

CMC Sets To Open 50 Kalinga Shoppe Showrooms in India, Showcasing company's Engineered Stones Range



Classic Marble Company has recently announced the launch of Kalinga Shoppe stores that will display the firm's globally acclaimed 'Make in India' engineered stone products – KalingaStone. The firm has tied up with retailers and distributors in tier 1 and tier 2 cities to set up its Kalinga Shoppe stores across the country. With this, the company aims to penetrate the Indian stones market with the offerings that are presently exported to 66 countries across 6 continents. The store will showcase KalingaStone Marble, Quartz and Terrazzo products that are used to create ambiance of bedrooms, kitchens, bathrooms, study and play areas for homes and for offices, meeting rooms, lobbies and receptions, among other areas in commercial spaces. Read SURFACES REPORTER (SR)'s complete report below:



CMC's Kalinga Shoppe will highlight the décor versatility of products in its engineered stones range. The Shoppe model will operate through tie-ups with retailers and distributors to display theme-based residences and offices within the existing stores. The store will feature engineered stone products for homes, offices and commercial spaces. KalingaStone products are also a preferred choice for retail chain shops and showrooms as enterprises can maintain the same showroom themes across all their captive and franchise outlets around the globe.