

# MARCH-APRIL 2021

#### The process

CMC's natural marble processing plant in Silvassa is equipped with European automated machines and advanced processing technology. Spread over 500,000 sq. m. of land, every inch of the plant is designed for efficiency. Backed by years of experience and expertise. CMC has mastered the art of manufacturing 150,000 sq. ft. of marble and granite per day and more than 900 different materials. The manufacturing facility radiates class and exclusivity. Delivering unique styles and attention to detail have become a hallmark of quality in the world of marble.



CMC has recently introduced Process 360 - an innovative technology that puts every marble slab through rigorous treatment for achieving unmatched strength and durability. The technology is a nine-step process that not only imparts strength and durability to the marble but also beautifies its appearance. Each marble slab is treated for Strong Pro Block Strengthening, Anti-moist Treatment, Back Pro Treatment, Master Crack Treatment, Grinding

and Calibration, VEINhance to highlight veins and patterns, Classic Shine for meticulous finish and shine, and most importantly Classic Care, an unmatched after sales support for maintenance and care of the finest Classic Marble.

#### The outlook

The future of the marble industry is promising. CMC's 'Make in India' engineered stone brand -KalingaStone - is at the peak of success in its league. We have also bagged a few large scale orders from the international markets. While the pandemic did disrupt business for a brief period of time, it also gave us an opportunity to explore newer markets. Within the domestic market, CMC recently launched the Kalinga Shoppe model and we have tied up with retailers and distributors in the tier 1 and tier 2 cities in the country.

KalingaStone's state of the art plant in Silvassa has the world's finest polishing machines from SIMEC (Italy) with 36 polishing heads which impart the desired glossiness to the finished products and is capable of producing 5000 sq. m. of polished marble every day. The ultra-modern factory is equipped with European automated machines and advanced processing technology.

## The future

CMC recently launched its mobile app to provide access to its customers our wide array of over 1,200 products in precious architectural stone, natural stone, engineered stone and porcelain slab range. CMC's fully automated plant in Silvassa offers superior

quality product which meet international standards. Our KalingaStone Marble, Quartz and Terrazzo products are exported to over 66 countries across 6 continents and this certifies our zest to remain on the forefront.

### About the company

Founded in 1994, CMC is the largest and the foremost player in the architectural world of stones. It has one of India's biggest and sophisticated manufacturing plants in Silvassa that is spread over 500,000 sq. m. of land.

The company's core management includes Mr Amit Shah, Managing Director, who started this venture when he was just 19 years old and Mr K.M. Swamy as its Director who holds extensive knowledge in the stones industry.

CMC's magnificent '9th Avenue' galleria in Silvassa showcases around 200 of the rarest and most beautiful natural stones found on earth. The company offers an exhaustive range of over 900 varieties in travertine, onyx, limestone, and a host of exquisite stones sourced from over 45 different countries. KalingaStone brand for engineered Marble, Quartz and Terrazzo comprises of an exclusive range of over 200 products in variety of colours and patterns.

Headquartered in Mumbai, CMC has showrooms in Bhandup and Worli, and employs close to 900 people at its various depots and showrooms spread across the country.

