



INTRODUCING A NEW DIVISION

Abu Ali Concrete Pools

*Engineered in concrete. Built by the same hands that build
your home.*

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The seventh division in a twenty-year story.

Since 2003, Abu Ali Group has built villas, commercial towers, and industrial facilities across Dubai — always in-house, always under one accountable roof. Over more than twenty years we have grown into six specialist divisions: Super Deluxe Villas, Commercial Buildings, Industrial Sheds & Warehouses, Aluminium & Glass, HVAC, and Wood & Carpentry.

Every villa we have ever handed over has had one thing missing from our own scope: the pool. We watched good projects pause at the final, most visible feature of the home — and get handed to a separate contractor, on a separate schedule, with a separate set of promises.

Abu Ali Concrete Pools closes that gap. It is our seventh in-house division — built on the same structural engineering discipline, the same site teams, and the same single point of contact that already shapes every villa we deliver.

We are not setting out to out-market the large pool specialists of this city. We are doing something narrower and, we believe, more useful to our clients: building the pool with the same concrete structural team that is already pouring your foundations, retaining walls, and slabs — so the pool is not a bolt-on, it is part of the building.

20+

YEARS BUILDING IN THE UAE

500+

PROJECTS DELIVERED GROUP-WIDE

7

IN-HOUSE SPECIALIST DIVISIONS

1

POINT OF CONTACT, CONCEPT TO HANDOVER

“We have always believed a project is strongest when one team carries it from drawing to handover. The pool was the missing piece — now it isn’t.”

ABU ALI GROUP · LEADERSHIP

One concrete specialism. Built entirely in-house.

Abu Ali Concrete Pools is a dedicated structural concrete pool team operating inside Abu Ali Group. We design, engineer, excavate, steel-fix, shoot, finish, tile, and commission every pool ourselves — the same way we already pour the structure of the villa around it.



Structural Engineering

Our in-house structural engineers design every pool shell to the same load and soil standards used across our villa foundations.



Own Site Crews

Steel fixers, shotcrete operators, plasterers, and tilers are our own employees — not subcontracted out for the day.



Shared Project Timeline

When we build the villa, the pool sits on the same master programme — poured in sequence with the structure, not bolted on afterward.



Authority Approvals

Trakhees and Dubai Municipality NOC documentation handled by the same permitting team already securing your villa approvals.

Why we built this division ourselves

A pool poured by a separate contractor means a separate excavation, a separate schedule, and a separate snag list. A pool poured by the team already on your site means one excavation, one programme, and one team accountable for both.

”

Why a poured concrete shell outlasts every alternative.

Fiberglass and vinyl-liner pools are manufactured off-site to fixed moulds. Concrete is poured on your site, to your shape, by structural engineers — which is precisely why it remains the standard for serious villas, hotels, and resorts across the region.

01 DESIGN FREEDOM

Any shape, any size, any depth.

No mould to be limited by. Free-form curves, vanishing edges, swim-up bars, sun shelves, and irregular plot boundaries are all native to poured concrete — not an upcharge.

02 STRUCTURAL STRENGTH

Engineered, not assembled.

A steel-reinforced shell ties directly into the soil report for your plot. It resists ground movement, high water tables, and Dubai's expansive clay — conditions that stress thin fiberglass shells and vinyl seams.

03 LIFESPAN

Decades, not seasons.

A well-built concrete shell is structurally permanent. Surface finishes are refreshed every 10–15 years — the shell underneath does not need replacing the way a vinyl liner or gel coat eventually does.

Built for the UAE climate specifically

- **Extreme heat cycling** — concrete shrugs off the daily expansion and contraction that fatigues fiberglass gel coats and vinyl welds over a Dubai summer.
- **High mineral water** — a dense, sealed concrete shell with the right finish resists the scaling and discoloration that local water chemistry causes over time.
- **Reactive clay soils** — our engineers design the shell and rebar schedule around your specific soil report, not a generic mould tolerance.

Concrete, fiberglass, and vinyl liner — compared honestly.

We respect every pool type sold in this market. Here is how they genuinely differ, so you can choose with full information.

CRITERIA	Concrete	Fiberglass	Vinyl Liner
Shape & size freedom	Unlimited	Fixed moulds only	Limited shapes
Depth & custom features	Any depth, any add-on	Mould-dependent	Frame-dependent
Structural lifespan	50+ years	25–30 years	Liner every 7–10 yrs
Resale & property value	Adds permanent value	Moderate	Lower buyer confidence
Finish & tile options	Tile, pebble, plaster	Gel coat colour only	Printed liner pattern
Repair philosophy	Resurface in place	Patch or re-gel	Full replacement
On-site construction time	6–10 weeks	1–2 weeks	2–3 weeks

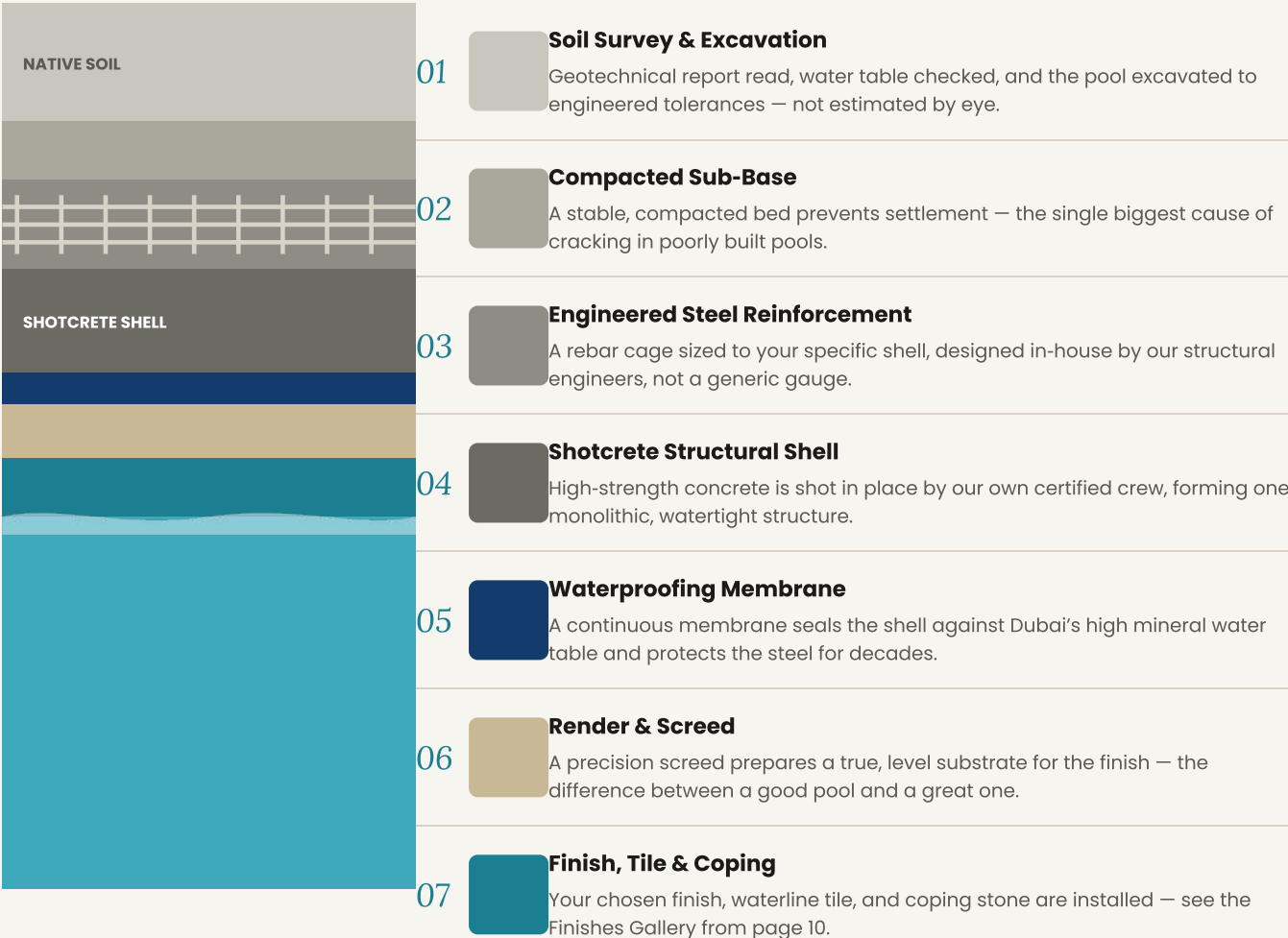
Fiberglass and vinyl pools install faster because they arrive pre-built. Concrete takes longer for the same reason a poured villa foundation takes longer than a prefabricated one — it is being engineered for your exact site, not assembled from a catalogue mould.

“The right pool type depends on your budget, timeline, and how permanent you want the investment to be. We specialise in concrete because it is what we, as a structural construction company, do best — and because most of our clients are already building a permanent home.”

- Fiberglass suits clients who prioritise the fastest possible installation above all else.
- Vinyl liner suits tighter budgets where periodic liner replacement is an accepted trade-off.
- **Concrete suits clients building a permanent home** who want the pool to match that horizon.

Seven layers between the earth and the water.

Every Abu Ali pool is built in the same sequence our structural teams use across the Group — nothing is skipped, and nothing is subcontracted away.



35 MPa

Minimum design strength of our structural concrete shell mix

150mm+

Typical shell thickness, engineered to your specific soil report

100%

Of structural work carried out by our own certified crew

From first sketch to first swim — one team throughout.

The same turn-key process that already governs every villa we build, applied to your pool.



8–16

Weeks, typical villa pool, design to handover

100%

In-house labour — no day-rate subcontractors

1

Project manager, from contract to keys

What makes our process different

- **No subcontractor handoffs.** The crew that excavates is from the same company that finishes — nothing gets lost between teams.
- **Coordinated with your villa build.** If Abu Ali Group is your main contractor, your pool sits on the same master schedule — no clashing trades on site.
- **Transparent weekly updates.** Site photos and progress notes shared with you every week, not only at milestones.

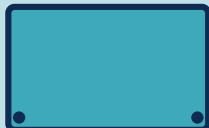
Five shapes our clients ask for most.

Every layout is built bespoke to your plot — these are starting points, not a fixed catalogue.



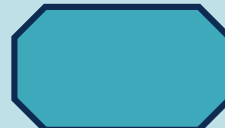
Infinity Edge

A vanishing horizon edge with a hidden catch basin. Ideal for elevated plots and view corridors.



Classic Family Skimmer

Clean rectangular geometry with a built-in skimmer system — our most requested layout.



Roman & Grecian

Angled or curved corners soften the geometry — a timeless, classical look.



Lap Pool

A narrow, elongated shell built for fitness swimming — fits slim side gardens.



Freeform / Resort

Organic, lagoon-like curves with beach entries — only possible with poured concrete.



Plunge Pool + Spa

A compact main pool paired with a raised or sunken spa — ideal for smaller gardens.

Have a plot that doesn't fit a standard shape? That is precisely the scenario poured concrete was built for. Bring us your boundary lines and we will design around them — not the other way around.

0.6 – 2.2m

Typical depth range, engineered to your use case

No limit

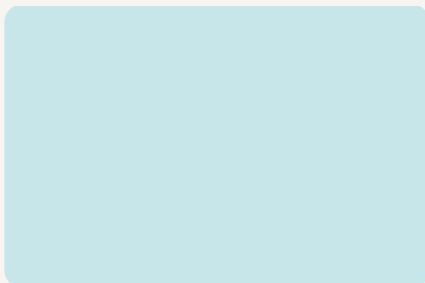
On plot shape — concrete is poured to fit, not the reverse

Bespoke

Every shape above is a starting brief, not a fixed mould

Interior finishes. The surface your feet actually feel.

Applied directly onto our shotcrete shell once cured. Every finish below is available across our full colour range.



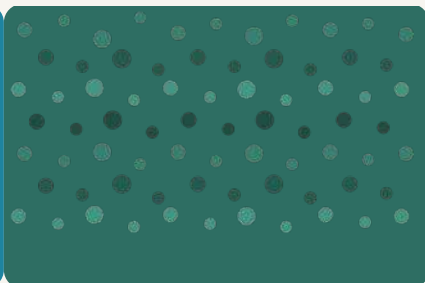
Marcite Plaster — White

Smooth marble-based plaster. The classic bright aqua-blue pool colour, our most economical finish.



Marcite Plaster — Lagoon Blue

Pigmented plaster for a deeper, resort-style water tone. Popular for infinity pools.



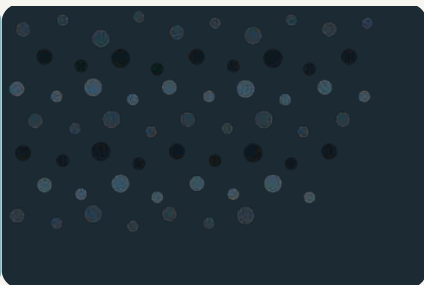
Natural Pebble — Emerald

Real aggregate pebble exposed in a polymer matrix. Textured underfoot, exceptional durability.



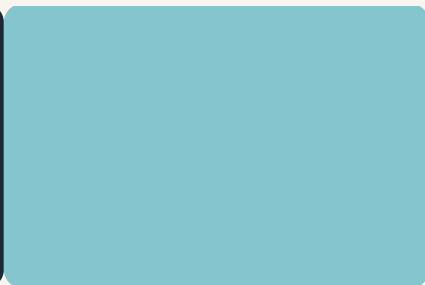
Quartz Aggregate — Caribbean

Fine quartz crystals blended into plaster for a shimmering water surface in sunlight.



Natural Pebble — Midnight

A dramatic dark shell that turns the water deep navy — striking at night with lighting.



Polished Plaster — Sandstone

A warm sand-toned plaster reading as soft turquoise — pairs beautifully with travertine.

All finishes are sample swatches — we bring physical samples on site so you can see them under your own garden's light before deciding.

Lifespan before refresh

10–15 years for plaster, 15–20+ for pebble and quartz aggregate finishes.

Underfoot texture

Plaster is smoothest; pebble offers the most natural, grippy texture for families.

Waterline tile, mosaic, and coping stone.

The detailing that frames the pool — where the water meets the deck.

Waterline & Mosaic Tile



Aegean Glass

Deep Cobalt

Sand Pearl

Palm Green

Ivory Mosaic

Onyx Black

Coping & Deck Stone



Ivory Travertine

Honed, cool underfoot, the regional standard for villa coping.

Silver Grey Travertine

A cooler stone tone for contemporary villa façades.

Sawn-Edge Limestone

Crisp rectilinear pavers for a clean, architectural deck line.

Charcoal Basalt

Bold, modern coping that disappears into a dark pebble interior.

Mix & match, with confidence

Because our own tiling and stone teams install every finish, we can combine interior plaster, waterline tile, and coping stone from different ranges without coordination issues between separate contractors.

Beyond the standard palette

The swatches above are our most requested options. Custom pebble blends, imported mosaic, and bespoke natural stone are all available on request.

A popular combination

Lagoon Blue plaster, Aegean Glass waterline tile, and Ivory Travertine coping — our most requested pairing for villa pools across Dubai.



Spa, water features, and the details that finish a garden.

Built in the same concrete pour as the pool itself — not added as a separate, disconnected feature later.

	Raised & Sunken Spas Integrated hydrotherapy jets, independent heating, and a shared or separate water body — poured as one structure with the main pool.		Water Features & Sheer Falls Scuppers, sheer descent walls, rain curtains, and bubblers — all plumbed during the structural build, not retrofitted.
	Swim-Up Bars & Sun Shelves Baja shelves, submerged loungers, and swim-up bar ledges formed directly into the shell during the pour.		Underwater & Deck Lighting Colour-changing LED niches set into the shell, plus coordinated deck and landscape lighting circuits.

Equipment & Automation we install

Variable-speed filtration pumps
Sand & cartridge filtration

Heat pumps & chillers
Salt & chlorine dosing systems

App-based pool automation
Automatic pool covers

All

Add-ons plumbed during the structural pour

2–5 Yr

Typical manufacturer warranty on major equipment

1 App

To control filtration, lighting, and heating together

We don't disappear after the final coat cures.

The same project manager who built your pool remains your point of contact for its upkeep.

ROUTINE

Scheduled Maintenance

Weekly or bi-weekly visits covering water testing, chemical balancing, filter backwashing, and equipment checks — logged after every visit.

RESPONSIVE

Repairs & Call-Outs

Pump, heater, and equipment faults addressed by technicians who already know your pool's exact build and finish specification.

LONG-TERM

Resurfacing & Refresh

Every 10–15 years, the interior finish can be refreshed without touching the structural shell beneath it.

A realistic maintenance timeline



Because we built the shell, we know exactly what is underneath every finish. That makes diagnosing a leak, a crack, or a discoloured patch faster — and the fix more precise — than a maintenance team encountering your pool for the first time.

A pool built by the same company that already builds your home.

Super Deluxe Villas

Bespoke residential construction with exceptional finishes since 2003.

Commercial Buildings

Offices, retail, and mixed-use developments across the UAE.

Industrial Sheds & Warehouses

Steel and concrete structures for logistics and manufacturing.

Aluminium & Glass

Curtain walls, storefronts, balustrades, and façade systems.

HVAC

Full mechanical and ventilation design, supply, and commissioning.

Wood & Carpentry

Custom joinery and bespoke cabinetry by skilled artisans.

Abu Ali Concrete Pools

Our newest division — the seventh piece of the turn-key promise.

New for 2026

Trusted by leading developers and organisations across the UAE — the same standard of accountability now extends to every pool we pour.

Emaar

Meraas

Sobha

Damac

Aldar

Select Group

Nakheel

Dubai Properties

2003

FOUNDED IN DUBAI

500+

PROJECTS DELIVERED

7

IN-HOUSE DIVISIONS

1

ACCOUNTABLE TEAM

LET'S BUILD IT IN CONCRETE

Ready to start the conversation about your pool?

One site visit. One design team. One pool, built to last.

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