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Market speak

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Current market size

Since the domestic marble market is an unorganized industry, it's difficult to estimate the size of the market. But if only import data is considered, CMC has almost 10 per cent of the market share.

Aesthetically, marble is the most beautiful amongst all stones. It is an uber luxurious material and has an aspirational value. Marble lends exclusivity and elegance to the applied area and is durable, making it last for generations. Installed marble can be re-polished whenever required to bring back its shine and lustre. Marble also transfers and dissipates heat quickly and so it has a cooling effect in the installed area.

Marble can be carved or engraved to create patterns and designs of choice as well as it can be given different finishes. The sheer variety in colors, shades and patterns present in marble is what makes it the most unique designer stone and the best part is that, it is all derived from nature in its purest form.

The applications

Natural marble is an aspirational product and enhances the beauty of the space to a level that no other material can match. When it comes to natural stones, customers look for high, unparalleled aesthetic value. With advancements in technology, natural stone slabs can be adapted to suit functionality of a given space by rendering it the required finish. Marble slabs can be imparted different finishes such as Sabbiato finish, acid finish, polished finish, matte finish and honed finish among others. The material also has a lot of functional

value in terms of versatility in areas of application from flooring to wall cladding and highlighter installations. It is widely installed in vanity and bar counters as well as in staircases among other similar niche applications.

Our product offerings are targeted towards premium customers, so uber-luxury residences and real estate developers form most of our clientele. Besides HNI's, our products are popular across the hospitality industry, healthcare facilities, airports and commercial establishments including corporate offices and smart infrastructure projects.

The present outlook

-The burgeoning upper middle class prefers marble over other material options in flooring. This is because the beauty and aesthetic value that marble lends to a space is incomparable. There is a section of consumers which experiments with options, but it is a very small percentage of the overall flooring market.

In India, the marble manufacturing hubs are Silvassa in the Union Territories of Dadra & Nagar Haveli, a few regions in Rajasthan and in the South. CMC has one of India's biggest and sophisticated manufacturing plants in Silvassa.