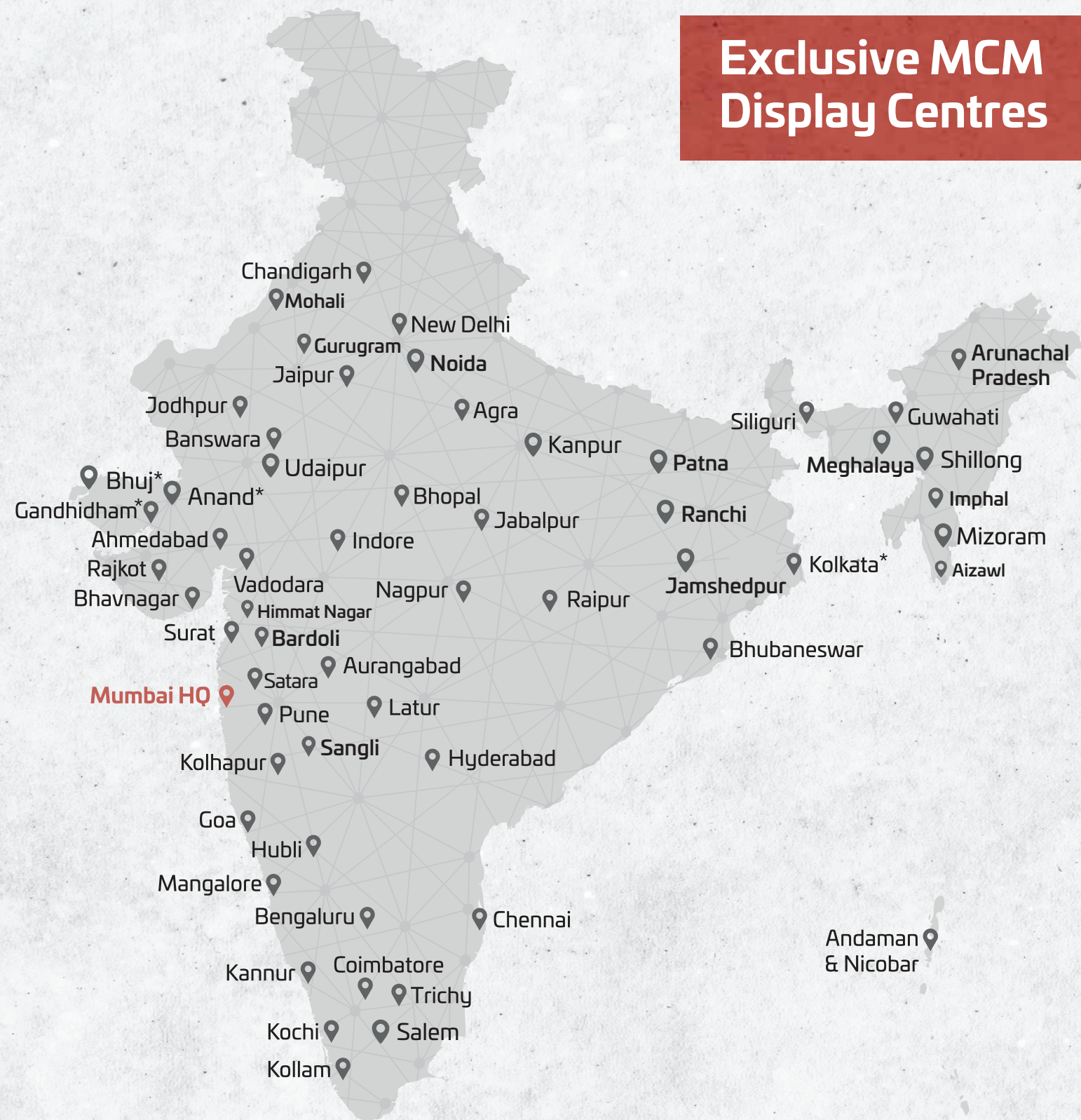


Exclusive MCM Display Centres



UNFIRED CLAY CLADDING

PATENTED FAÇADE SYSTEMS



MCMFLEXI CLADDING INDIA PVT. LTD.

Head Office: #101-103, Damji Shamji Udyog Bhavan, Veera Desai Rd, Andheri West, Mumbai, Maharashtra - 400053

www.mcmcladding.com info@mcmcladding.com
[/mcmcladdingindia](https://www.instagram.com/mcmcladdingindia) [/mcmflexicladding](https://www.facebook.com/mcmflexicladding)
[/mcm-cladding](https://www.linkedin.com/company/mcm-cladding) [/MCMCladding](https://www.youtube.com/channel/UCMCMCladding)



ABOUT US

MCMFLEXI CLADDING India is a privately held company with its headquarters in Mumbai, INDIA along with a strong presence across the Nation with exclusive product display centers. MCMFLEXI Cladding proudly boasts of a patented revolutionary Cladding Technology offering High quality and Sustainable cladding products for both external & internal space.

MCM offers most varied collection of Natural, Durable & Aesthetically designed materials holding a wide range which encompasses MCM STONE, MCM WOOD & MCM BRICK. Best suited for External cladding, Interiors; Comprising of ceiling, flooring & furniture covering and also for grand landscaping. MCM Products are suitable for your complete architectural needs.

The product offering is thoughtfully invented keeping in mind today's need for lightweight and fast-track construction needs as these materials are easy to install and bring natural textures to all kinds of Building structures.

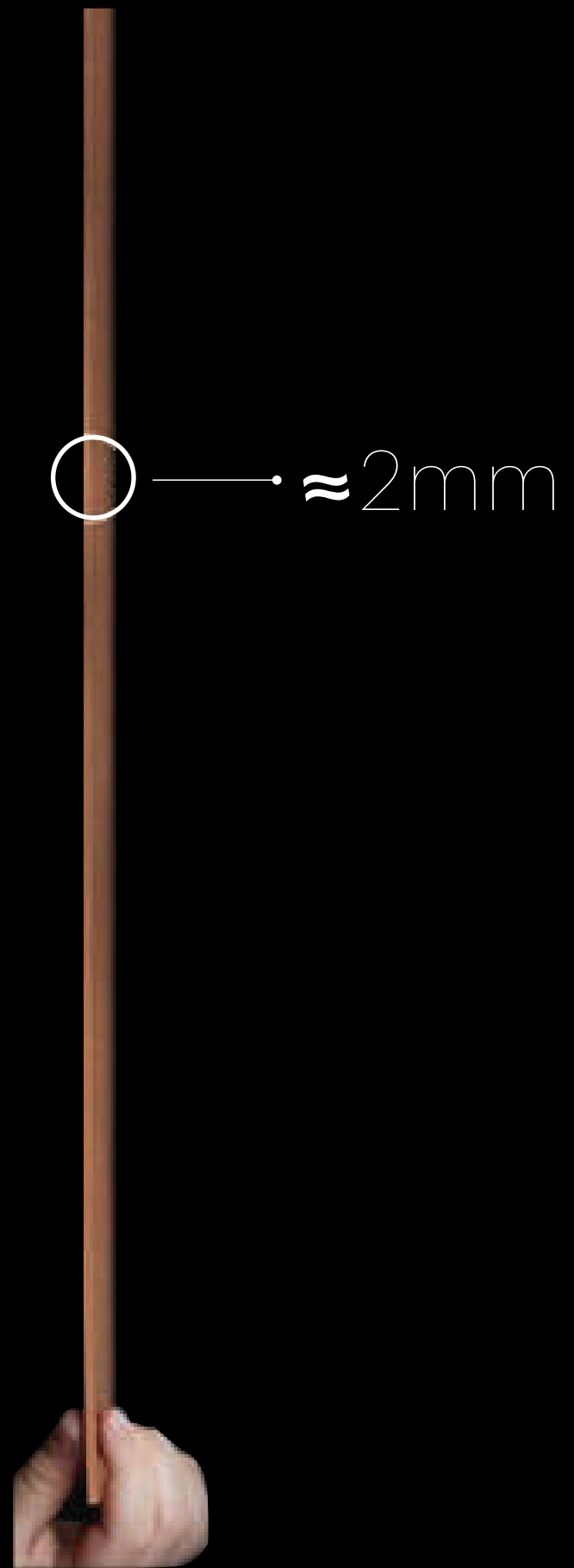
We at MCM India are committed to care for our planet thereby creating a better life and a better world to live in.

A photograph of a natural clay landscape with layered, undulating hills in shades of orange, red, and brown, under a clear sky.

**BRINGING INNOVATION OF
NATURAL
CLAY**

UNBELIEVABLY

SL



M

Pioneer Into Facade Solutions

Sustainable design and green construction practises are fundamental to facades. In addition to giving buildings their distinctive appearance, facades are becoming more and more subject to strict technical requirements and energy sustainability tests. Several of the most well-known "green" high-rise developers in the world, are considering using safe, sustainable & environment friendly materials to encapsulate their structures.

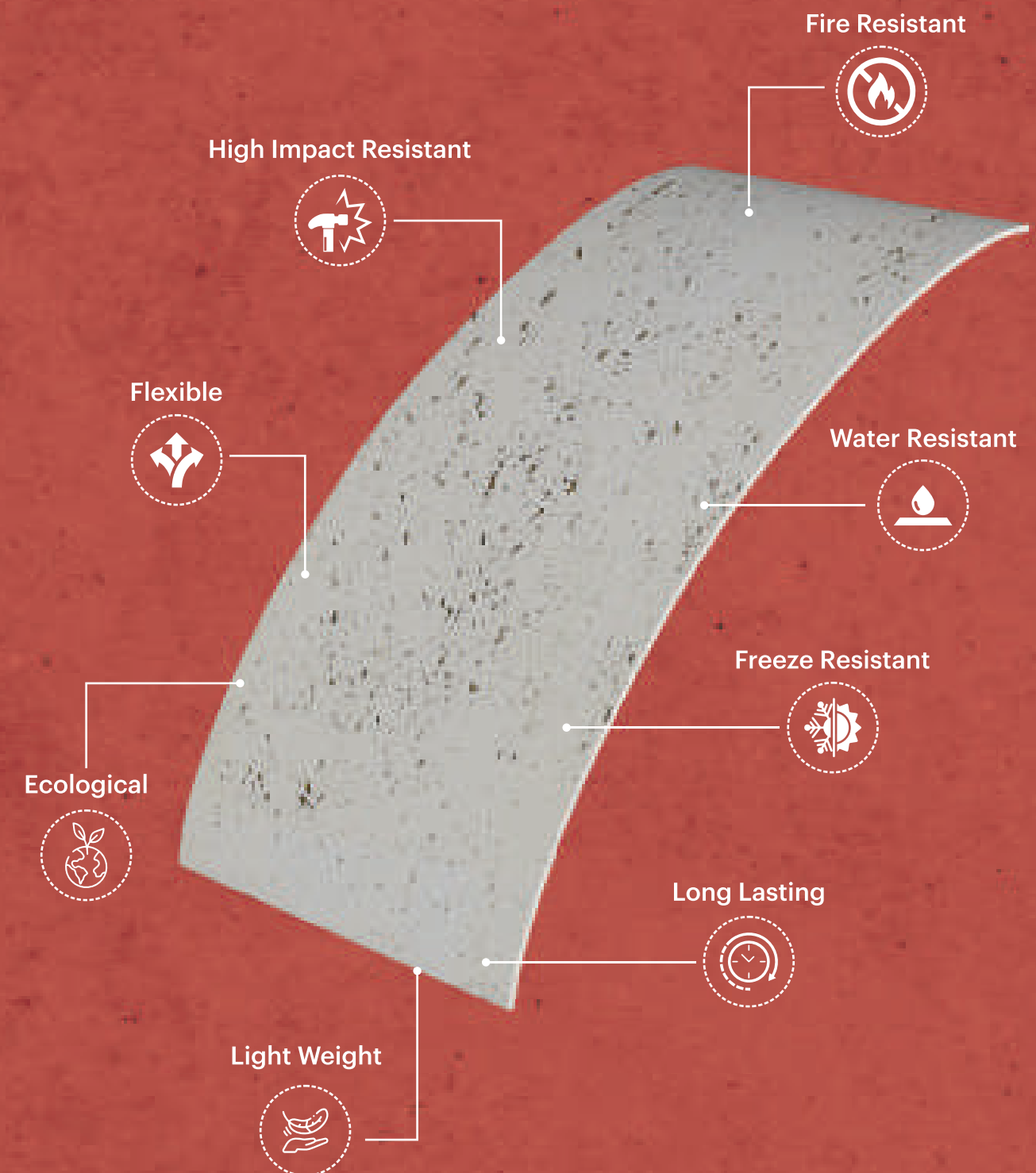
A building's performance can be greatly improved by making the correct material choice. MCM Unfired clay is the best kind of building material for use in external cladding applications because of its durability, performance, safety, ease of maintenance and adaptability in terms of design. MCM facade systems provides significant benefit due to high thermal & fire insulation properties, apart from being resistant to extreme weather conditions.

Over the past few years, MCM Unfired Clay Cladding has established a new standard for the external cladding market in India, by providing a variety of finishes that satisfy all design aspirations. MCM's unfired clay facade solutions intrigue architects and developers from all across the country with its exceptional combination of ethereal aesthetics and practical advantages.

Unique Functionality of PHOMI MCM

- Self- Cleaning Function
- Air Purification / Pollution Resistant Function
- Bacteria Inhibition and Sterilization Functions

Performances of PHOMI MCM



Certification:



US Patent No.
8,505,840 B2



European Patent No.
2157139



2013 112th Paris Concours
Lépine International Award



Awarded for China 7th
International Exhibition Inventions



PHOMI MCM
024-013-2219
"Eco-Friendly Building Material"



No: IN-XM-CP-5612-14052



The use of the Accreditation
Mark indicates accreditation in respect
of those activities covered by the
accreditation certificate number 046



QA/CN/135 159-C

A photograph of the interior of Antelope Canyon, showing smooth, undulating sandstone walls with a wavy, rippled texture. Light enters from an opening at the top, creating a bright, ethereal glow and casting long, soft shadows that emphasize the curves and textures of the rock. The colors range from deep reds and oranges to lighter, almost white highlights where the light hits.

MCM STONE

With natural surface textures in beautiful earthen shades, MCM stone finishes offer excellent durability and aesthetics to the buildings they are applied on



MCM SLATE STONE

Product size (mm): 1200x600



SLATE SUNNY



SLATE VOLCANO



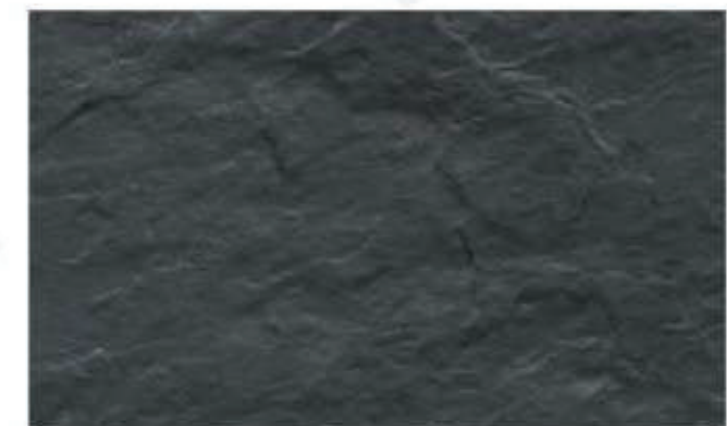
SLATE PHANTOM



SLATE ART



Slate H001



Slate H06

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.
Images are for representation purpose only. Actual product shades may vary.

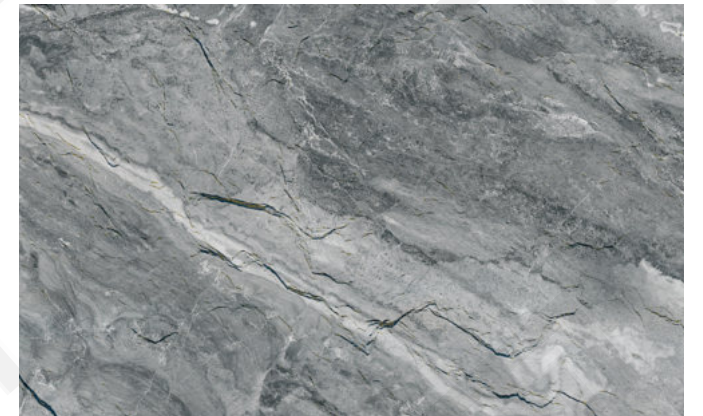


MCM SLATE STONE

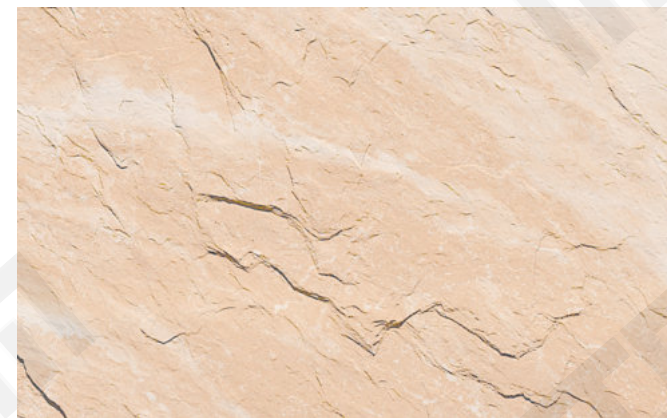
Product Size (mm): 1200 x 600



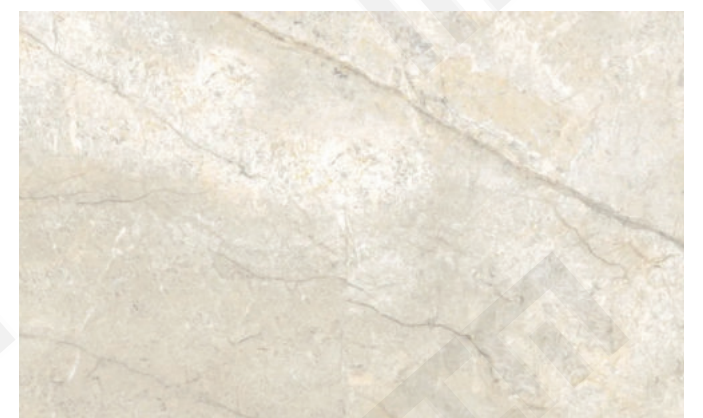
SLATE H 01 02 03



SLATE VEIL DARK GREY



SLATE VEIL YELLOW



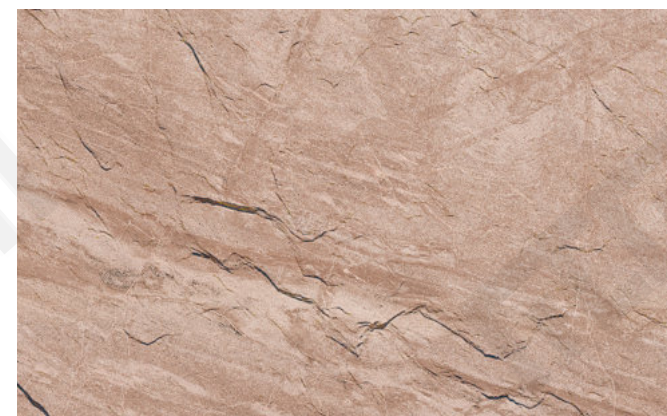
SLATE CASTOL YELLOW



SLATE PORTORO



SLATE CASTOL BLUE

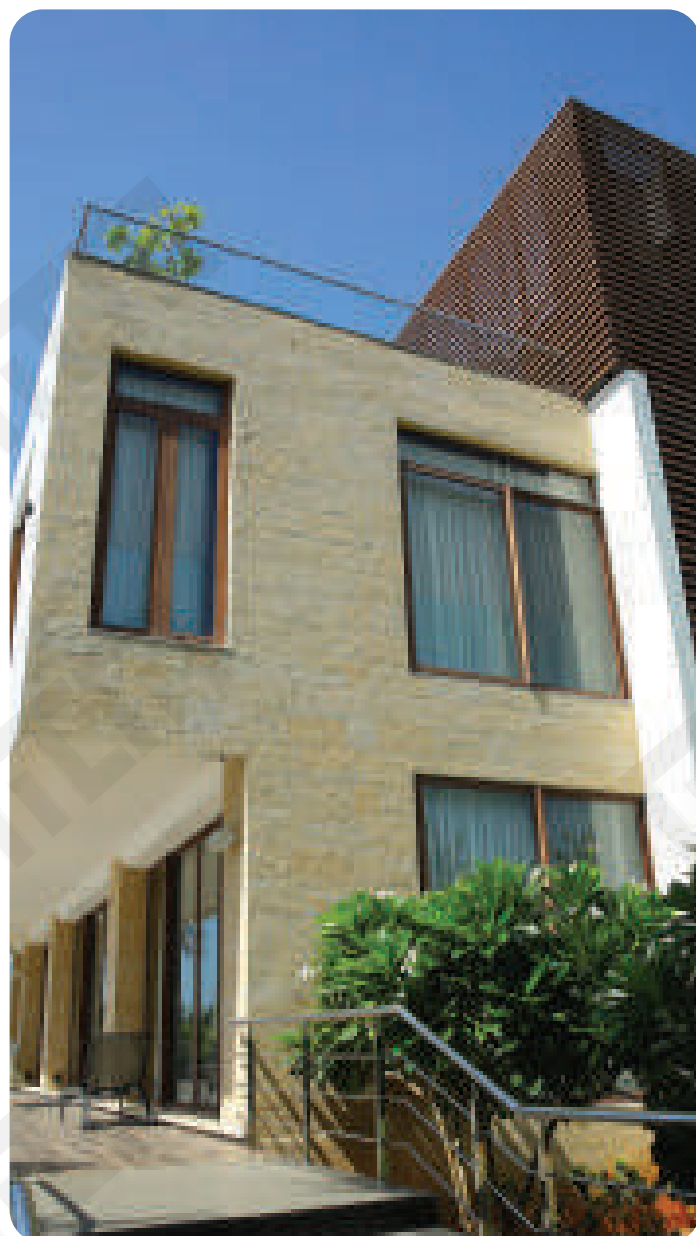


SLATE REDDISH BROWN

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.

Images are for representation purpose only. Actual product shades may vary.



MCM Slate Stone

Has unique surface pattern characterised by hardness, streak & random variations in texture giving a rustic look to your spaces.



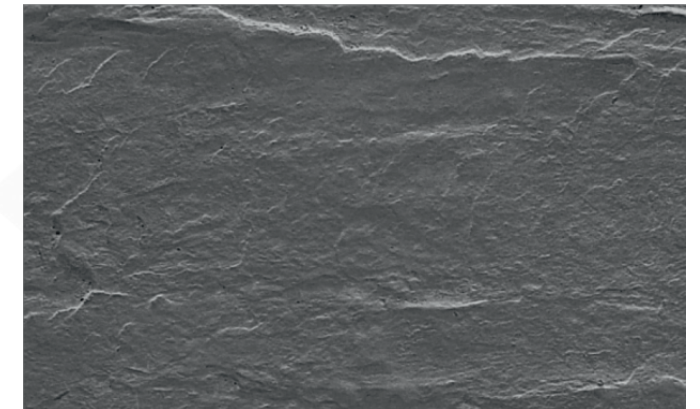


MCM OASIS STONE

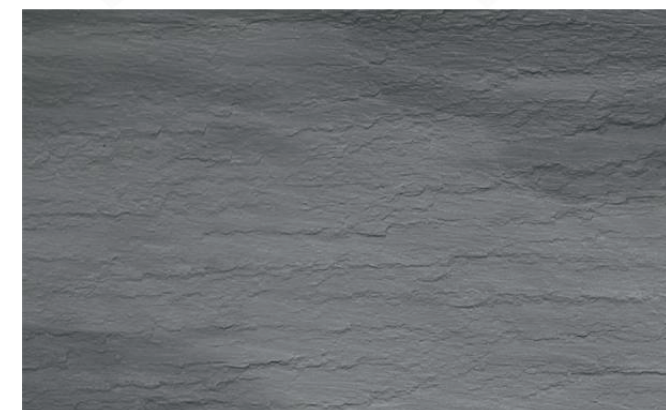
Product Size (mm): 1200 x 600



OASIS STONE FOG



OASIS HG02 / 221



OASIS STONE WIND

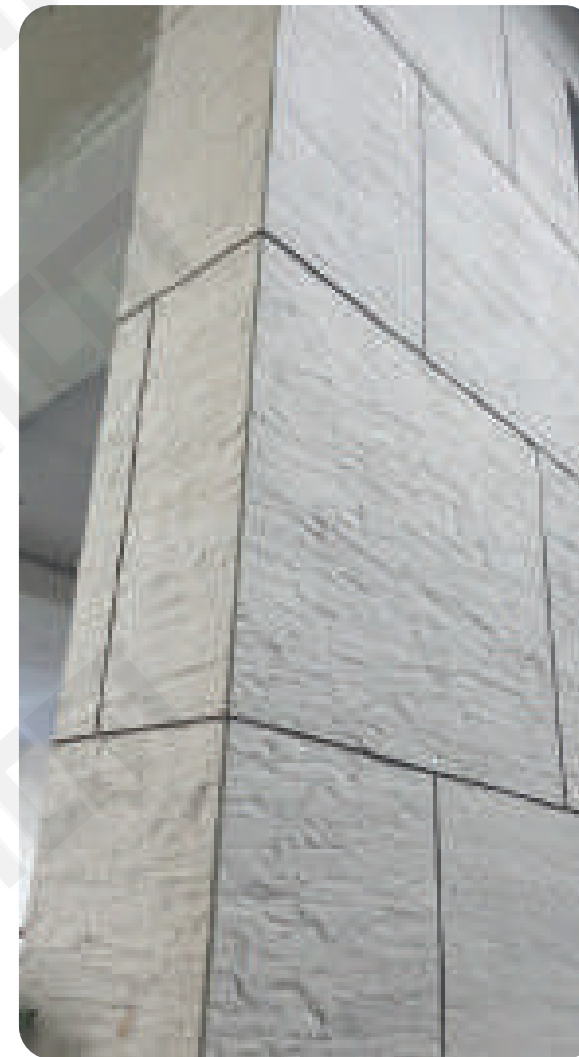


OASIS STONE RAIN

Note: Colour Variation and gradation in every batch is a natural feature and part of our manufacturing process.

These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.



MCM Oasis Stone

Has inherited the rugged surface irregularities from its natural counterpart.





MCM TRAVERTINE
Product size (mm): 1200x600



TRAVERTINE CLOUD WHITE



TRAVERTINE GREY



TRAVERTINE YELLOW



TRAVERTINE GOLD



TRAVERTINE RED



TRAVERTINE 052KZ *

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.
* Available only against special order with sufficient lead time and MOQ. Images are for representation purpose only. Actual product shades may vary.

MCM Travertine Stone

With its magnificent seams, heterogeneous composition and random pores truly encapsulates the qualities of this natural stone.





MCM RAMMED EARTH

Product Size (mm): 1200X600 / 2400 X 1200



RAMMED EARTH WHITE



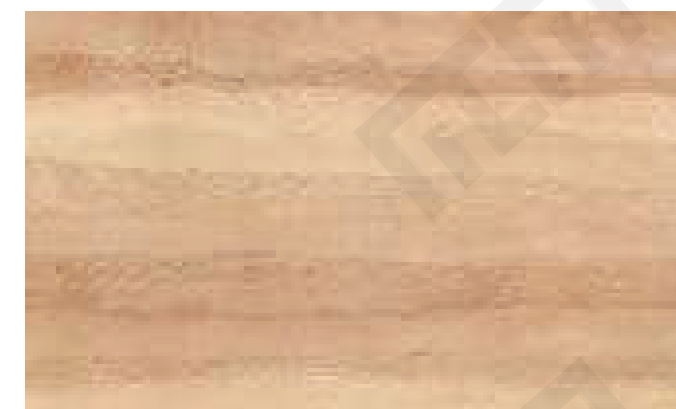
RAMMED EARTH YELLOW GREY



RAMMED EARTH LIGHT GREY



RAMMED EARTH RED



RAMMED EARTH YELLOW*



RAMMED EARTH MEDIUM GREY*

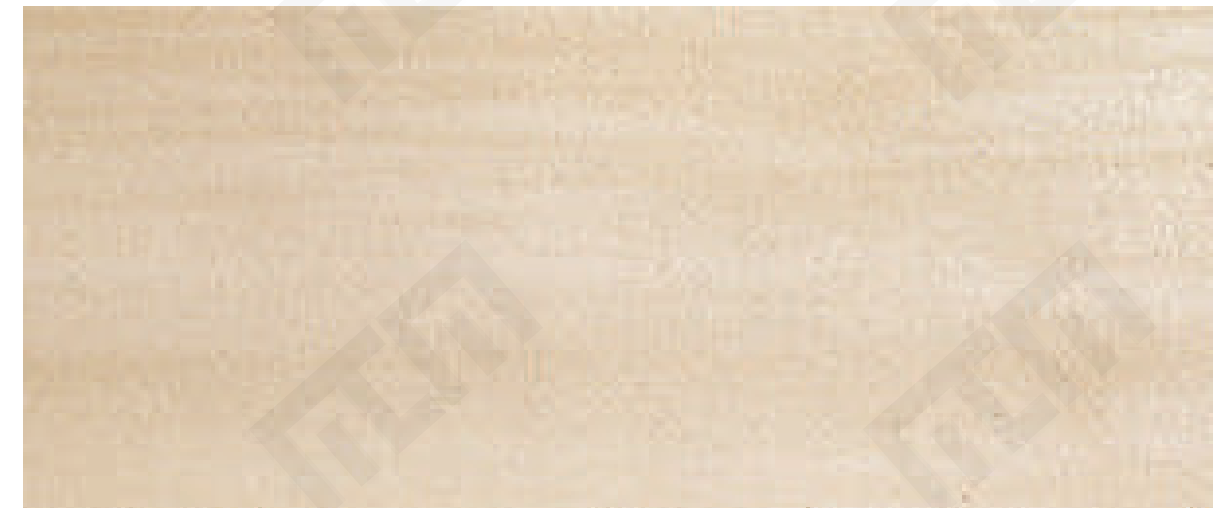
Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.
Images are for representation purpose only. Actual product shades may vary.



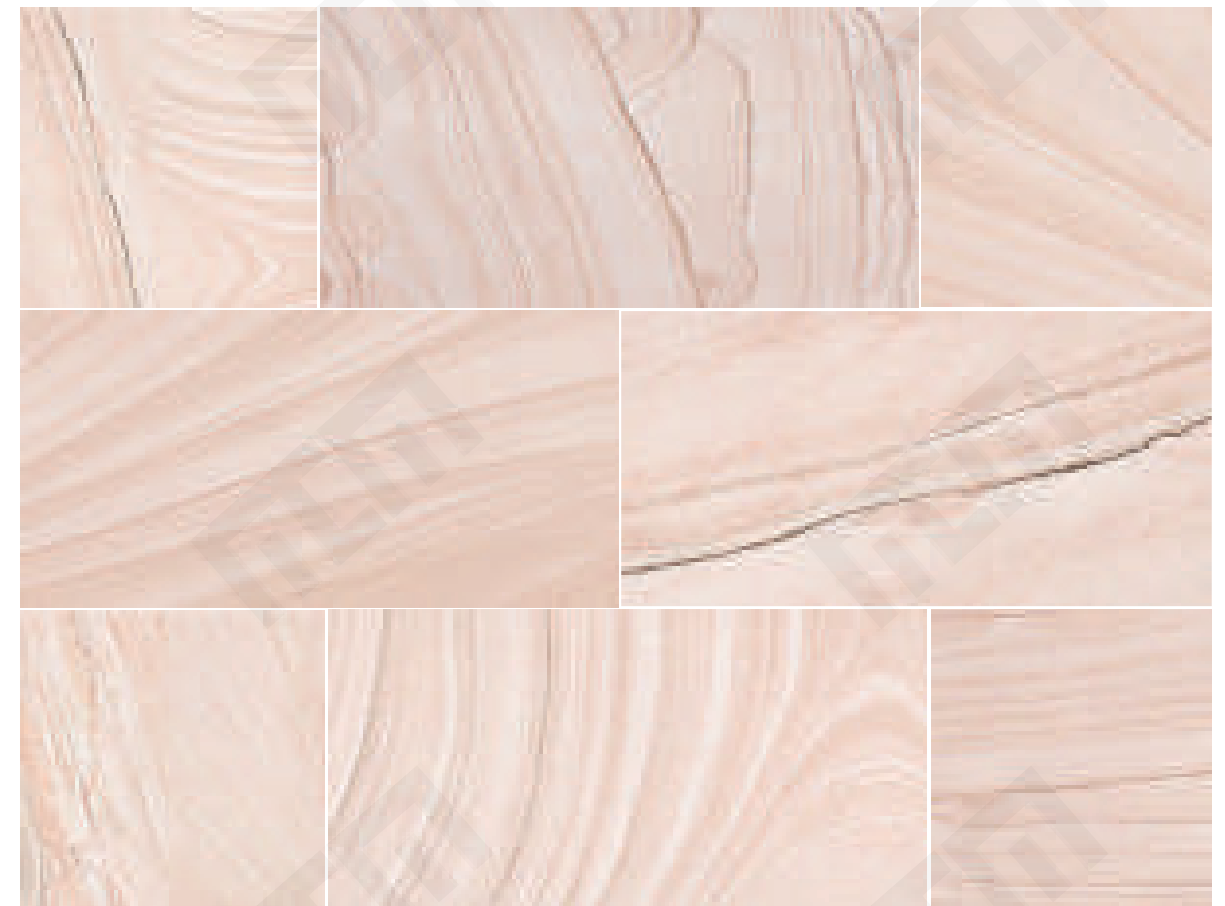
MCM SANDSTONE CLOUD

Product size (mm): 1200x600



MCM LIMESTONE NATURAL ORANGE*

Product size (mm): 1200x600



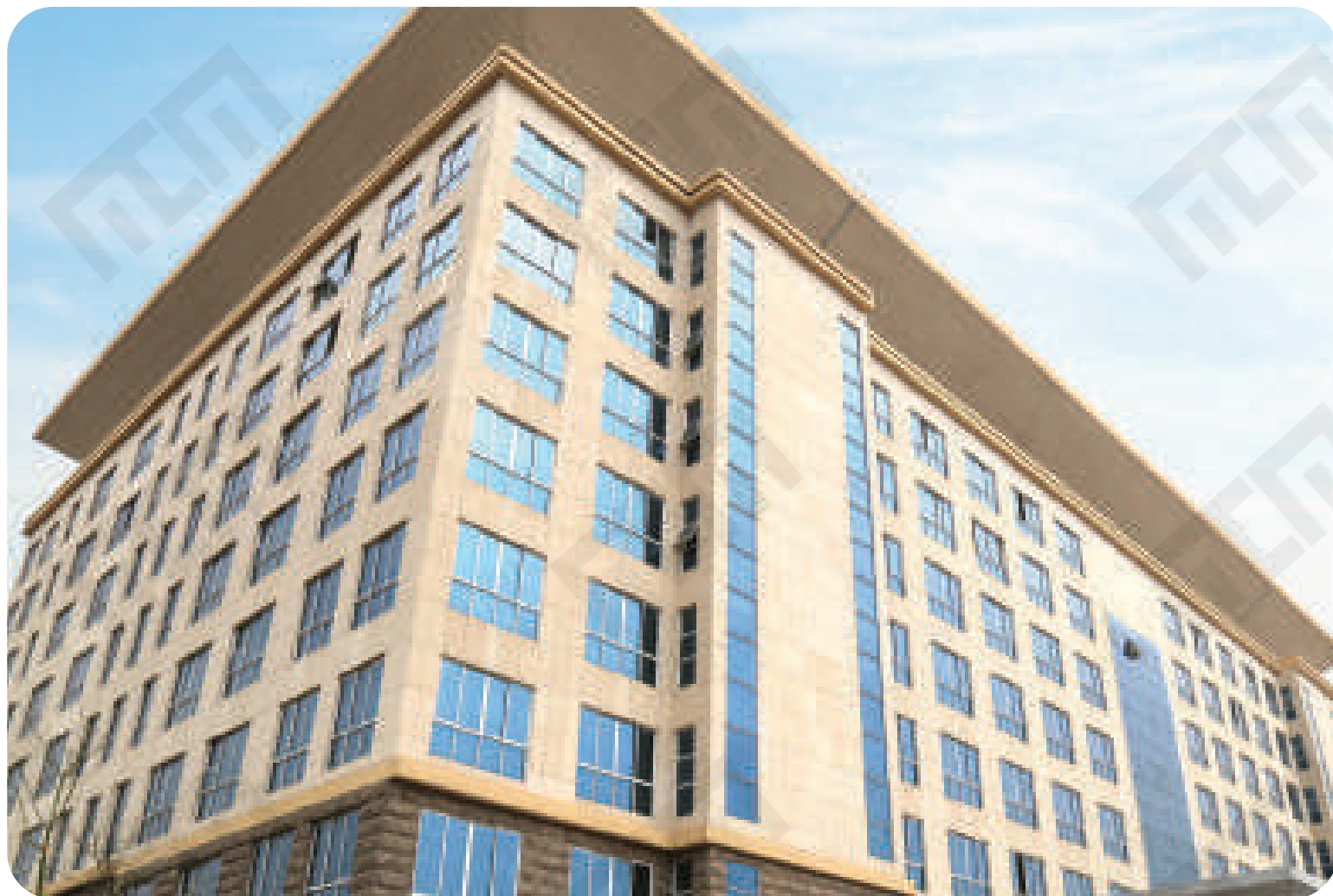
* As per the above illustration, each piece will have a random design variation.

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.
Images are for representation purpose only. Actual product shades may vary.

MCM Sandstone

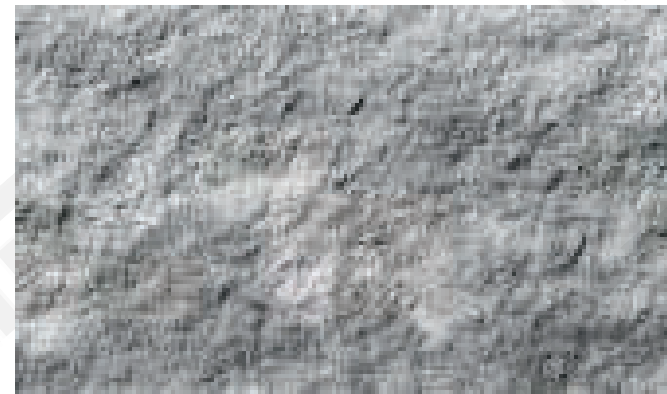
Possesses a beautiful and soft granular texture.
It has an inherent quality of being highly shock resistant
over conventional sandstone





MCM GRANITE

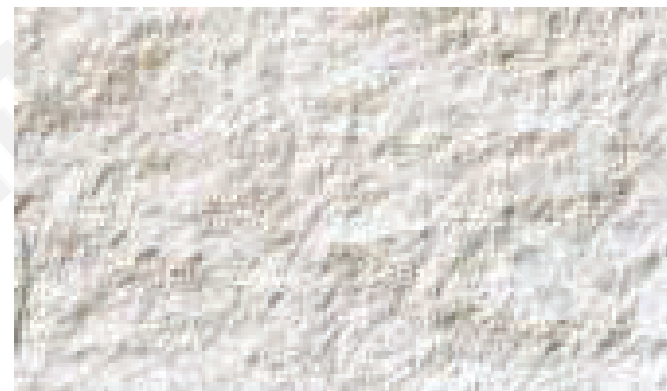
Product Size (mm): 1200X600



CONCRETE MEDIUM GREY



H04-05-06



H001



308



004-05-06*

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.
Images are for representation purpose only. Actual product shades may vary.



MCM GRANITE*

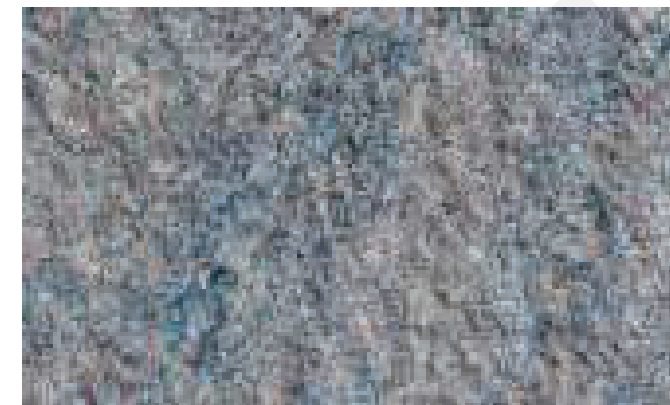
Product Size (mm): 1200X600



GRANITE MULTI COLOR RED*



GRANITE MULTI COLOR YELLOW*



GRANITE MULTI COLOR BLUE*



GRANITE MULTI COLOR RUST*



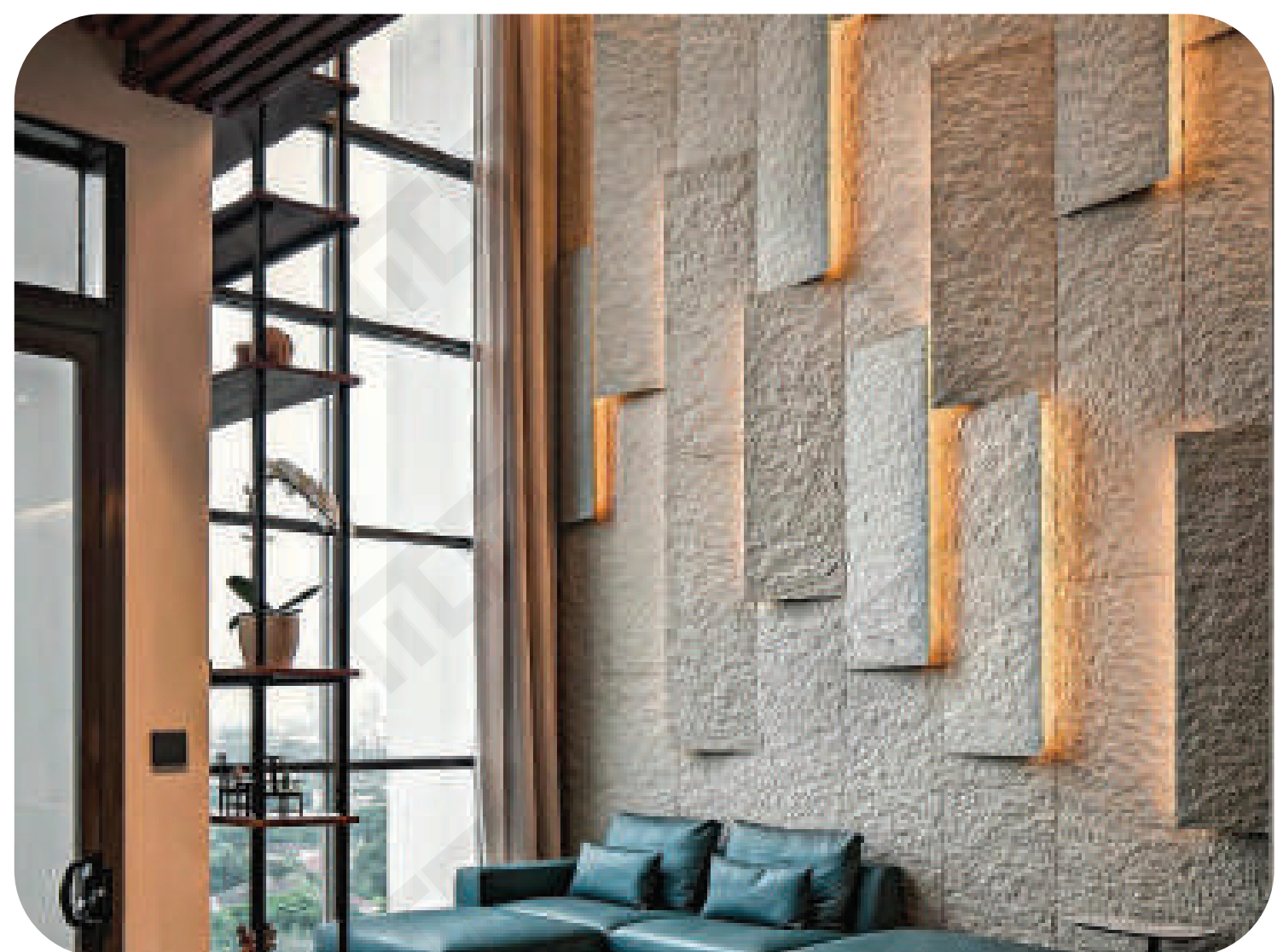
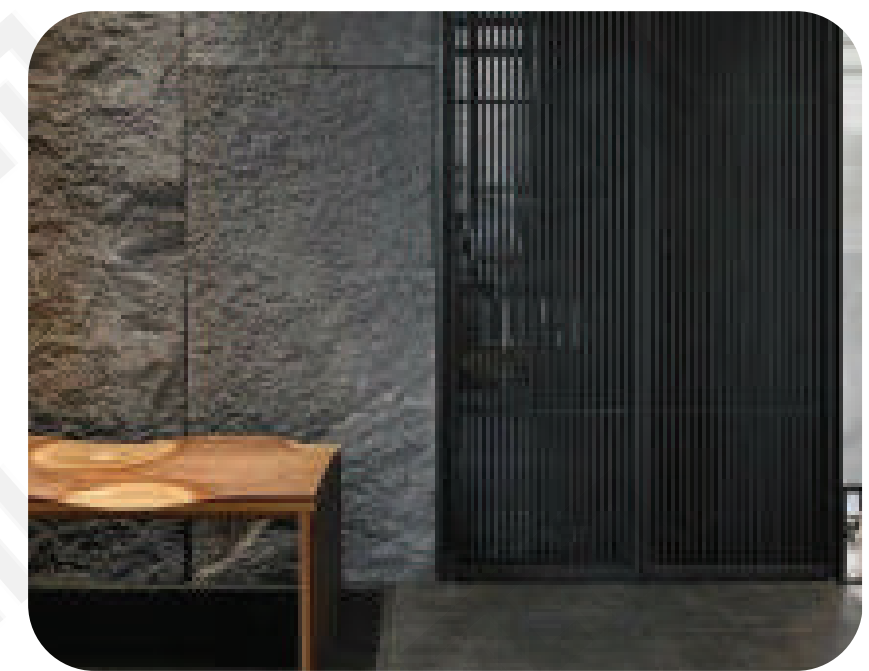
GRANITE PORTORO*

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

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Images are for representation purpose only. Actual product shades may vary.



MCM Granite
Symbolizes strength and longevity,
offering a very unique and rugged surface finish.



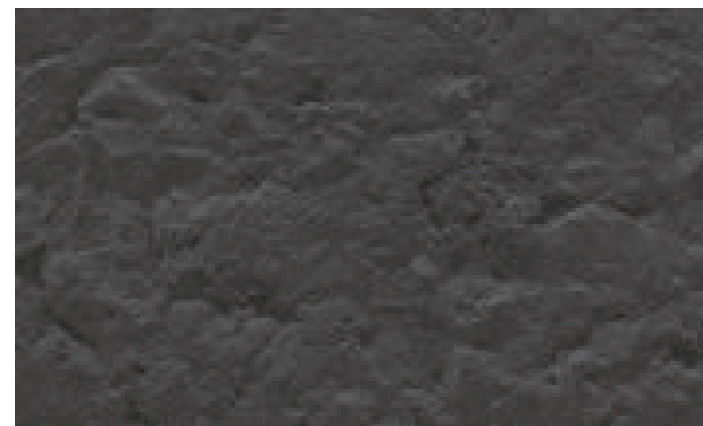


MCM ROCKFACE

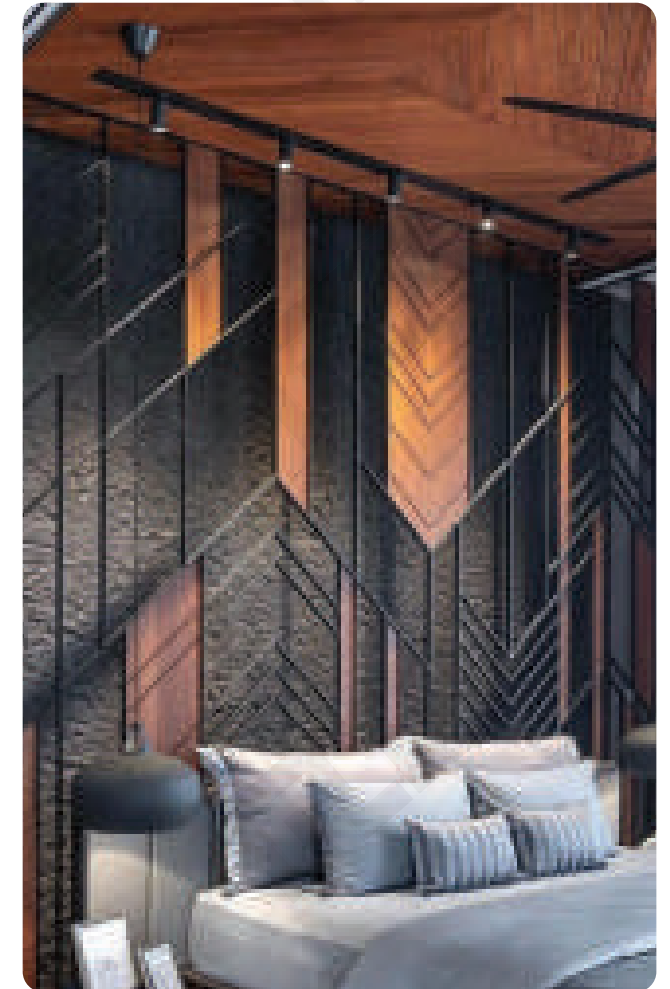
Product size (mm): 1200x600



H001



H06



Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.

Images are for representation purpose only. Actual product shades may vary.



MCM CUTSTONE

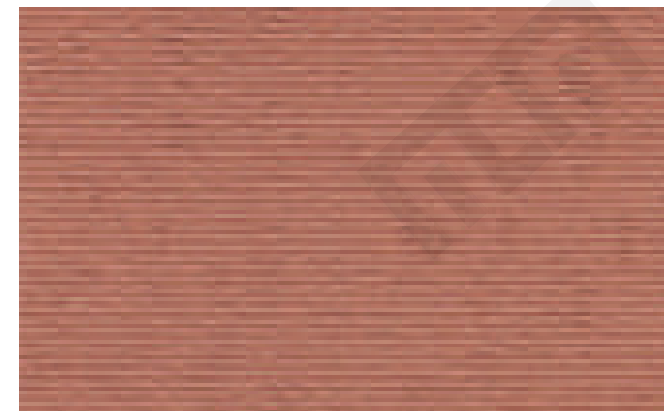
Product size (mm): 1200x600



H001



HG02 / 221



R04

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

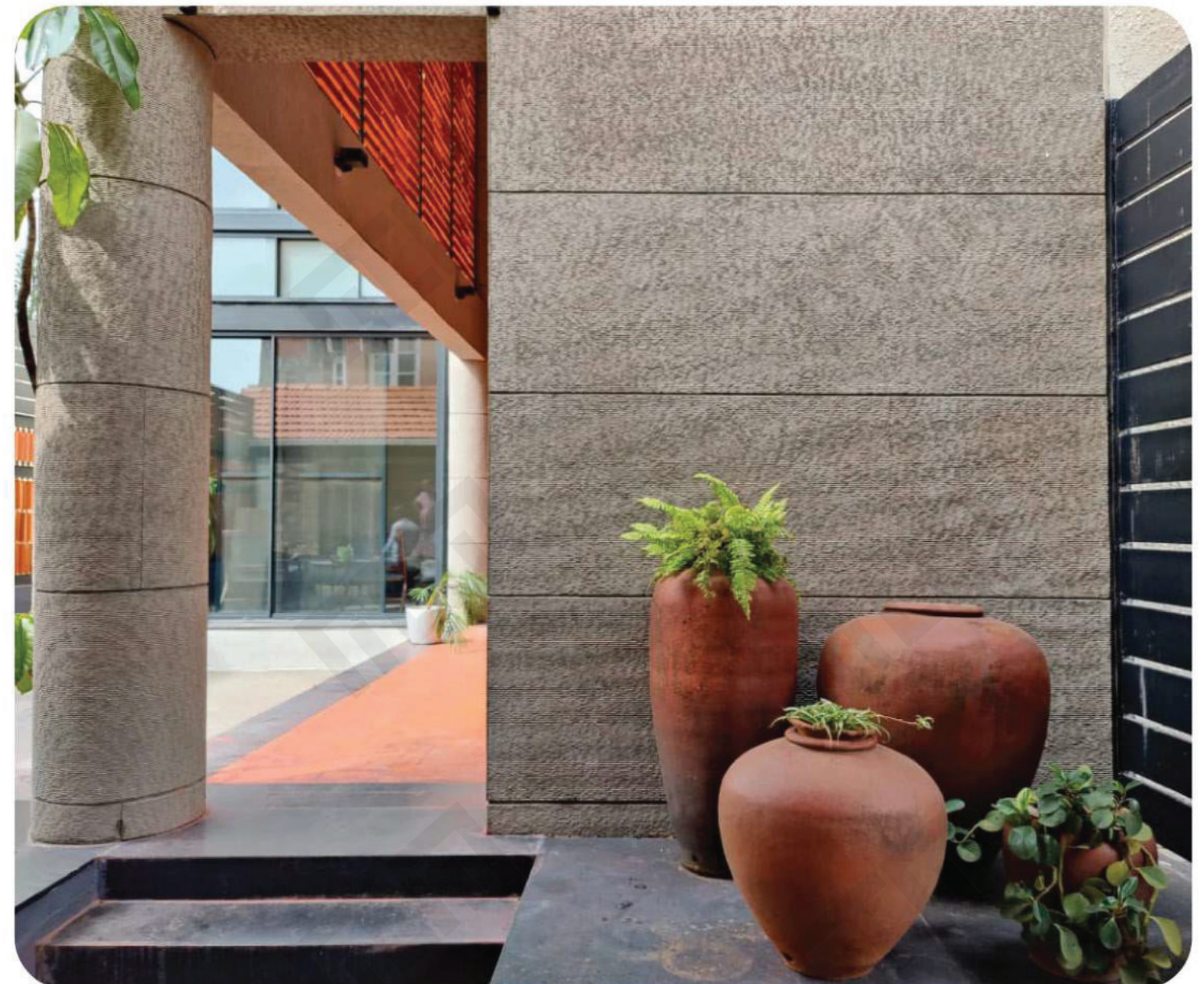
* Available only against special order with sufficient lead time and MOQ.

Images are for representation purpose only. Actual product shades may vary.



MCM Cut Stone

Has its own special chiselled pattern that differs it from rest of the stones.



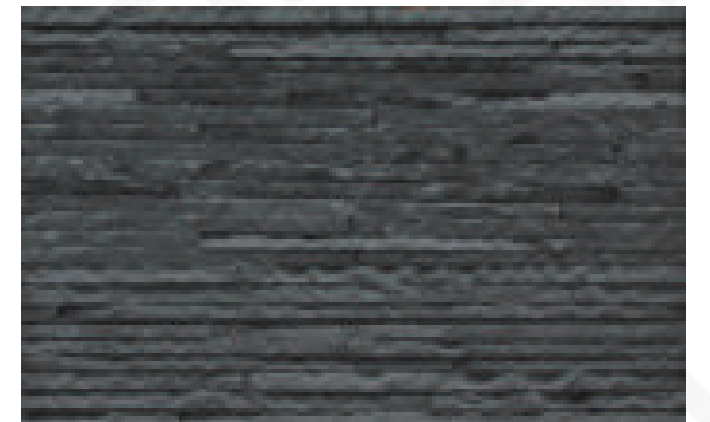


MCM INFINITI STONE

Product size (mm): 1200x600



H001



H06



058*



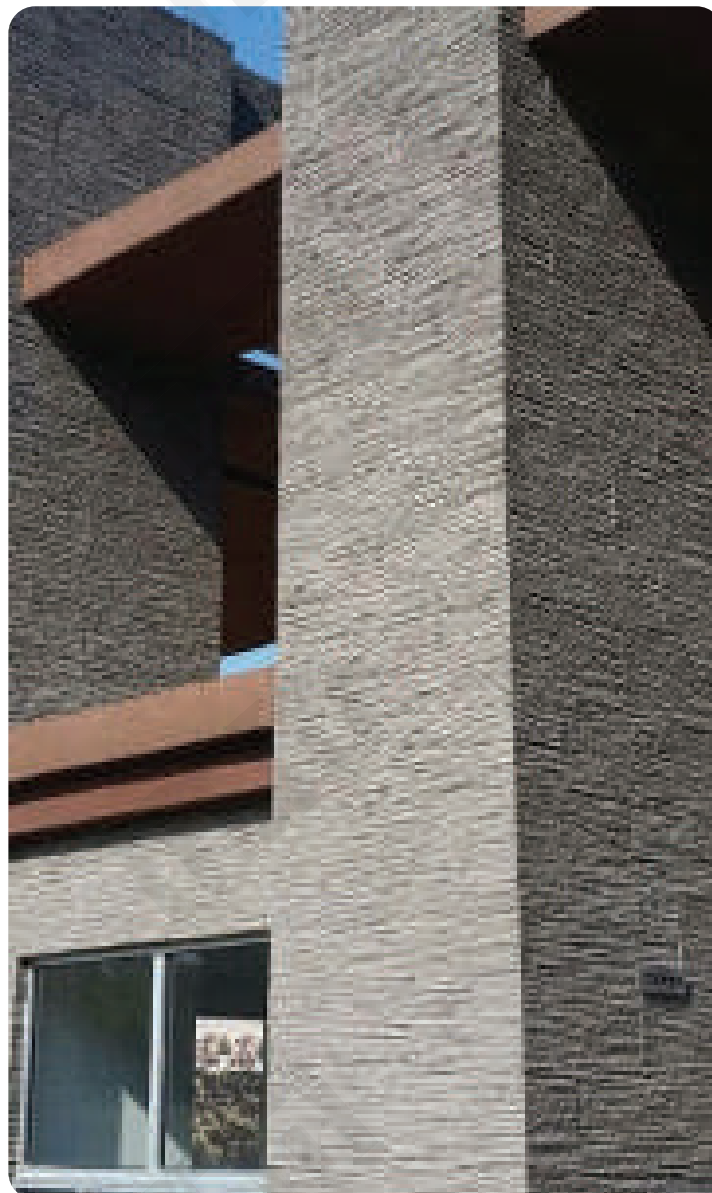
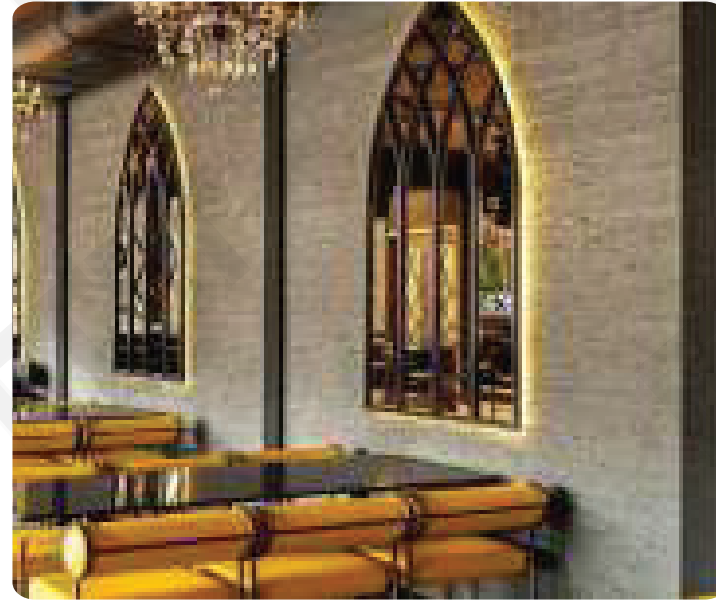
031*

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.
Images are for representation purpose only. Actual product shades may vary.

MCM Infinity Stone

Offers a robust intricate touch to your wall space.





MCM 35 PIECE STACK STONE*

Product size (mm): 600x300



315*



206*



058*

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

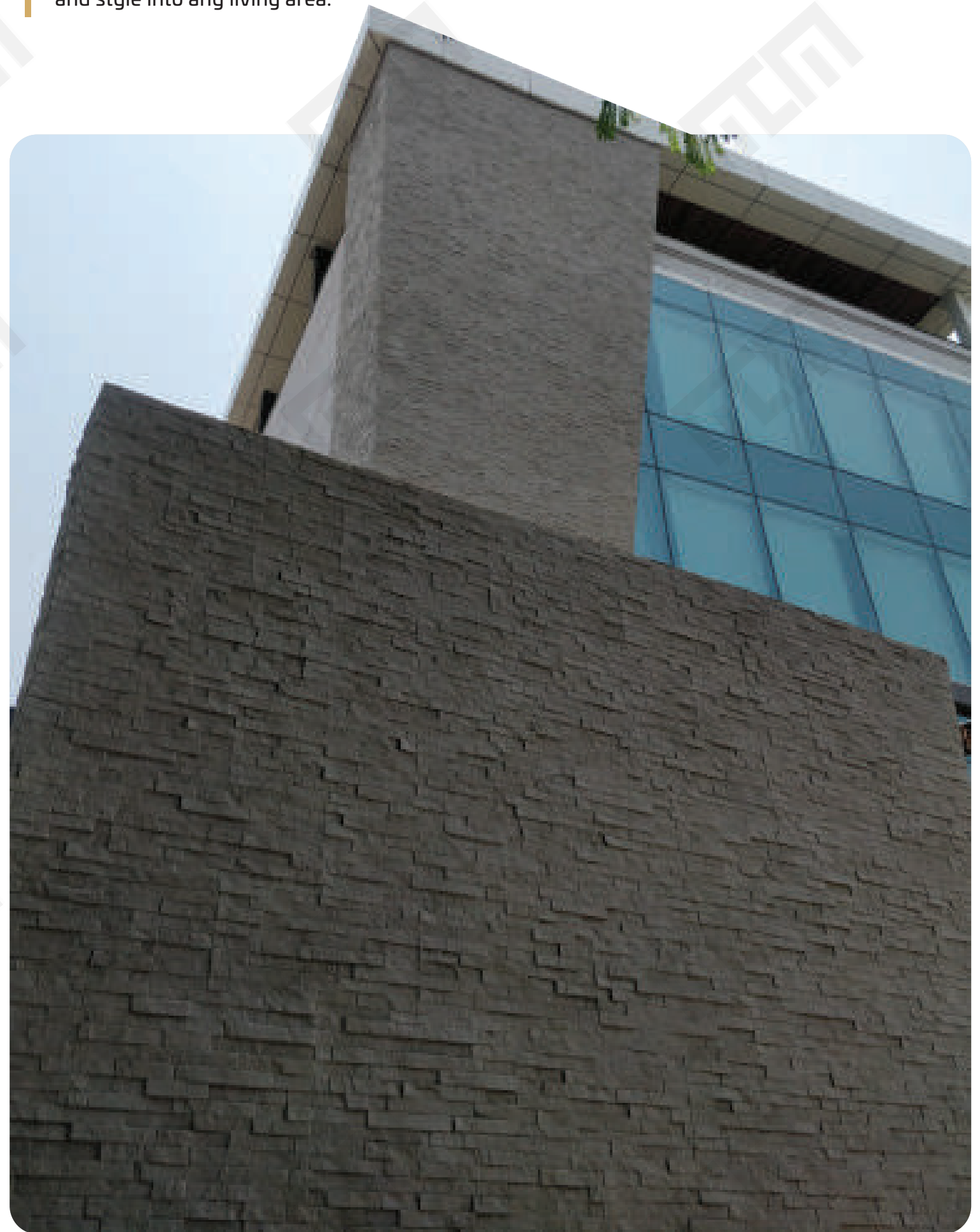
* Available only against special order with sufficient lead time and MOQ.

Images are for representation purpose only. Actual product shades may vary.



MCM 35 Piece Stack Stone

are a great way to bring natural beauty
and style into any living area.





MCM CROSSARD MUSHROOM STONE

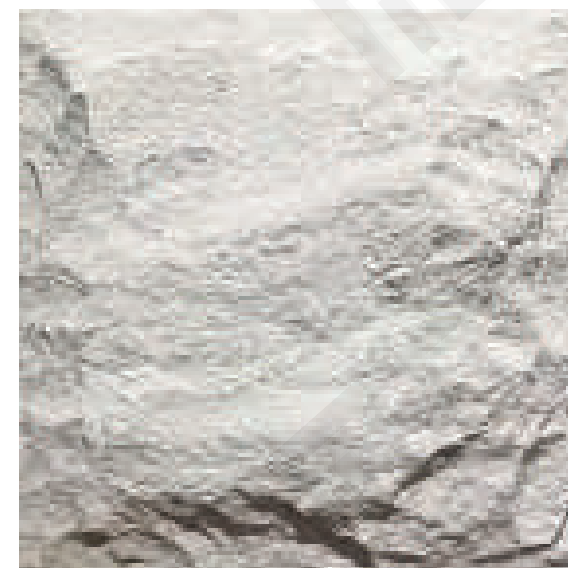
Product size (mm): 800x800



221



043*



052*

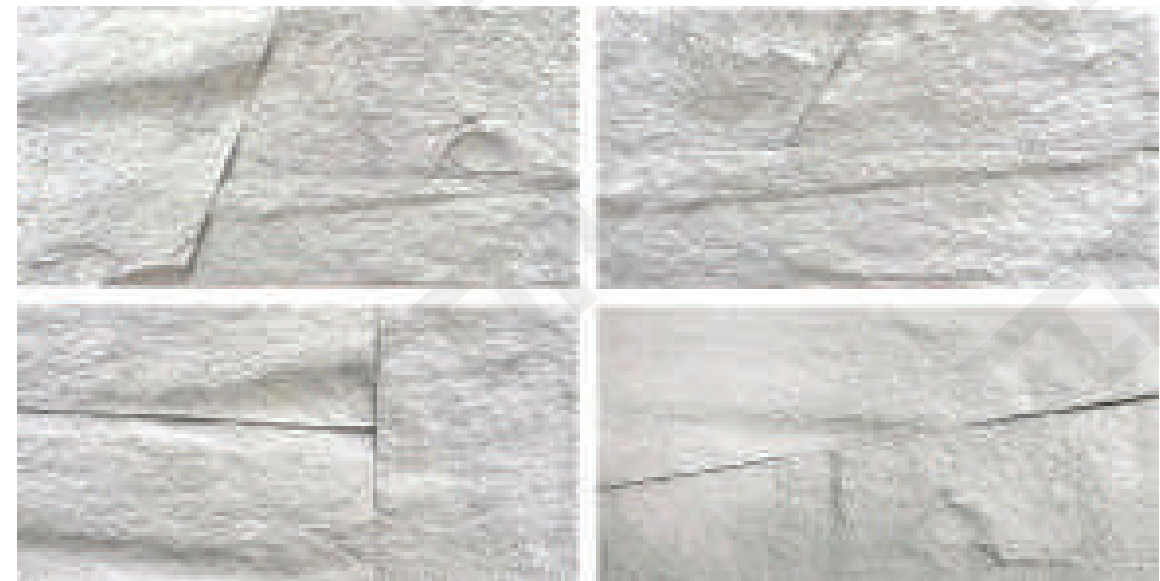
Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

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Images are for representation purpose only. Actual product shades may vary.

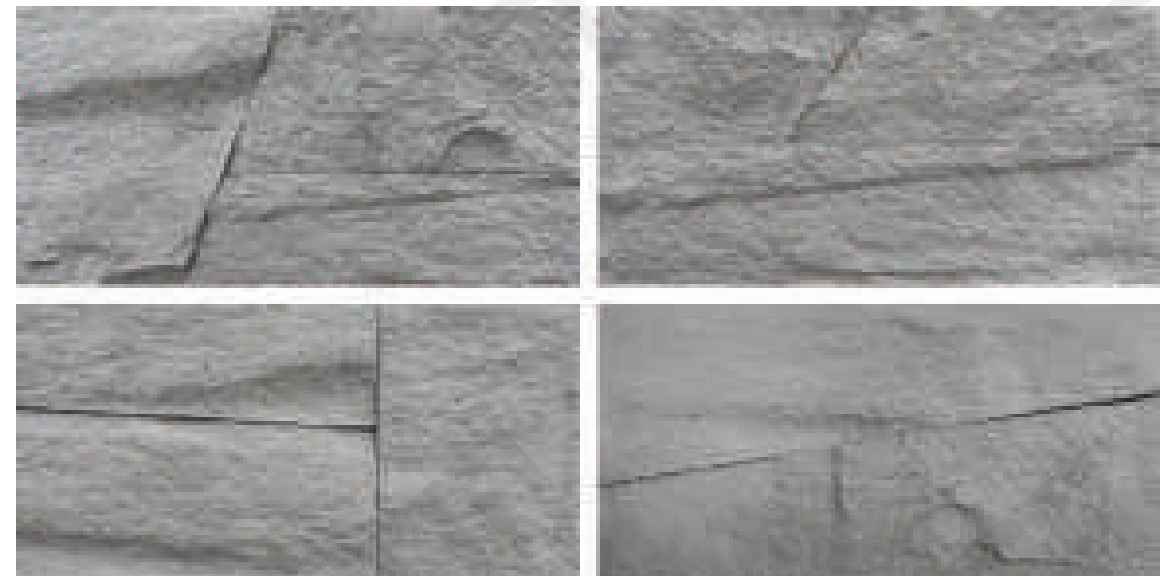


MCM OBLIQUE MUSHROOM*

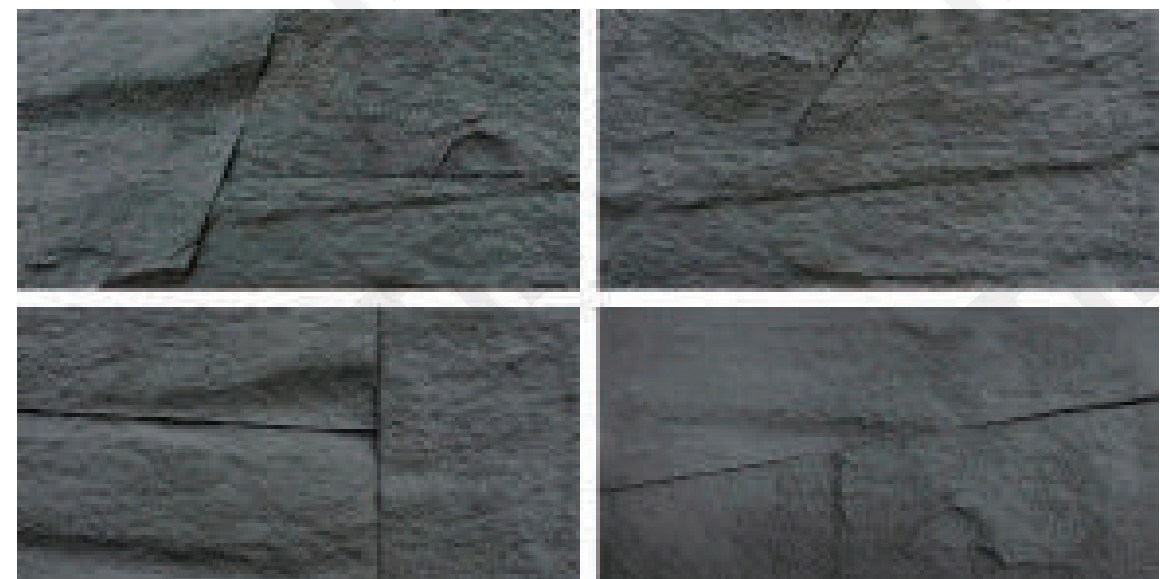
Product size (mm): 1200x600



052*



221*



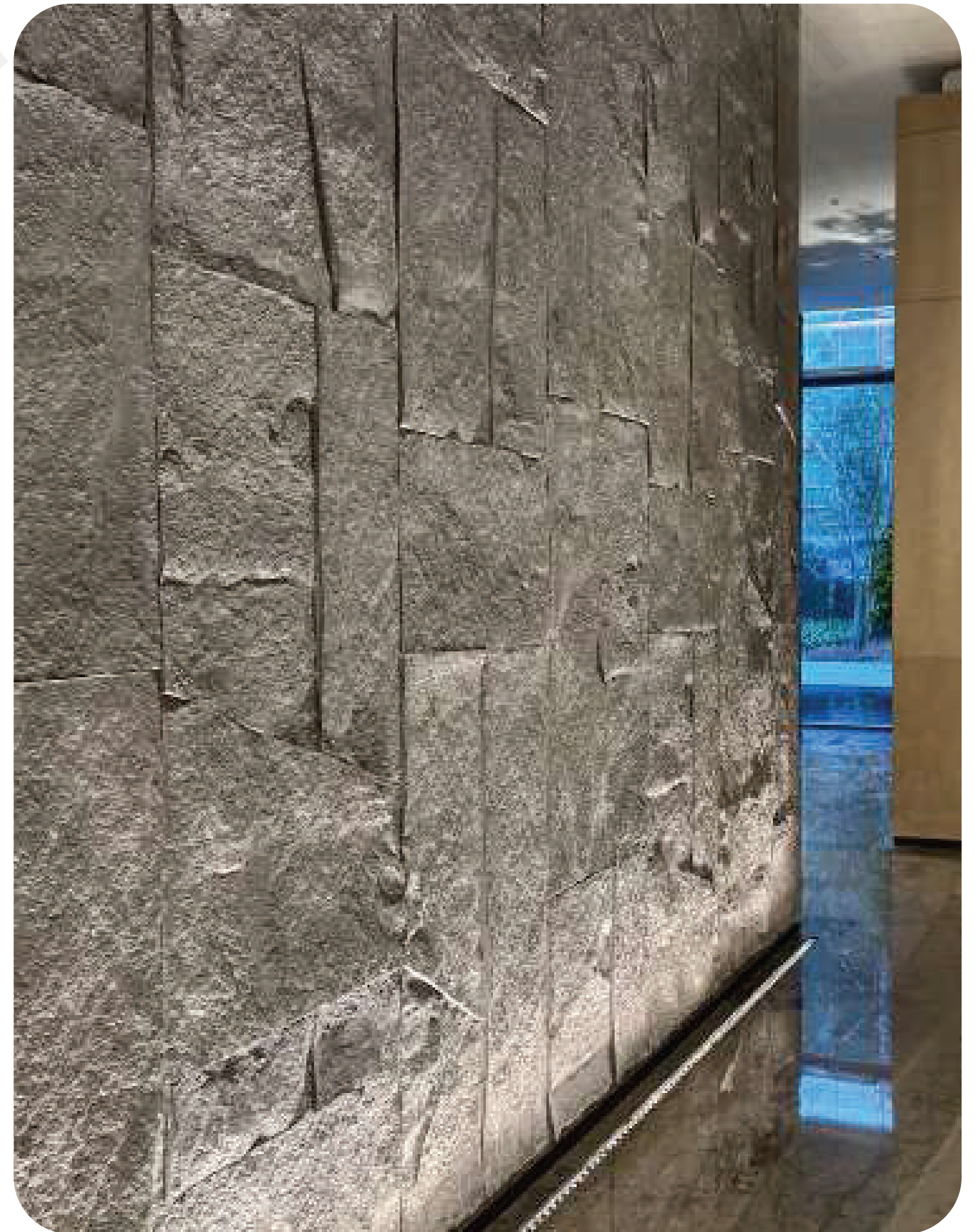
043*

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

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Images are for representation purpose only. Actual product shades may vary.

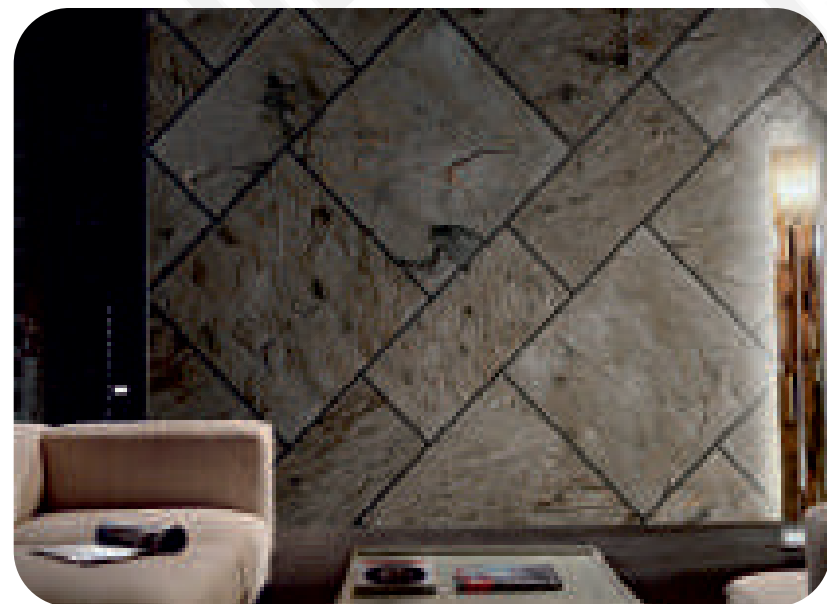
MCM OBLIQUE MUSHROOM

Unique Natural Mushroom stone with a bulbous texture having natural rock appearance, gives a view of great density.



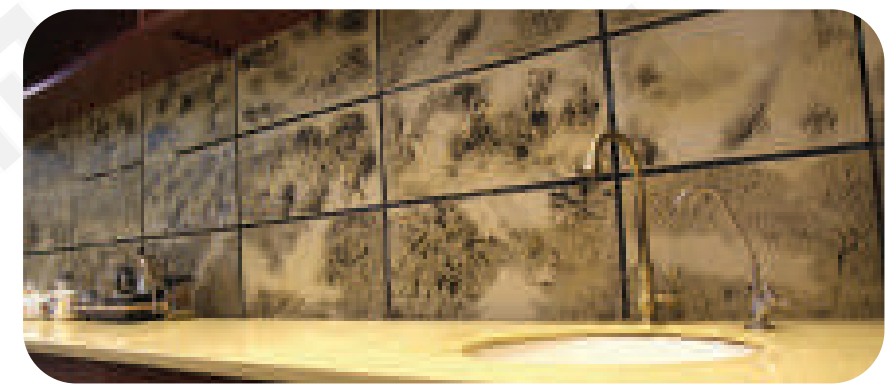
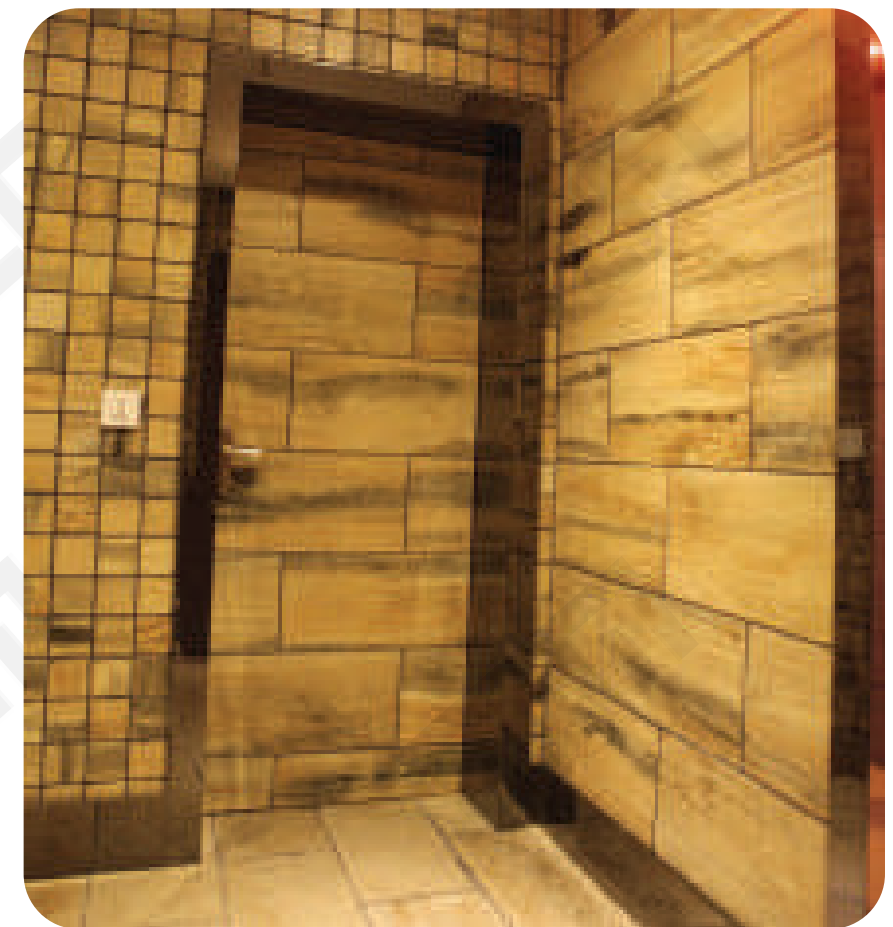
MCM GOLDEN LOLITE

Product Size (mm): 575X286



MCM INK PAINTING STONE

Product Size (mm): 575X286



Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.
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Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.
* Available only against special order with sufficient lead time and MOQ.
Images are for representation purpose only. Actual product shades may vary.



MCM CONCRETE POURING SLAB

Product Size (mm) : 2700 X 600



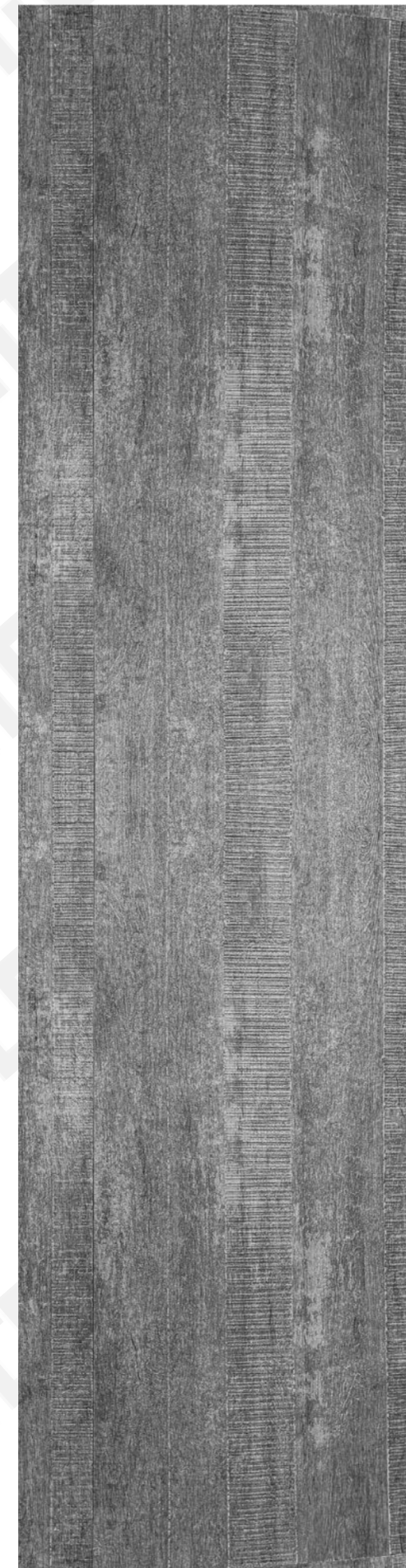
Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

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Images are for representation purpose only. Actual product shades may vary.



MCM SPLICED WOOD

Product Size (mm) : 2700 X 600



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Images are for representation purpose only. Actual product shades may vary.

The image shows the interior of a large, circular structure made of reddish-brown bricks. The walls and ceiling are curved, creating a dome-like shape. A large, irregular opening in the upper right wall allows bright light to enter, casting a strong shadow of a person standing near the opening onto the brick surface. Below this, a smaller, arched opening at the base of the dome provides a view of an outdoor area with a tree and a path. The floor is also made of bricks, laid in a circular pattern that matches the curvature of the walls.

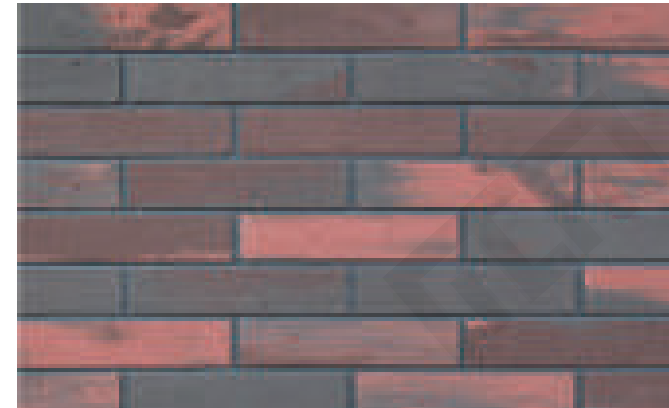
MCM BRICK

Thin and pliable in application without losing the solemnity of clay bricks, each MCM brick has unique texture.



MCM A -SERIES FACING BRICK

Product Size (mm): 240X60



308317



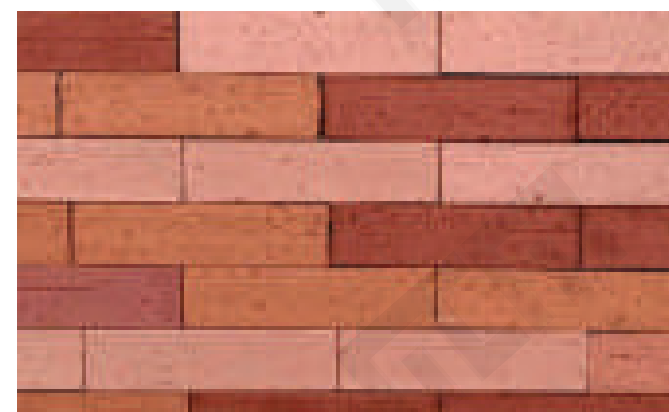
087089



054058



221228231



090C8

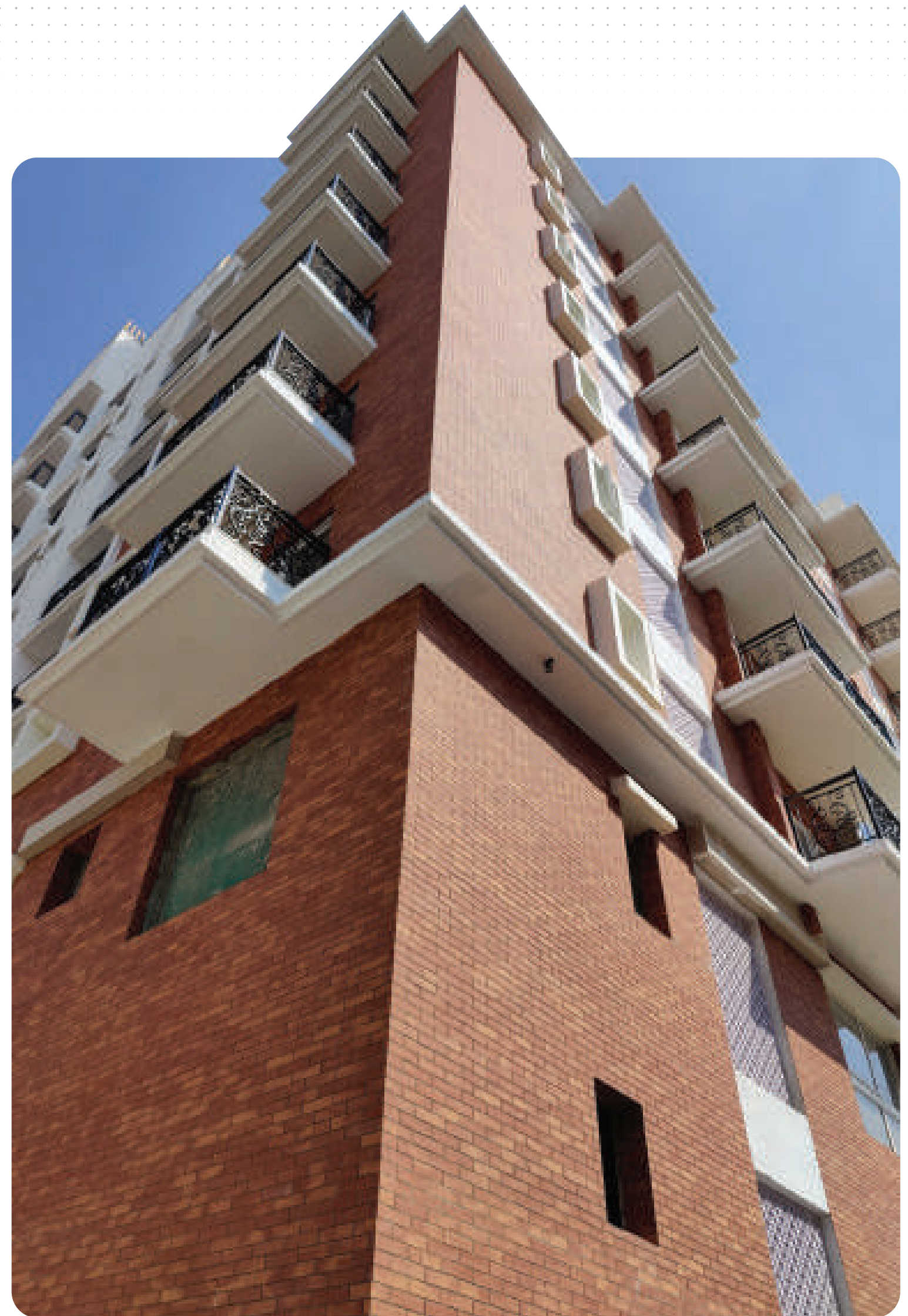
Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.

Images are for representation purpose only. Actual product shades may vary.

MCM A –Series Facing Brick

This series is perfect for all external and internal cladding requirements offering a raw, and rustic effect to your spaces with exposed and burnt brick.





MCM K -SERIES FACING BRICK

Product Size (mm): 225X60



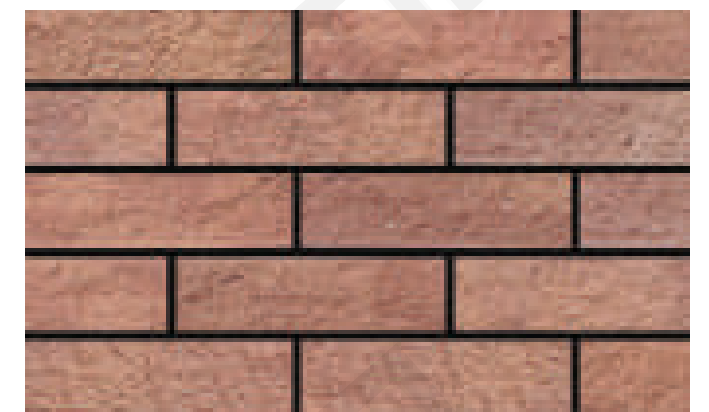
052



326C4



228030



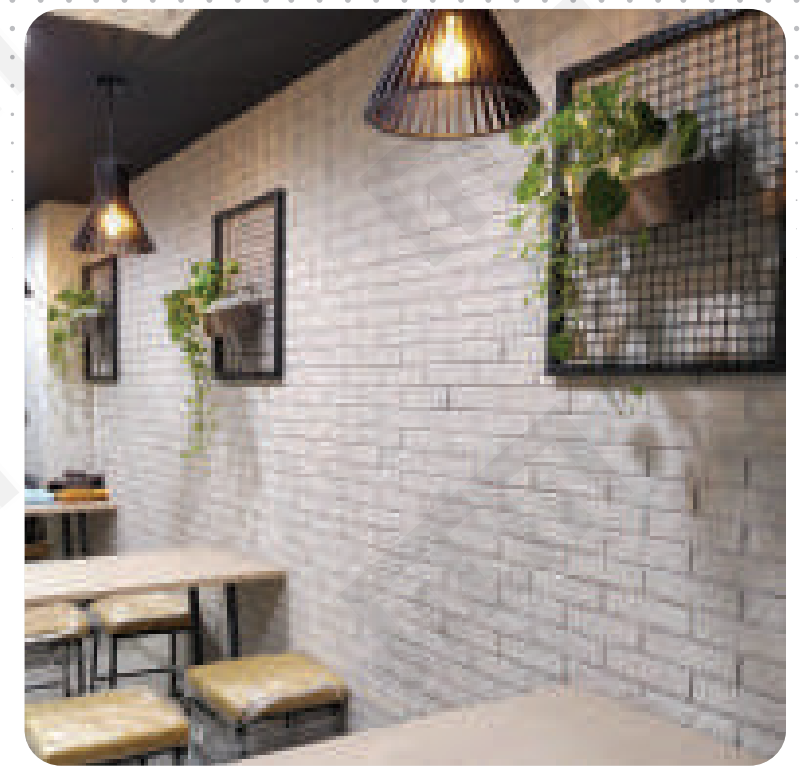
090308*

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.
Images are for representation purpose only. Actual product shades may vary.

MCM K-Series Facing Brick

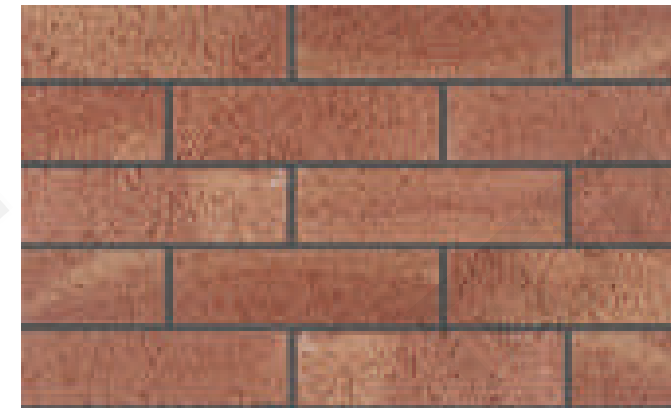
Comes with the touch of natural irregularities and roughness, which is perfect for all external and internal cladding requirements.



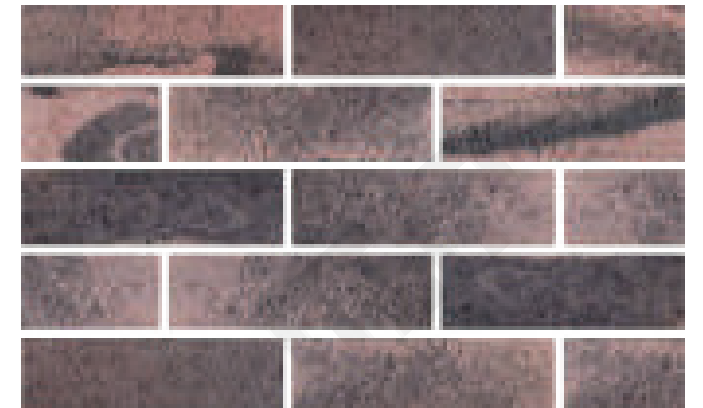


MCM R -SERIES FACING BRICK

Product Size (mm): 222X63



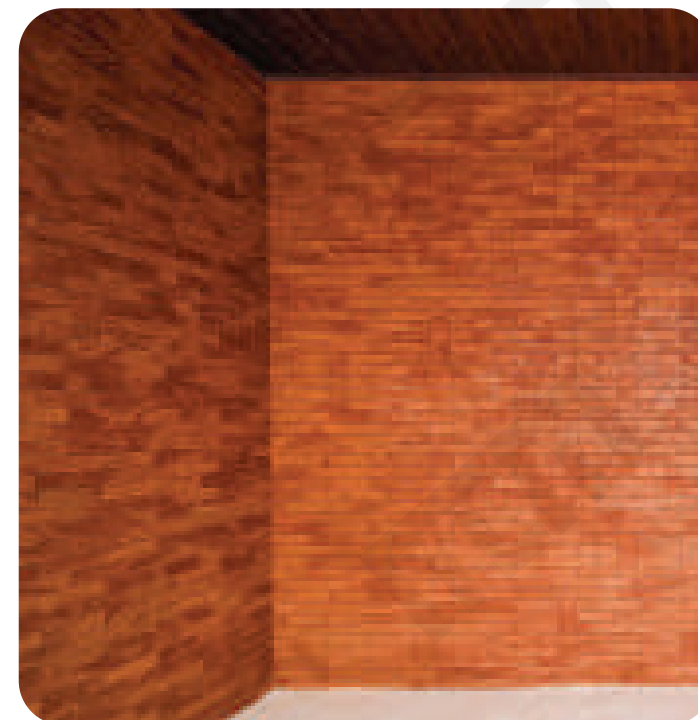
087089



308317



052



Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.

Images are for representation purpose only. Actual product shades may vary.



MCM G -SERIES FACING BRICK

Product Size (mm): 230X59



031043



043*



Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.
Images are for representation purpose only. Actual product shades may vary.



MCM WOOD

The original wood series with natural cut wood pattern looks perfectly real as natural wood.



MCM WOOD

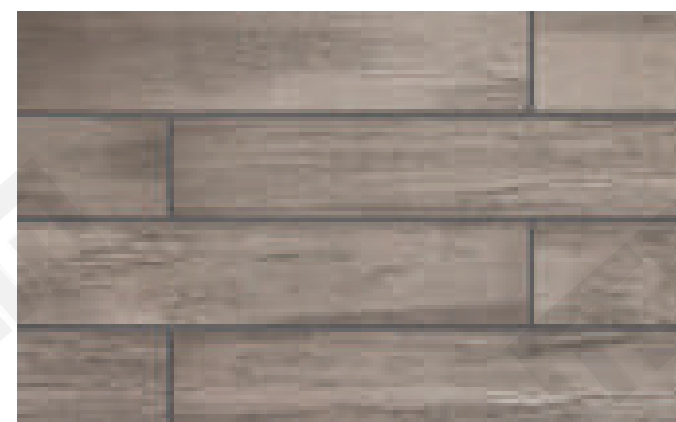
Product Size (mm): 1350x300



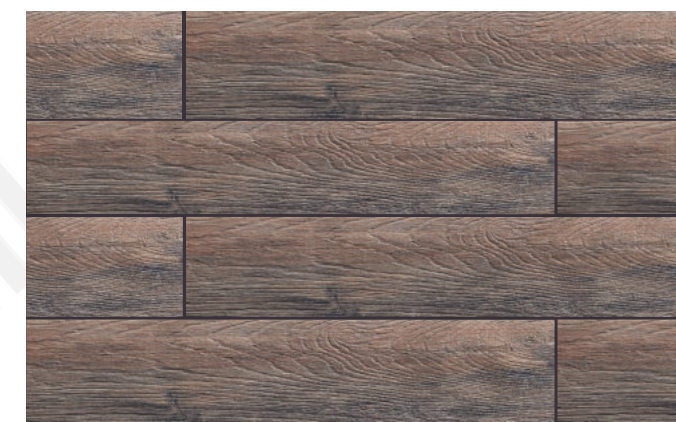
ORIGINAL WOOD RHINE



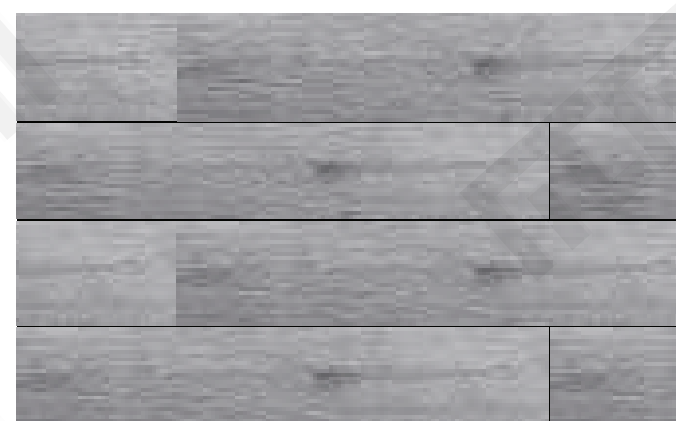
ORIGINAL WOOD SUEZ



ORIGINAL WOOD VOLGA



ORIGINAL WOOD DARK BROWN*



ORIGINAL WOOD CAESIOUS*

Note: Colour variation and gradation in every batch is a natural feature and part of our manufacturing process. These variations add to the overall character of MCM.

* Available only against special order with sufficient lead time and MOQ.
Images are for representation purpose only. Actual product shades may vary.



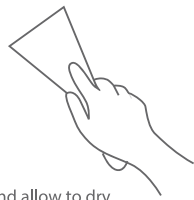
MCM Wood

The Original Wood series a great imitation of natural cut wood structure pattern that never repeats. The texture looks perfectly real as natural wood.



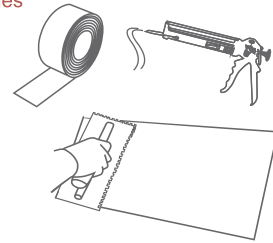
Installation Process

Step 1 - Surface Preparation



Wash surface areas, and allow to dry. Remove any debris, raised or uneven surfaces.

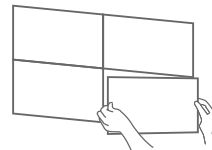
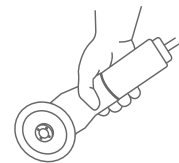
Step 2 - Adhesives or Glues



Various MCM adhesives are available for sustainable performance. Use the suitable adhesive as per the substrate.

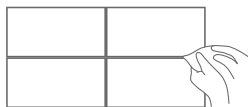
Step 3 - Cutting & Installation Steps

Marking: Use a lead pencil to mark cut line.
Cutting: Tile cutter to cut along line.

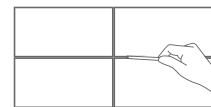


Install MCM Panel vertically or horizontally according to your choice.

Step 4 - Grouting Steps

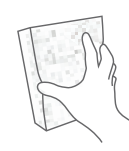
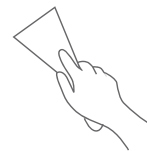


Feed grout into the joint. You may also use a masking tape along the periphery of the tile to secure the edges from the grout, if needed.



Smooth metal rod

Step 5 - Cleaning Steps



Use a scraper or a dry sponge to wipe off excess grout while half wet.

Installation Instruction

- MCM products can be applied using suitable MCM Adhesive. It is advised to refer MCM Adhesive Chart or contact company representative for the same.
- Where grouting is needed it is suggested to use "Filling and Pointing" method to do the grout finishing.

Product Quality

- PHOMI's manufacturing process has been designed to imitate the random beauty and nature of real stone. As such, stone surface may contain small air holes or surface anomalies. These differences add to the overall character of the stone and should not be considered to be a manufacturing defect. Every piece of MCM product inherently lacks uniformity and is subject to variation in aesthetics, color, finish, thickness, density etc.
- It is normal if products contain few Residual mesh fringed which does not affect installation
- It is normal if product size has small variation on diagonal (less 2 mm)
- It is normal that there is some shade variation in production within the same production batch or across different production batches. These variation add to the overall character of the stone.

Note:

We recommend to apply protective coatings on MCM panels when installed in high traffic areas or floorings. This protective coating should be applied on MCM panels before installation with roller brush. Also, the MCM surface should be dry and free from dust.

MCM ADHESIVE



MCM ADHESIVE 2C

MCM Adhesive 2C is a two component, high strength adhesive suitable for both exterior and interior applications on cementitious substrate.

Pack Size: 25 kg Part A + 5 ltr Part B Can



MCM FLEX

MCM Flex is a Single component, Ready to use, Modified Polyurethane Adhesive specially formulated for fixing MCM & ITTIMI range of products for Exterior & Interior cladding on multiple substrate.

Pack Size: Available in 20 kg - 12 kg -5 kg