

## IN CONVERSATION WITH AMIT SHAH OF CLASSIC MARBLE COMPANY

Amit Shah talks about the genesis and the journey of Classic Marble Company

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*Amit Shah envisioned Classic Marble Company when he was just 19 along with K.M.Swamy the stalwart of the stone industry in India. Today CMC is a formidable name in the natural and engineered stone segment. In a candid conversation, Shah takes us through CMC's journey so far, his vision for the brand, and the trends are set to rule our homes in 2021. A few excerpts from the chat...*



### The Genesis of CMC and where it is now...

CMC began operations in 1994 as a supplier for imported natural marble and granite among other precious stones. In 2009, it became the first Indian company to set up a dedicated facility to manufacture kalingastone engineered marble and quartz. Kalingastone is exported to over 66 countries across 6 continents and has been recognized as the 'Indian Power Brand' in the marble and stone category.

In architecture today, CMC is the epitome in the world of stones, particularly in marble. It is the biggest supplier for all kinds of natural stones and the leading manufacturer of engineered marble and quartz. Apart from the vast range in marble and granite, CMC offers an exhaustive choice of over 900 varieties in travertine, onyx, limestone, and a host of exquisite stones. The company's latest addition is the magnificent '9th Avenue' galleria in Silvassa which showcases only limited edition collection of the rarest and most beautiful natural stones found on earth.

The KalingaStone range is a bespoke collection of marble and quartz slabs including the super hit - Terrazzo. CMC also offers the world's best porcelain surface designs with Kalesinterflex - the only ceramic slabs that can flex and Quadra - the extra-large porcelain tile with homogeneous body.