



HINDALCO
Everlast
Aluminium Roofing & Structural
Nothing lasts as long as Everlast

Hindalco Everlast aluminium roofs have become the preferred choice of customers wanting everlasting freedom from roofing worries. Whether it is the fear of a rusted and leaky roof causing inconvenience, embarrassment, losses and material damage or the pain of having to replace them frequently, Hindalco Everlast has established itself truly as a panacea to all such roofing worries.



There's a sumo wrestler on the roof

Super tough
Aluminium Roofing Sheets

Introducing Everlast Super - the toughest Aluminium roofing sheet, a new offering of brand Everlast from Hindalco, the world's largest manufacturer of Aluminium rolled products. Made with a superior grade of Aluminium, these roofing sheets are best in class vis-à-vis any other roofing sheet available in the market. All of this combined with the benefits of Aluminium make switching to Everlast Super a smart choice.

Available in 3 colours

CALL: 1800-103-9494
www.everlastaluminiumroofing.com

Everlast SUPER

long-term worry-free experience under his roof.

This unique benefit of Hindalco Everlast makes it the ideal roofing sheet for all geographies receiving heavy rainfall, coastal belts having saline environment and industrial sheds that have corrosive and aggressive environments.

Achievements

Hindalco Everlast is the only aluminium roofing sheet brand with pan-India presence. It is the largest player in the country with a formidable market share of 64% (Source: internal data) One of Hindalco Everlast's biggest achievement is the fact that many of its key competitors are also its customers. In Kerala, the brand's native stronghold, the brand is the pride of home-makers and retailers alike. The brand has always retailed at a premium of 5-10% over its closest rivals in aluminium roofing and around 15-50% premium over the closest rivals in steel roofing sheets.

History

The earliest aluminium roofing sheets were sold by Hindalco in the 1970s.

Customers preferred them for their durability arising out of the rust-free property. Quite often one can come across customers who purchased the brand 40-50 years ago and still continue to have the same roofing sheets over their sheds, homes or factories. It was in the 1990s that a concerted effort was made to develop retail

markets in Kerala and North East India. Both the markets were really different in their behaviour and income potential. The people of the North East used these sheets as primary roofs placed directly over their homes. This is because they wanted something that could provide them rust-free protection for the longest period of time and a light but durable roof given that the area is earthquake prone. Kerala on the other hand, plash

Summers can be **2-4** cooler under a Hindalco Everlast Roof
DEGREES

with remittances, was busy building beautiful concrete mansions that needed extra protection from incessant rains that caused damp walls and leaking ceilings. The Kerala market embraced the brand for their roof-on-roof requirements - secondary roofs built over bungalows to protect the structure below from rains.

In the year 2015, the brand recognised industrial roofing as a key segment that would need special focus. Key industrial segments were identified that were intrinsically corrosion-prone and a segment specific strategy evolved. Many industrial segments have benefitted from the non-corrosive properties of Hindalco Everlast sheets. Industries with aggressive acidic environments had concerns with coated steel roof sheeting and have over the years made a shift to Hindalco Everlast.

Product

Hindalco Everlast roofing sheets, as the name suggests, last very long as its key ingredient - aluminium - never rusts. In normal benign

Market

With rise in per capita incomes, the acceptability and demand for premium products that deliver superior performance continues to rise in the country. Home-owners and business-owners have started to assess the worth of products on a life-time basis. Pride and prestige of using the best of materials has become part of the decision making process for many Indians. Understanding this evolving mindset has been instrumental to the growth of Hindalco Everlast. Hindalco Everlast is the most prominent name in the aluminium roofing sheet market in India.

The total Indian roofing sheet market is estimated at 3.5 billion square feet. Metal roofs which constitute 80% of this market, have emerged as the most popular option, offering both strength and durability. Metal roofs which are primarily made of steel are prone to rust. Hindalco Everlast, by virtue of being made of aluminium never rusts, resulting in zero leakages and zero maintenance. Though the galvanised iron roofing sheet market has evolved with improved product variants, all of these only give temporary respite from rust. Hindalco Everlast has therefore become the preferred option to the discerning residential and industrial customer who prefers a



ARE YOU BUYING REAL ALUMINIUM SHEETS?

HINDALCO EVERLAST IS 100% VIRGIN ALUMINIUM

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environments the sheets can easily last for 50 years. In corrosive acidic environments the performance of the product is 6-7 times better compared to galvanised iron sheets. The brand is available in varied thickness of 0.40mm-1.2mm depending upon the end-use application. It also comes in varied colours and five different profiles like circular corrugated, troughed and tiled to meet the architectural, structural and aesthetic requirements of the customers

Hindalco Everlast roofing sheets come with an additional benefit - the bare sheets can moderate temperature below the roof substantially compared to any other metal roof. This is one reason why it is preferred by the live-stock industry like poultry and dairy farms and power plants where thermal insulation is important.

Another important benefit is that Hindalco Everlast sheets have good end-of-life resale value unlike other metal roofs. What's more, these

was to emotionally connect with the homeowners' strong sense of pride about their house, in West Bengal the brand impressed more on the functional benefits and its value-for-money proposition.

Some of its old commercials are still recalled by people. One of them being of an NRI returning to his old home after a long time and to his surprise finds everything around in a dilapidated state except for the silver-grey shiny roof which remained spotless all through those years. Another popular commercial was that of Everlast

uniquely as a roof that makes complete business sense through its popular tagline – 100% Virgin Aluminium, 100% Business Sense – a confirmation to its customers that the correct metallurgy is used which helps deliver the highest standards of performance.

Influencers like architects and structural consultants have also been reached out to educate them on the benefits of using Hindalco Everlast. Digital platforms were effectively used to keep the brand on top of mind of this community.

Brand Values

The Aditya Birla Group's values of Integrity, Commitment, Passion, Seamlessness and Speed are embedded in the DNA of

the parent company - Hindalco Industries. Hindalco Everlast derives from its parent company in terms of professionalism, technocracy and business ethics. Two core values – Innovation and Maximising Value – have always been at the core of the brands values.

The brand has continuously demonstrated its capability to innovate and differentiate itself in the market. Also life-time-value or value-for-money have been one of its core value propositions.



roofs are 100% recyclable and therefore aid environmental sustainability.

Recent Developments

The brand, in its pursuit of innovation, has recently launched a sub-brand Everlast Super which is made from an in-house developed new alloy that offers 25% higher strength compared to its existing variants and other aluminium roofs in the market.

To further differentiate from rivals, the brand has introduced a newer profile called Hi-Crest which offers 35% higher load bearing capacity and 5% wider coverage.

Promotion

Brand promotion has always been central to Hindalco Everlast. The marketing challenge was to educate people on the benefits of using aluminium roofing sheets and upgrade consumers from regular steel roofs to premium Hindalco Everlast Roofs. The brand took a 360° approach – TV, print, radio, digital, in-shops, outdoors etc. – to create awareness and preference for the brand. The market for aluminium roofing sheets was practically created by Hindalco Everlast alone in different markets. While in Kerala, the brand's task



Super in which the head cook in a traditional Kerala wedding throws coconuts up in the air and to everyone's surprise the coconuts break open on hitting against the metal roof.

Educating and engaging with roofing fabricators has always been a focus area. One of the biggest tasks the brand undertook was to educate fabricators on how to present the brand to price-conscious customers and help them upgrade to Hindalco Everlast.

The brand recognised that focusing on B2B customers was equally important. Specific campaigns were created that highlighted the benefits of using Hindalco Everlast to the business owner who is hassled by frequent roof maintenance and replacements. Recently the brand has positioned itself for the B2B audience

Things you didn't know about HINDALCO EVERLAST

- * Hindalco Everlast's customers date back to the 1970s. Many of these happy customers have replaced the underlying steel structures as they corroded but still continue to use the same old Hindalco Everlast roofs over the new structure
- * Hindalco Everlast has touched more than a million households since inception
- * The brand caters to the roofing needs of more than 27 different industrial segments
- * Hot summers can be 2-4 degrees cooler under a Hindalco Everlast Roof
- * The lifetime cost of ownership for Hindalco Everlast roofs is only 33% compared to that of bare GI sheets and 50% compared to that of alu-zinc coated steel sheets