



ALLIANCE ALUMINIUM PVT. LTD.



**COMPANY
PROFILE**

Save Trees Use Aluminium

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About Us

Alliance Aluminium is a leading company specializing in high-quality solutions for both exterior and interior furnishing needs of buildings. Our expertise spans sales as well as on-site execution, ensuring seamless project completion. We have a highly experienced team committed to delivering premium products and services in Himachal Pradesh and nearby regions where we currently operate. Our diverse product range includes facades, partitions, flooring, ceilings, and door & windows solutions.

The core of our business is our customer-oriented approach, which enables us to provide exceptional service to our customer under all circumstances. We continuously enhance our team's expertise through all necessary technical and safety training, and at the same time, we strive to develop new products to serve our customers better. Our experience covers a wide range of buildings, from houses and apartments to high-rise buildings, hospitals, schools, industrial buildings, and so on.

Give us a call to learn more about our products—our team will be more than happy to assist you with any requirements you may have. Alliance products are the best fit for your building, designed for aesthetic appeal, modern functionality, superior insulation, low maintenance, and savings on your utility bills!



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Why Alliance Aluminium ?

All Alliance Aluminium products are 100% checked for quality, and we make sure that our products are suited specifically for the regional climate conditions.

Some of our international brands, such as VOX and Kommerling, are manufactured in India using the latest production facilities that meet European standards.

The color and quality of our products differ from other products available in the market and do not change over time. We ensure that the color will remain the same without getting affected by weather conditions as long as routine cleaning is done without the use of harsh chemicals.

Our uPVC profiles provide perfect noise and heat insulation and are designed for safety and durability.



WEATHERPROOF



DUSTPROOF



**THERMAL
INSULATION**



**ENERGY
EFFICIENT**



**MAINTENANCE
FREE**



STRONG & SECURE



LONG LIFE



LEAD-FREE

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Meet Our Founder

Mr. Digvijay Deswal, the visionary behind Alliance Group, started this journey in 1995 in Parwanoo, Himachal Pradesh. It all began with the establishment of Deswal Trading Company, our first venture that laid the foundation for a legacy of excellence in the furnishing industry. His dedication and commitment to quality have been instrumental in shaping Alliance Group into a trusted name in the market today.



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**ALLIANCE ALUMINIUM
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| Our Success Story

After operating for nearly ten years from Parwanoo, in 2004, we expanded our operations to Baddi (H.P.), a prominent industrial town and a major pharmaceutical manufacturing hub, housing numerous national and international companies. Now known as Deswal Enterprises, we have since become one of the leading businesses in the region.

Our second company, Alliance Realty Developers, was formed in 2016. It is a retail business house specializing in furnishing goods.

Next, in 2019, we founded Sarwik Metals, an industrial unit focused on manufacturing premium-quality powder coatings for our aluminum architectural profiles.

In 2021, our flagship enterprise—Alliance Aluminium—was launched with a vision to undertake premium turnkey projects. It also marked the debut of our first showroom, showcasing innovative ceiling and wall concepts, flooring solutions, and facades.

Windows and doors in modern construction are undergoing a transformative phase, with German window systems in uPVC and aluminum setting new trends. Brands like Kommerling and Alupure offer ideal solutions, combining innovation and functionality for contemporary door and window designs. In 2024, we inaugurated Valencia Window Systems, our gallery in Shimla (H.P.) that showcases an extensive range of cutting-edge, eco-friendly products tailored for both residential and commercial spaces.



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Vision, Mission & Core Values

VISION

To be the leading provider of aluminium furnishing products in the region, ensuring customer satisfaction through innovative, sustainable solutions that define quality, comfort, and timeless elegance.

To deliver high-quality, customizable furnishing solutions that offer unmatched value to our clients, while maintaining a steadfast commitment to environmental protection.

MISSION

CORE VALUES

- Quality
- Integrity
- Sustainability



***ALLIANCE ALUMINIUM
PVT. LTD.***

PRODUCTS

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PRODUCTS & BRANDS

CATEGORY

Doors & Windows

Ceilings

Flooring

Partitions

Facades

Gates

BRANDS



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ECO-FRIENDLY PRODUCTS



If you care about conserving the environment, choose Valencia uPVC window systems by Alliance Aluminium to ensure minimum heat transfer while maximizing the inflow of light.

Valencia uPVC windows not only reduce the requirement of AC to a minimum, but also provide a soothing atmosphere inside the rooms, thus saving energy.

The eco-friendly manufacturing process consumes less energy during production, generates minimal scrap, and eliminates the side effects associated with regular painting and polishing. Valencia windows are extra durable and make your home a safer and greener abode by eliminating the use of lead during construction.

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Doors & Windows



1. System Aluminum Windows & Doors

Engineered for strength and modern aesthetics, this is a sleek, durable solution for windows and doors.



2. uPVC

uPVC is a popular material due to its durability and cost-effectiveness. It is proven to offer excellent performance and requires very little maintenance-making it the perfect material for doors and windows.



3. P-Coated Aluminium Doors & Windows

Excellent finish to suit any architectural style and design preference, making it the ideal choice for both modern and traditional spaces.



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Ceilings



1. Gypsum

It is completely heat resistant and doesn't absorb temperature either from the atmospheric heat or electricity wires within the house. The core material is gypsum which provides a soft mass that repels higher temperatures.



2. Fibre Cement Board

You must have come across the term 'fibre cement boards' while exploring ceiling, cladding, flooring options, etc. for your beautiful home. These are building materials that are fire-resistant, termite-resistant, and water-resistant to ensure your furniture lasts for decades.



3. Mineral Fibre Acoustic

Since their introduction to the market, mineral fibre ceilings, or acoustical ceilings, have become a popular "go-to" suspended ceiling option for commercial and residential projects alike because of their excellent acoustical and other performance properties as well as their affordability.



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Ceilings



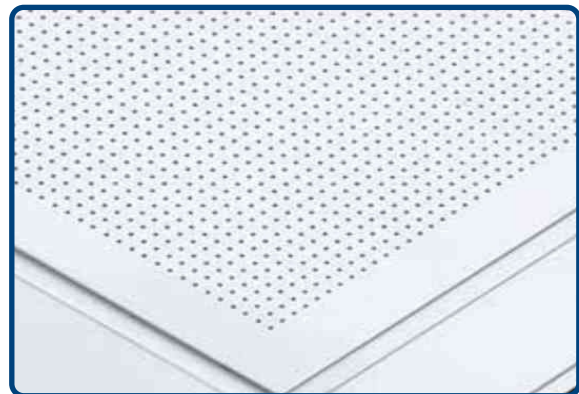
4. Polymer

VOX ceilings made of polymer boards are a practical solution for finishing roofs. The boards are easy to install and are durable and maintenance-free, saving you both time and money.



5. Metal Ceiling

Durable metal ceilings create an impressive visual impact in spaces and meet the demands of high-traffic areas. Along with design flexibility, metal ceilings can deliver strong acoustic performance.



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Flooring



1. Wooden

Wooden flooring includes any product manufactured from timber that is designed for use as flooring, either structural or aesthetic. Wood is a common choice as a flooring material and can come in various styles, colors, cuts, and species.



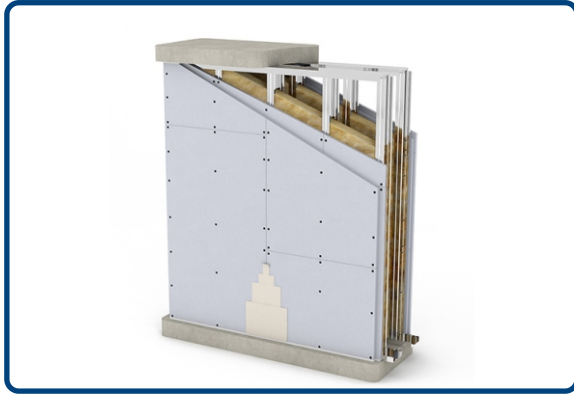
2. SPC

SPC flooring stands for Stone polymer Composite flooring. It consists of a robust core layer made from a blend of natural limestone powder, polyvinyl chloride, and stabilizers. This unique composition gives SPC flooring its impressive durability and water resistance.



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Partitions



1. Gypsum Partition

Plasterboards, also known as drywall, are a type of panelling made of gypsum plasters divided into multiple uniform thicknesses of papers or fibrous concrete. Gypsum partitions are commonly used to build internal walls. In addition to being extremely durable, fibre-cement panel sidewalls are also environmentally sustainable and adaptable.



2. Fibre Cement Board Partition

Fibre Cement Boards have an exceptionally long lifespan. They are made from cellulose fibres, sand, and cement and serve as sustainable building materials. They are also built to withstand weather, wear, and termite infestation.



3. Aluminium Partition

The combination of aluminum alloy and toughened glass wall embodies modern style, and simplicity. Toughened glass is excellent for achieving a bright and transparent indoor effect and flexible composition at any angle.



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Partitions



4. Toughened Glass

Toughened glass is versatile and can be used in various configurations to suit any office layout. From unparalleled durability to optimising space or enhancing decorative appeal, toughened glass partitions provide the flexibility, safety, and style to meet distinct needs.



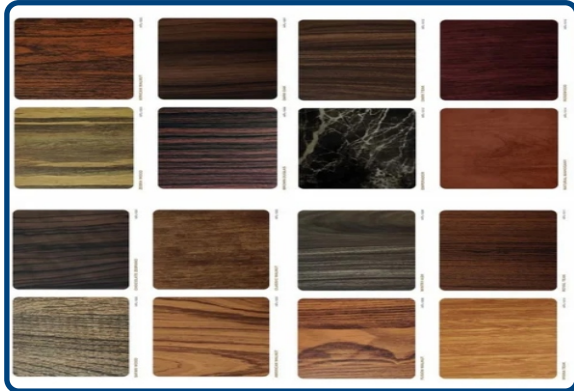
5. Calcium Silicate Board

Calcium Silicate Board Partition is also known as water-proof partition that separates a room or cabin using GI or Aluminium frames followed by Calcium Silicate Board. After completion, this partition strength is as good as a cement wall. It is normally used in residential and industrial wet areas.



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Facades



1. HPL Sheet Facades

HPL panel stands for High-Pressure Laminate, best to be mounted on a building facade, giving a mesmerizing look to your commercial or residential building.



2. ACP Sheet Facades

ACP sheet or Aluminium Composite Panel is a new-age cladding material used for building front elevation (facades), interiors, signage, modular kitchen and many more.



3. Fibre Cement Board Planks

These are fire-resistant, termite-resistant, and water-resistant building materials to ensure your structure lasts for decades.



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Facades



4. Polymer Facades

VOX provides the highest quality facade cladding that will not only give the house an individual character but will provide protection for years.



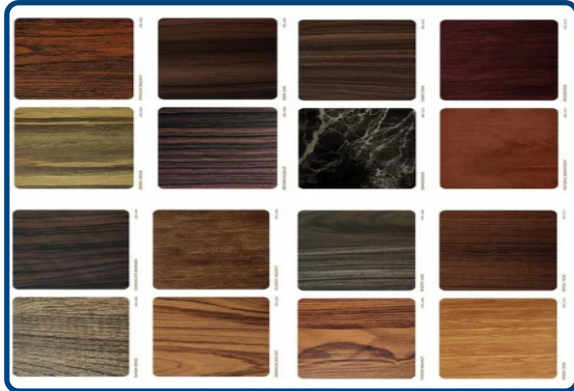
5. Toughened Glass Facades

Glass facades allow you to exploit the natural light to brighten up your interiors. With proper installation, it can also save you money on heating, cooling, and ventilation.



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Gates



1. HPL SHEET

HPL panel stands for High-Pressure Laminate, best to be mounted on a building facade, giving a mesmerizing look to your commercial or residential building.



2. Aluminium Grill

They offer a blend of security and style, making them a preferred choice among architects and builders. The lightweight yet durable nature of aluminium ensures that these grills can withstand the test of time while providing robust protection against unauthorized access.



3. SS Gates with Aluminium Grill

The grill is made from aluminum, which is lightweight and resistant to corrosion. It is then coated with a powdered paint finish. This coating process enhances the grill's resistance to scratches, fading, and environmental damage while providing a sleek, customizable appearance.





**ALLIANCE ALUMINIUM
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SERVICES

1

Consultation & Price Estimation

We have a professional team for consultation and evaluation designed to meet your requirements.

2

Site Measurement & Preparation

Construction measurement with advanced technology before installation.

3

Fabrication & Installation

Modern equipment and expert team for assembly, transport and installation at site.

4

Sales Service

Quick ontime after Sales service
E-mail: sales@alliancealuminium.com

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Long-Term Warranty

All Valencia uPVC Profiles have 10 years warranty for color and the profile itself. All accessories and hardware have 1 year warranty.

Easy Installation



CALL

Call 9805070095
and fix an appointment
with our Expert Engineer



SURVEY

Our Expert Engineer
will visit you for a survey
of the site and suggest
you the right profile and
specification for your
home.



INSTALL

Call 9805070095
and fix an appointment
with our Expert Engineer

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Since
1995

International Brands

- Vox
- AluPure
- Kommerling

**Lead-free
Eco-friendly
Products**



***ALLIANCE ALUMINIUM
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**Multiple
Attractive
options**

**Seamless
services**

Rest assured, when you choose Alliance Aluminium, you get quality products and seamless service unmatched by others!

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OUR OUTLETS

Alliance Aluminium

100/2. Near Pani wala Talab. Tipra. Himalayan
Exp.Way. N.H -5. District Panchkula. Haryana.
+91 9816810095, 01733298295



Valencia Window Systems

Krishna Cottage Building P.O Kamla Nagar, Sanjauli –
Bhattakufer Rd, Near Children Park, Sanjauli, Shimla,
Himachal Pradesh 171006 +91 70189 87249

Sarwik Metals

Khasra Number -549/177, Sector 1, Kamli, Parwanoo,
Himachal Pradesh 173220 +91 9816560095



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OUR OUTLETS

Deswal Enterprises

Baddi – Jhar Majri Rd, opp. Kamla Oleo Pvt. Ltd,
Barotiwala, Himachal Pradesh 174103 ,
+91 98050 70095



Alliance Realty Developers

THAKUR BUILDING, Sector-6, Parwanoo,
Himachal Pradesh 173220 +91 098160 95195

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OUR PROJECTS

Take a look at our most beautiful works.

AIIMS Bilaspur



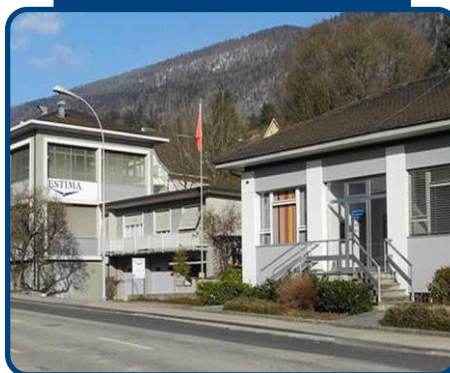
I Genius School



Santa Roza Hotel



KDDL2



**The Lawrence School
Sanawar**



**JN Shory Multispecialty
Hospital-Pinjore**



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OUR TEAM



Mr. Digvijay Deswal
(Managing Director)



Mr. Ratneshwar Prasad
(Director)



Mr. Satish Thakur
(Director)



Mr. Gopal Krishan
(Chief Operation officer)



Mr. Manoj Garg
(C.A)



Mr. Rajneesh Dogra
(Chief Coordinator)



Mr. Jaswinder
(Sr. Sales Executive)



Mr. Manjeet Lalta
(Sr. Sales Executive)



Mr. Aakar Chauhan
(Sr. Sales Executive)



Mr. Panna Lal
Production Incharge
(Sarwik Metals)



Mr. Tarun Kumar
(Accountant)



Ms. Tamanna
(HR Executive)



Ms. Mitika
(PR Executive)



Mr. Vishal Thakur
(Sales Executive)



Mr. Pradeep Rathaur
(Sales Executive)

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ALLIANCE ALUMINIUM PVT. LTD.

Contact Us

Panchkula, Haryana

Alliance Aluminium - 100/2, Near Pani Wala Talab, Tipra, Himalayan Expressway, N.H-5, District Panchkula, Haryana.



Shimla, Himachal Pradesh

Valencia Window Systems - Krishna Cottage Building P.O Kamla Nagar, Sanjauli – Bhattakufer Rd, Near Children Park, Sanjauli, Shimla, Himachal Pradesh 171006



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