

# CMC DRIVES KALINGASTONE'S INTERNATIONAL POPULARITY HOME WITH THE LAUNCH OF KALINGA SHOPPE

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CMC To Open 50 Kalinga Shoppe Showrooms Across The Country

**Mumbai, January 20, 2022:** **Classic Marble**

**Company** (CMC) has announced the launch of Kalinga Shoppe stores that will showcase the company's internationally acclaimed 'Make in India' engineered stone products – KalingaStone. CMC 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 plans to penetrate the Indian stones market with its KalingaStone Marble, Quartz and Terrazzo offerings that are presently exported to 66 countries across 6 continents. 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 Government's 'Make in India' and 'Vocal for Local' initiatives are commendable as these have certainly given a major boost to local manufacturers. At present, CMC's home-grown brand, KalingaStone is at the peak of success in India as well as across the international markets. Globally, the engineered stone market size is approximately USD 20 billion, and India alone accounts for over 10 per cent share of global revenue. India too has gradually started the adoption of engineered marble and quartz in various premium and luxury projects. The Indian stone market is evolving. Quartz is preferred for kitchen countertops over the conventional granite material. Similarly, engineered marble is becoming a popular choice for door frames and window sills. The factory-made marble is as beautiful as natural marble but is less porous, less brittle, and cheaper. So, it strikes the right balance of functionality and beauty for wall and floor applications. In our estimation, the engineered stone market in India is expected to grow annually at 25 per cent and the growth will be mainly driven by the rising construction and real estate activities in tier – 2 cities,” says Mr Amit Shah, Managing Director, CMC.

The Kalinga Shoppe stores will feature KalingaStone Marble, Quartz and Terrazzo products to create ambience of kitchens, bedrooms, bathrooms, play areas and study for residences and for offices, meeting rooms, lobbies and receptions, among other areas in commercial spaces. KalingaStone products are also a great 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.