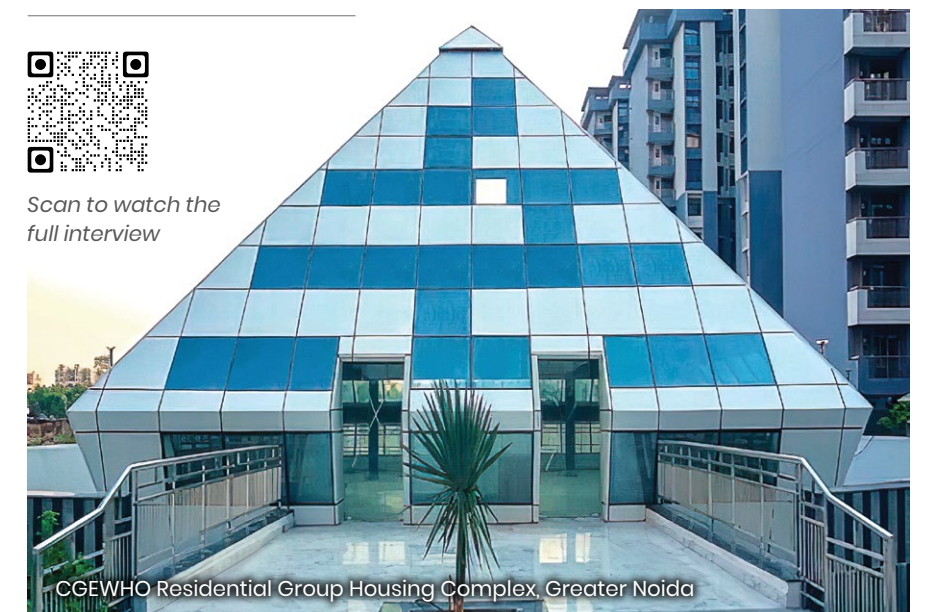
Durable and low-maintenance, these materials reduce the need for constant upkeep while enhancing thermal comfort. I appreciate Aludecor for delivering high-quality, fire-resistant, and thermally efficient products that also offer architects exciting textural options. The new Sand and Rustic series, in particular, successfully brings the real textures of natural materials to facades, providing architects and designers with tools to create truly tactile and inviting spaces.

What final advice do you have for young architects?

My advice to young architects is rooted in empathy and passion: love what you do, respond to your users, embrace technology wisely, and always design with the future in mind.



Scan to watch the full interview



CGEWHO Residential Group Housing Complex, Greater Noida



CGEWHO Residential Group Housing Complex, Greater Noida

THE *Fab* STORIES

At Aludecor, our journey has always been about more than just creating stunning facades – it's about building lasting relationships rooted in trust and shared vision. True craftsmanship, to us, means delivering excellence while standing shoulder to shoulder with our partners through every challenge and success.

Fab Stories brings these relationships to life. These are real voices, genuine experiences and powerful narratives of collaboration, commitment and craftsmanship. More than just testimonials, Fab Stories are living proof of the bonds we've forged and the promises we've proudly upheld.



ASHIT VORA

CHAIRMAN & MANAGING DIRECTOR,
HIFAB ALUMINIUM PVT LTD

Beyond Business: A Family of Innovation

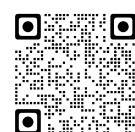
"Our association with Aludecor began over twelve years ago when their local team first introduced themselves and invited us to visit their Haridwar plant. Even then, it was clear they were setting new standards, being second only to Alucobond in India to use in-house PVDF coating for ACP sheets.

Since those early days, **what has inspired me most is Aludecor's constant innovation. When the ACP market slowed, they refreshed it with new varieties such as the Sand series, Rustic, Stone, and Wood finishes**, bringing fresh excitement every year.

Alongside their products, the people behind Aludecor have always impressed me. **Meeting their team was never just about sales; it was about discovering**

new ideas. I especially admire Ashok Kumar Bhaiya ji, Aludecor's owner, whose energy and passion for growth remains incredible even in his seventies.

Because of all this, working with Aludecor has been a pleasure. They treat us like family, remembering birthdays with gifts and gestures that are rare in this industry. We are proud to be partners and look forward to many more years ahead."



Scan to watch the full interview

DILPESH JAHANGIR

CHAIRMAN & MANAGING DIRECTOR,
GORAKHNATH FACADE SOLUTION



Crafting Facades Across Generations

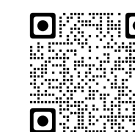
"We've been in the facade business since 1990. My father started it all. Today, I carry that legacy forward alongside him and my uncle, Purunamal Jahangir. As a second-generation fabricator, I've seen how the industry has evolved, and we've evolved with it. Three of us work with one vision, to create facades that stand the test of time.

Over the years, we've completed over 700 projects across India. Even today, **we have many projects running, and Aludecor is a part. Among them are Skylar, Stalwart & RTM.**

Our journey with Aludecor has been longstanding and rewarding. We've worked with their Sand, Timber, Mirror and Rustic series. Each one adds a unique

texture and personality to the facade. And to top it all, our clients love the finish and the quality.

For us, Aludecor is more than a material supplier. They've been a part of our journey for years. **Reliable, innovative, and always evolving.** We're proud to keep building with them and look forward to continuing this journey with them."



Scan to watch the full interview

The architectural world isn't just about blueprints, 3D models, and CAD software anymore. For Gen Z architects, it's about "glow-ups," "slaying" presentations, and managing projects with zero "cap." If you haven't caught on to this vibrant language wave, get ready for a quick crash course in the latest architectural slang that's going viral, in trend, and is sure becoming the industry's next big thing. If you're not catching up with your Gen Z team members, you might just be staying behind! To stay ahead in the ever-evolving architectural world, it's time to catch up fast. Not only on the latest trends and technologies but also on the language that's shaping the way your Gen Z team communicates.

Gen Z Architects

Glow-Up: Not Just for Your Style

You've probably heard of the phrase "glow-up" in the context of self-transformation. But Gen Z architects are now using it to describe buildings that go through a "serious glow-up." We're talking about architectural facelifts that take tired, outdated structures and transform them into modern, sleek showpieces. It's no longer just a makeover, it's a full-on glow-up.

Imagine taking an old, dull building and turning it into a shining example of contemporary design. When your latest project finally comes together, the client might say, "This building got the best glow-up ever!" We're talking more than just aesthetics, it's about revitalising a building's character and charm, often with some clever twists and turns.

Demure: When Subtlety Speaks Volumes

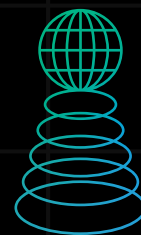
When it comes to design, sometimes less is more. That's where "demure" comes in. It's the Gen Z architect's way of complimenting a design that's subtle elegant and understated yet leaves a lasting impression. Picture a façade that doesn't scream for attention but still turns heads with its minimalist beauty. "The facade is so demure – it's understated, yet striking," they might say.

This is for those who believe in the power of simplicity. Demure is all about letting the design speak for itself. No over-the-top flourishes, just solid, thoughtful design that exudes sophistication.

Delulu: An Architect's Delusional Optimism

We've all been there. You know, when you're in a meeting and someone confidently claims, "We can wrap this up in an hour." If you think that's even remotely realistic, you're delulu. Gen Z's term for "delusional" has found its home in the architectural community, used in the funniest and most relatable ways. Perhaps someone is overly optimistic about project timelines, or maybe they think they can complete a rendering in an hour, we all know that's "delulu."

While it's all in good humor, this term reflects a universal truth: architecture is about managing expectations, and sometimes, those expectations can get a little... ambitious.



No Cap: Honest Talk Only, No Exaggeration

Architects know that every project has its challenges. But when someone says, "This design is the most sustainable I've ever worked on; no cap," it's time to listen. "No cap" means no exaggeration, no sugar-coating, just the raw truth. Gen Z uses this phrase to emphasize honesty, especially when it comes to discussing a project's sustainability, design features or overall success.

It's about cutting through the fluff and delivering genuine, unfiltered feedback. And let's face it, as architects, we could all use a little more "no cap" in our day-to-day communications.

Slay: The Ultimate Compliment

Last but certainly not least, let's talk about "slay." When someone nails a presentation or a design proposal, you might hear, "You absolutely slayed that presentation; the client was blown away!" To "slay" something means to do it exceptionally well. For architects, it's about executing ideas with such finesse that it leaves everyone in awe. Whether it's a design pitch or a complicated construction plan, when you "slay," you've truly nailed it.

It's a term that recognizes skill, style and sheer excellence; all qualities that every architect aspires to. So, next time your presentation blows your client away, don't just accept the compliment, own it. You slayed it.

So, What's Next?

The Gen Z architect's language isn't just about having fun, it's a reflection of their unique approach to design: bold, fresh and unafraid to challenge conventions. From demure facades to glow-up renovations, this new vocabulary captures the essence of architecture in the digital age. It's relatable, it's witty, and best of all it's real.

As we continue to embrace these trends, why not give yourself permission to bring a little "slay" to your next project? No cap, we've got this!

Share your favourite Gen Z slangs you've heard or use, with me at g.saraswat@aludecor.com and you can attract some cool gift hampers coming along your way. Yay!!!

The Bold Face of Branding

SignEx

Corporate Signage Solutions
From the House of Aludecor

A Game-Changing Collaboration with *Jockey and Aludecor*

In the fast-evolving world of retail, visual identity isn't just about logos or fonts – it's about storytelling. And when the story belongs to a market leader like Jockey India, it demands a visual language as dynamic, premium and enduring as the brand itself.

Setting the Trend: Jockey's Retail Evolution

As a trailblazer in India's innerwear and athleisure market, Jockey has consistently redefined comfort, performance and style. Their exclusive brand outlets (EBOs) are more than just stores – they're immersive brand destinations. To enhance this experience and reinforce a distinctive identity across touchpoints, Jockey undertook a bold retail transformation project aimed at reimagining their retail facade and signage.

The Design Breakthrough: Aludecor's Strategic Role

To realise this vision, Aludecor, India's leading aluminium composite panel (ACP) brand, joined forces with Future Research Design Company (FRDC), Bangalore and the Page Industries leadership. The collaboration led to an industry-first initiative – developing specialised design patterns for Jockey's retail stores, marking a significant departure from standard ACP applications.

Aludecor didn't just participate – they pioneered. Backed by dedicated investment in state-of-the-art machinery and design infrastructure, Aludecor engineered exclusive cladding solutions tailored specifically for Jockey's evolving retail identity.

Crafting the Brand Experience: Where Design Meets Technology

The outcome? A seamless synthesis of design innovation and brand philosophy. The cladding used in the Jockey outlet integrates special coating technologies and bespoke surface patterns, meticulously crafted to align with brand aesthetics and architectural requirements. These high-performance panels not only echo the brand's premium feel but also offer lasting durability under diverse environmental conditions.

This was no off-the-shelf solution. A custom series of ACPs, developed especially for this purpose, now serves as the skin of Jockey's retail presence – subtly bold, instantly recognisable, and deeply aligned with the brand ethos.

Sustainability with Substance

With the world increasingly leaning toward green design, the project embraced sustainability with equal emphasis. The coating system chosen for these facades ensures long-term colour retention and UV resistance, reducing the need for frequent replacements and repainting. This commitment to low-maintenance, high-performance materials extends the life of the product, aligning with Jockey's sustainable and responsible brand philosophy.

Beyond the Facade: The Bigger Impact

This design-led transformation has already begun to shape new standards for brand visibility and differentiation in the Indian retail landscape. The bold, recognisable look of Jockey's revamped stores not only strengthens customer recall but also establishes a new benchmark in ACP applications.

Looking ahead, the collaboration between Jockey, FRDC and Aludecor may very well inspire a new wave of architectural storytelling in retail – where materials are not just structural but emotional, where every surface speaks the language of the brand.

SignEx is more than signage.

It's an identity in *architecture*.

It's *material-driven* storytelling.

And as this partnership proves, it's the future of how India's leading brands will speak to the world.



CONGRATULATIONS WINNERS

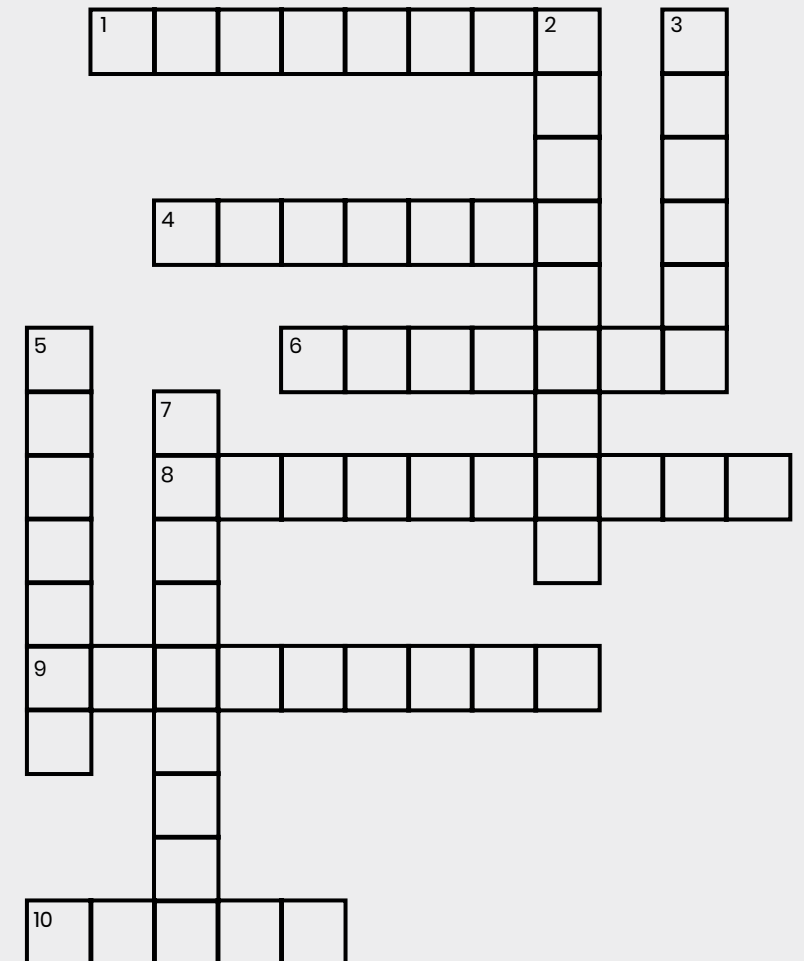


Thank you for the overwhelming response in the last edition of The Adorner, where we threw open a challenge that brought together geography, structures, skylines and more.
Here are the winners –

AR. REWATI PANDE
MANSI KATARIA
AR. DIGVIJAY SINGH
SAURABH KESARWANI
SOURMENDRA MAJUMDER
P ARUN KUMAR
MANABENDRA MAJUMDER
PALI MAJUMDER
SHIBENDRA NATH MAJUMDER



Crack the *Crossword*

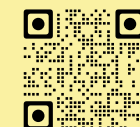


Across

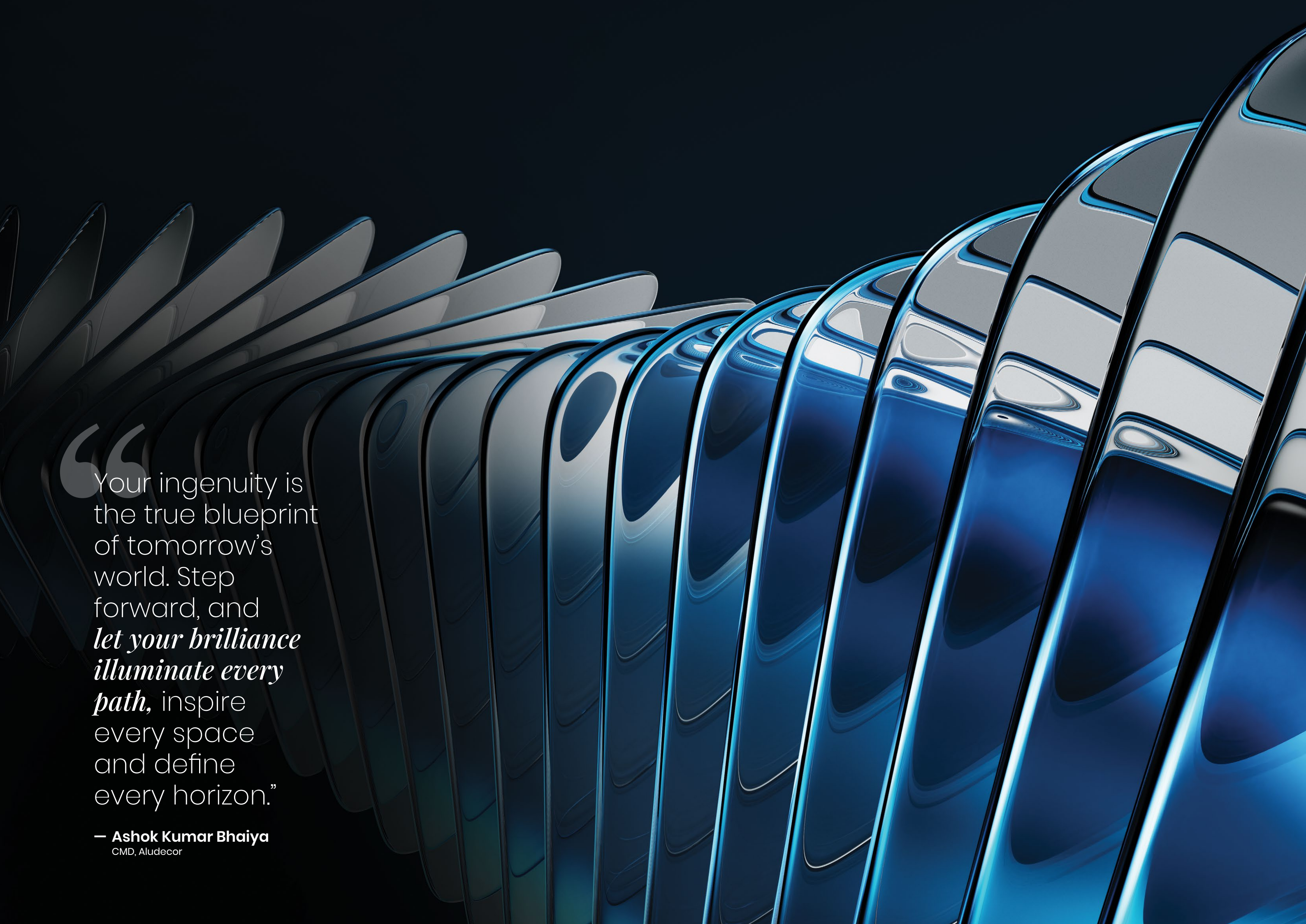
- 1 High-tech and experimental architecture of the late 20th century
- 4 Ornate, dramatic style from the 17th–18th century
- 6 Movement that emphasised organic forms; Frank Lloyd Wright was a pioneer
- 8 Semi-circular arches, thick walls, early medieval style
- 9 Architecture of ancient Greece and Rome
- 10 Dome-loving style of ancient Rome

Down

- 2 Clean lines, minimalism, form follows function
- 3 Pointed arches, ribbed vaults, flying buttresses
- 5 Glamorous and geometric style from the 1920s–30s
- 7 Raw concrete and imposing forms, 1950s–70s



Scan to submit
your answers



“Your ingenuity is
the true blueprint
of tomorrow’s
world. Step
forward, and
*let your brilliance
illuminate every
path*, inspire
every space
and define
every horizon.”

— **Ashok Kumar Bhaiya**
CMD, Aludecor



A Homage to Heritage



Mason Mark by Aludecor is not just inspired by the past — it honours it with thoughtful design. Each panel pays tribute to the timeless craft of masonry, replicating historical textures while reimagining them for modern spaces.



INTRODUCING MASON MARK SERIES



85%
lower CO₂ emissions



20-year longer lifespan
than traditional options



Superior thermal
performance



100%
recyclable material



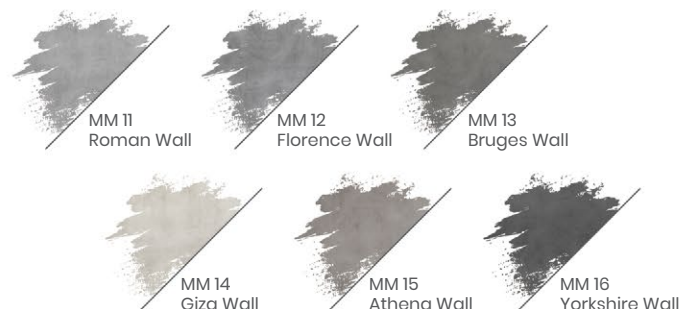
Lightweight: Reduces
structural load



Boosts energy
efficiency in buildings



This collection brings depth and durability to both interiors and façades with its earthy tones and cement-like finishes. Drawing from techniques that once built civilisations, it bridges heritage and innovation through materials that evoke the strength and beauty of stone and concrete. In essence, Mason Mark is more than a surface — it's a salute to the craftsmen who built our world and a canvas for architects shaping tomorrow.



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that are built to endure?
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