



Asahi India Glass Ltd.

CLARITI

OCTOBER 2025 | ISSUE 03

LET'S TALK GLASS

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In the CMO's Words



Dear Readers,

It is a pleasure to welcome you to this edition of the AIS Clariti newsletter. In this issue, we continue to explore the evolving world of glass, spotlighting innovations, sustainable practices, and impactful applications across façades, interiors, and urban living spaces.

In this edition, **Cover Story** by **Ar. Karl Wadia** delves into the prestigious Rustomjee Crown project, where intelligent glazing and thoughtful design combine to elevate urban living in Mumbai. Our **Case Study** on Sitara Himalaya showcases how **AIS Glasxperts™** engineered comfort and precision at high altitudes, blending performance with elegance.

This edition's **Spotlight on Excellence** features Soil – Courtyard Farmhouse, Hyderabad, a modern retreat that blends design and engineering with expansive openings and precision aluminium systems from **AIS Windows™**. In **Inside Info**, we highlight **AIS Windows™** media campaign across OTT, YouTube, and other leading digital platforms, driving strong brand recall through impactful storytelling.

Finally, in **AIS Fresh News**, we introduce **Movable Louvers**, a stylish and versatile product of **AIS Windows™** featuring, both glass and aluminium louvers, redefining light, airflow, and privacy for contemporary spaces.

Through this initiative we aim to demonstrate how AIS continues to push the boundaries of design, performance, and sustainability, helping more people experience clarity, comfort, and style in the spaces they live and work in.

I hope you find this edition of AIS Clariti both insightful and inspiring. As always, we welcome your feedback and suggestions for topics you would like us to explore in future editions. As the festive season brings with it joy, light, and renewed energy, we extend our warm greetings to you and your loved ones.



Vikram Khanna

COO – Consumer Glass & Architectural
Institutional Business
CMO – Asahi India Glass Ltd.

Rustomjee Crown, Prabhadevi: The New Language of Luxury



Commanding a prime address in South Mumbai, Rustomjee Crown rises gracefully over the skyline - an architectural landmark that redefines urban luxury, craftsmanship, and environmental responsibility. Designed for those who seek more than opulence, the development celebrates artistry, proportion, and purpose - a rare harmony between grandeur and grounded design.

Each of its three sculpted towers, soaring above 70 storeys, is a study in refined geometry and restraint - standing tall against Mumbai's bustling energy yet offering a world of calm above it. Conceived as premium residences for the modern urban dweller, Crown represents

architecture as an experience - elegant, enduring, and empathetic.

Designing Light, Comfort, and Clarity

Designing a high-rise in Mumbai is an exercise in balance - between aesthetics and resilience, between light and heat, between openness and privacy. The city's tropical climate, high humidity, and coastal winds demanded an intelligent façade that performs as beautifully as it looks.

For us, light became a material - something to sculpt, to soften, to celebrate. Each elevation was meticulously oriented to capture optimal daylight, minimize glare, and frame sweeping sea and skyline views.



The result is a home that feels bright and expansive through the day, yet remains cool, calm, and energy efficient.

Moving Beyond the Ordinary

In most residential developments, clear glass is chosen for its cost efficiency and visual simplicity. Yet, it comes with compromises - allowing heat, glare, and overexposure. At Crown, we wanted to go beyond convention, to create a living environment that felt timeless and thermally balanced.

We used Solar Control Low-E glass that invites optimal daylight while blocking excess heat - enabling interiors that are naturally illuminated and comfortable year-round. The selection of high-performance glazing ensured reduced dependency on air-conditioning and artificial lighting, enhancing both sustainability and occupant comfort.

Every window was generous in scale, crafted to harmonize transparency with privacy - a delicate interplay

that defines luxury in vertical living.

Performance as Poetry

As the towers ascend, wind pressures and acoustic dynamics intensify. Each glass panel was calibrated with precision engineering to maintain performance integrity without disrupting the design's visual rhythm.

The use of laminated Double Glazed Units (DGUs) introduced a layered sense of comfort, security, and quiet luxury. These units not only provided thermal insulation and sound attenuation but also elevated the experience of living high above the city - where serenity meets skyline.

Sustainability by Design

For us sustainability isn't an addition - it's intrinsic to the architecture. The façade was designed to cut direct solar radiation by more than 50% as compared to conventional glass, a

data-driven achievement that translates directly into energy efficiency and occupant well-being.

Our approach was to design for the climate, not against it - ensuring that every element, from orientation to material selection, responded intelligently to its environment. This project embodies how high-rise living and environmental sensitivity can coexist gracefully.

A Collaboration that Transcends Material

In this project, glass became more than a material - it became a medium of light, emotion, and endurance. With the help of technical support provided by AIS, the most suitable glazing element was selected and customized to support the design intent - merging aesthetics, performance, and human comfort effortlessly.

Together, we created not just a façade, but an experience - one



that reflects Mumbai's evolving identity: progressive, purposeful, and poised for the future.

A Vision in the Sky

Rustomjee Crown stands today as a testament to intelligent luxury - where thoughtful design and advanced materials converge to craft a home that feels as timeless as the city it crowns.

Designed by acclaimed architect Hafeez Contractor, fellow architects Chaitalee Patadia, Associate, AHC and Vikas Jonwal, Associate, AHC, Rustomjee Crown in Prabhadevi blends modern sophistication with timeless elegance.

AIS Solutions at Rustomjee Crown

The project features **AIS Ecosense™** products - Exceed Clear Radiance, a Solar Control Low-E glass, and Enhance Aura, a Solar Control glass - both part of AIS high-performance glass range. Combined with **AIS Securityglas®** laminated Double Glazed Units, these systems provide superior daylight control, glare reduction, thermal insulation, acoustic comfort, and enhanced energy efficiency, ensuring each residence embodies comfort, clarity, and quiet sophistication.



[By **Ar. Karl Wadia**, Senior Design Principal, Architect Hafeez Contractor]

Sitara Himalaya: A Sanctuary in the Sky Where Nature Meets Precision

AIS Glasxperts™ crafts spaces of comfort and performance with unmatched precision.



What was the Challenge?

Perched 8,200 feet above sea level in the rugged expanse of Manali's Himalayan ranges, Sitara Himalaya, conceived by Anita Lal, Founder of Good Earth—was envisioned as a sanctuary of light, warmth, and tranquillity. Designed as a high-altitude retreat for Eicher Motors, the project sought to blend architectural beauty with endurance, bringing contemporary craftsmanship into an elemental landscape.

Executing this vision in such extreme conditions demanded innovation at every step. Sub-zero temperatures, heavy snowfall, and strong wind loads called for glazing systems that could seamlessly unite aesthetics, resilience, and thermal performance. This is where **AIS Glasxperts™** brought their expertise to life, delivering a façade solution that performs flawlessly amid the mountains' ever-changing moods.

Understanding the Vision

The brief envisioned a hut-shaped skylight and an expansive glass façades that would capture panoramic views while maintaining comfort across temperature variations ranging from -3°C to 25°C . The challenge lay in creating an envelope that invited daylight and warmth without compromising on insulation or structural integrity.

Conventional single glazing proved unsuitable for such conditions. To overcome this, **AIS Glasxperts™** engineered a custom multi-layer insulated glass configuration, an advanced assembly of performance glass that ensures superior comfort, safety, and durability.



The configuration comprised of a 39.04 mm laminated Double Glazed Unit Glass [08 mm Clear AIS Heat Strengthened + 1.52 mm Clear PVB + 06 mm Clear Tempered + 20 mm Air Gap + 06 mm Clear AIS Heat Strengthened + 1.52 mm Clear PVB + 06 mm Clear AIS Heat Strengthened].

This composition, integrating **AIS Stronglas™**, **AIS Securityglas™**, and AIS Insulated Glass Units (IGUs), provided exceptional thermal and acoustic insulation, impact resistance, and year-round comfort, making it a benchmark for high-altitude glazing performance. Complementing the skylight were precision-engineered aluminium and uPVC systems fitted with AIS glass, ensuring consistent comfort and efficiency across all seasons.

Precision in Execution

Delivering perfection at high altitudes required more than design, it demanded determination. Despite steep terrain, unpredictable weather, and limited accessibility, the **AIS Glasxperts™** team executed the project with meticulous precision, managing everything from structural detailing and fabrication to on-site installation and sealing.

Every element from pane to frame was aligned with engineering accuracy, ensuring watertight integrity, durability, and a flawless finish. The result was a project that not only met but exceeded expectations for performance and craftsmanship in one of the most challenging environments imaginable.



“Sitara Himalaya challenged us to engineer beauty at altitude, where every pane, frame, and seal had to perform flawlessly. It represents what AIS Glasxperts™ truly stands for: intelligent design, precision, and lasting comfort.”

-AIS Glasxperts' Design Team

The Outcome

At Sitara Himalaya, architecture and nature coexist in balance, each pane of glass reflecting both human ingenuity and the serenity of the mountains. Through design innovation and technical mastery, **AIS Glasxperts™** transformed a demanding brief into a breathtaking, high-performance retreat that embodies comfort, precision, and quiet luxury.

Spotlight on Excellence!



Soil – Courtyard Farmhouse, Hyderabad

Nestled near Dundigal Airbase in Hyderabad, Soil – Courtyard Farmhouse graces a 2-acre landscape with a 500-square-yard built-up area. Designed to blur the lines between indoors and nature, the farmhouse features expansive openings that flood the interiors with natural light and offer uninterrupted views of the lush surroundings.

With sliding door heights of 11.5 ft, aluminium systems were chosen for their strength and precision. The **AIS Windows™** incorporated corner glass-to-glass joints, minimising visual obstructions and enhancing the sense of openness.

The standout feature—a 6.8 m wide × 3.2 m high sliding opening—is equipped with robust mesh panels, allowing smooth, effortless operation at this impressive scale.

A seamless fusion of engineering excellence and design elegance, this project epitomises the spirit of modern, open farmhouse living.



Windows
uPVC & Aluminium

Reaching the Right Audience, the Smart Way: AIS Windows™ New Media Drive

This festive season, **AIS Windows™** is taking a confident stride with a dynamic digital media campaign designed to connect meaningfully with audiences who value design, performance, and innovation.



*Click on the images to view the ad.

Building on last year's mass media success, the brand has sharpened its focus to reach a more high-potential audience, homeowners seeking premium, performance-driven window and door solutions.

With consumer attention shifting to digital, the campaign leverages OTT, Connected TV, YouTube, and leading platforms like CNN News18, Moneycontrol, and Inshorts. Through clutter-breaking visuals, **AIS Windows™** ensures stronger recall across key markets.

By combining precision targeting with engaging content, the campaign reinforces the brand's promise of helping more people see more clarity,

comfort, and class in every space they live in. This campaign isn't just about visibility, it's about connecting with audiences, driving awareness, and strengthening brand loyalty in the home improvement space.





AIS Windows™ Introduces Movable Louvers for Smarter, Stylish Living

AIS Windows™ expands its portfolio with the launch of **AIS Movable Louvers**, an innovative solution that seamlessly blends ventilation, privacy, and aesthetics.

Designed for modern homes and commercial spaces, these louvers offer effortless control over light, airflow, and visibility. Available in aluminium and glass options, they feature durable, corrosion-resistant frames, ergonomic handles, and a low-maintenance

design, making them ideal for both interiors and façades.

Perfect for living rooms, kitchens, washrooms or balconies, **AIS Movable Louvers** combine comfort, versatility, and contemporary style, meeting the evolving needs of modern architecture.

Elegance and efficiency reimaged, with **AIS Movable Louvers**.

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Have a comment or suggestion? Let us know! Write to us at seemore@aisglass.com