

Material science  
that shapes  
the future.<sup>TM</sup>

**MCMFLEXI CLADDING INDIA PVT. LTD.**

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 [/mcm-cladding](https://www.linkedin.com/company/mcm-cladding)  [/MCMCladding](https://www.youtube.com/MCMCladding)







# BRINGING INNOVATION OF NATURAL CLAY

## 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 light-weight 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.

UNBELIEVABLY

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# 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

# Why MCM PHOMI econiclay claddings?



Authentic modified clay, from nature.  
Without resin, no toxic ingredients, Healthy.



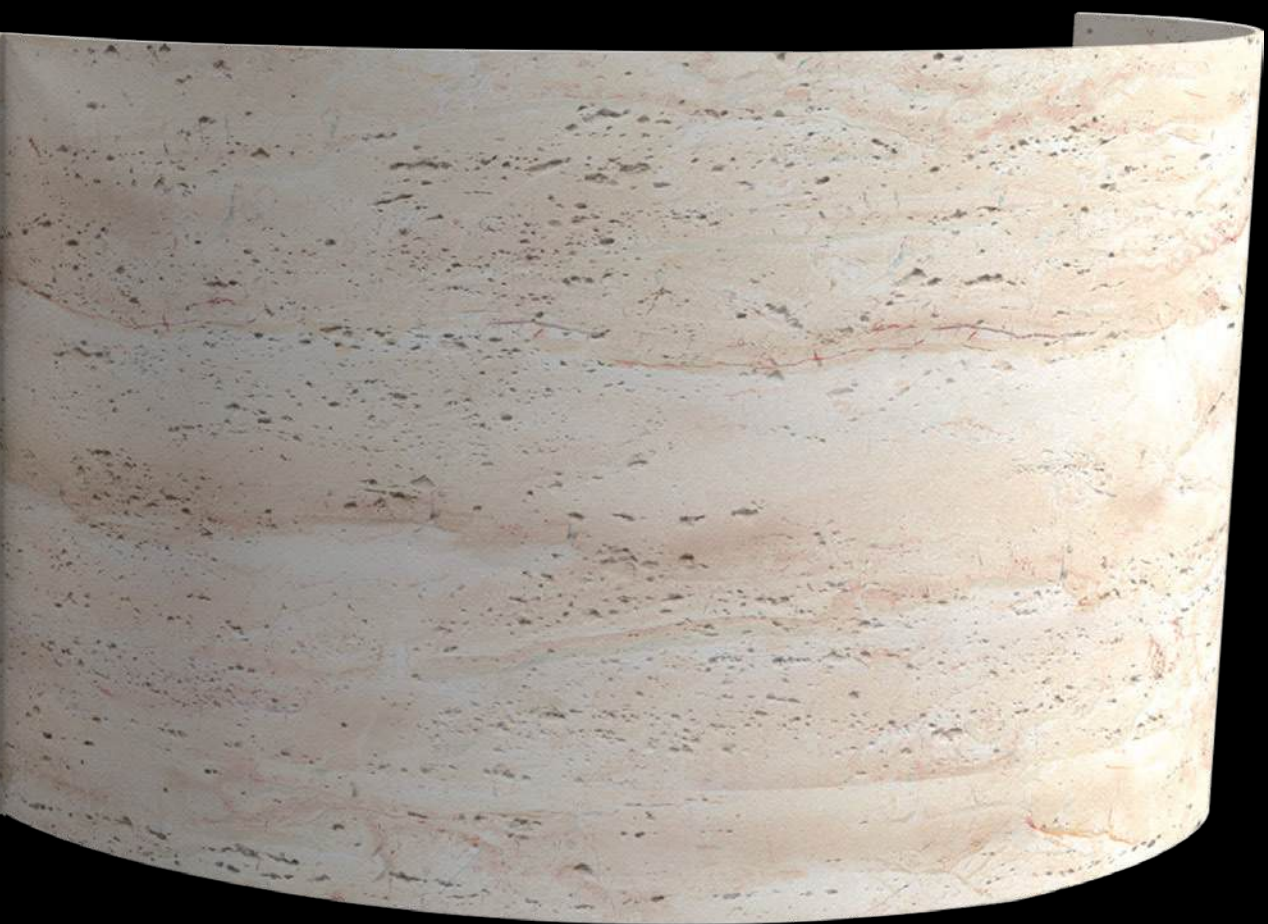
Inorganic material without resin, 50-year weather resistance, anti-fading. Applied for 18 years under various extreme climates, with over 60 million m² of application cases in 120+ countries/regions.



A-class fireproof. mold and bacteria-resistant. (optional)



Versatile applications: salt spray resistant, freeze-thaw resistant, breathable, lightweight, and easy to install; suitable for irregular shapes, ceilings, bathrooms, and more.



Shape It Your Way,  
Limitless Possibilities

 eCoverings reduce compared to tiles **↓95.4%** CO<sub>2</sub>e  
 eCoverings reduce compared to stones **↓98.63%** CO<sub>2</sub>e

## 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



QAIC/CN/135 159-C

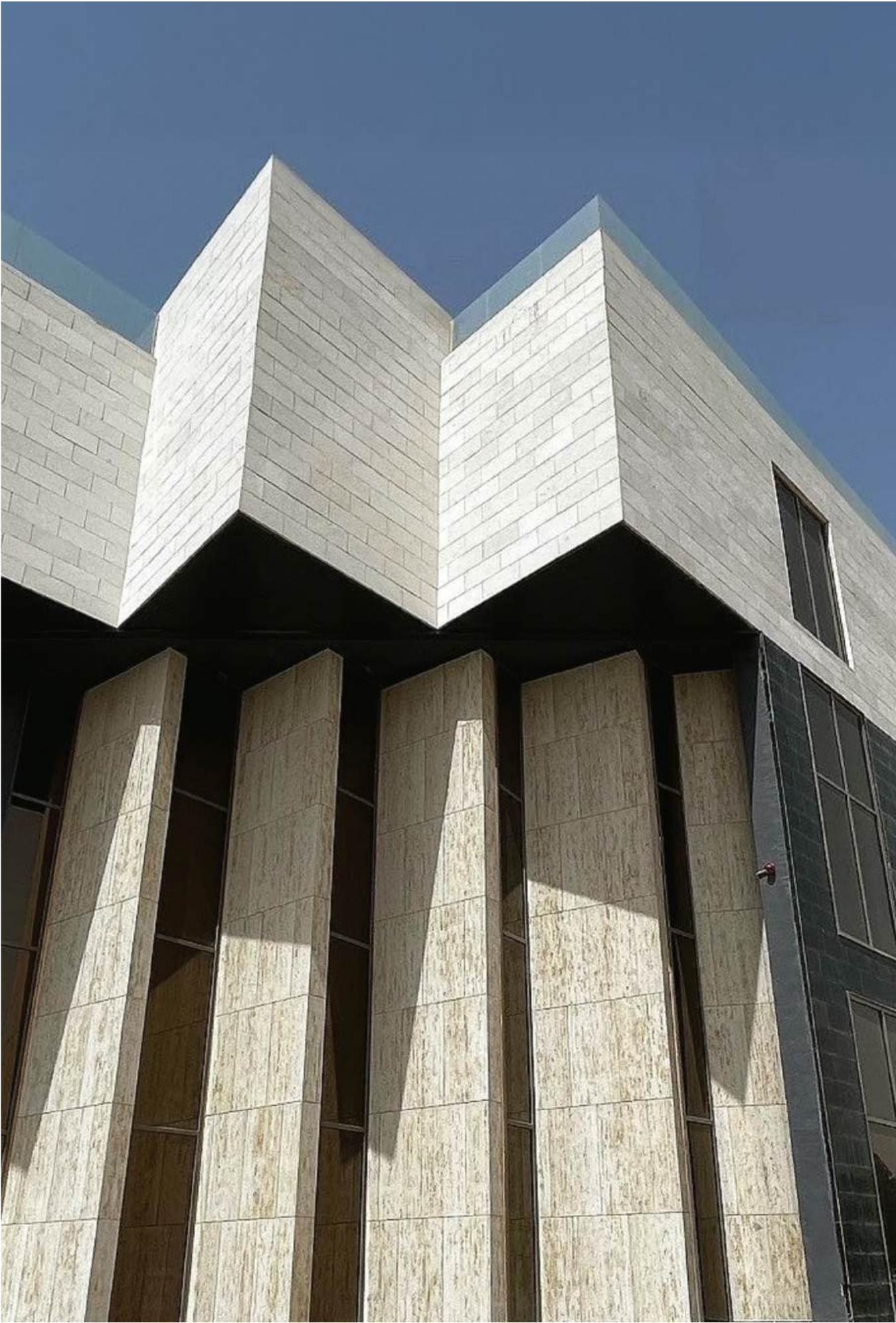




**Zero Carbon,  
Infinite Design.**

**Stone Series**





# MCM Travertine Stone

Standard Size (mm) : 1200 x 600  
Custom Size (mm) : 2400 x 1200\*

Travertine Gold



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

Standard Size (mm) : 1200 x 600  
Custom Size (mm) : 2400 x 1200\*

Coral Travertine Stratus Light Grey



Greece Travertine Anna White



Greece Travertine Anna Light Grey



Coral Travertine Stellar White



Coral Travertine Stellar Yellow



Greece Travertine Kamu Yellow



Greece Travertine Kamu Red



Coral Travertine Cloud Yellow



Coral Travertine Stratus Dark Grey

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# MCM Slate Stone

Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200\*

Slate Sunny



Slate Sunny



Slate Reddish Brown



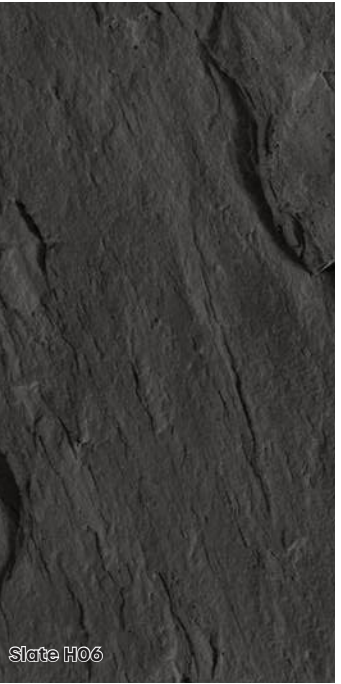
Slate Phantom



Slate Art



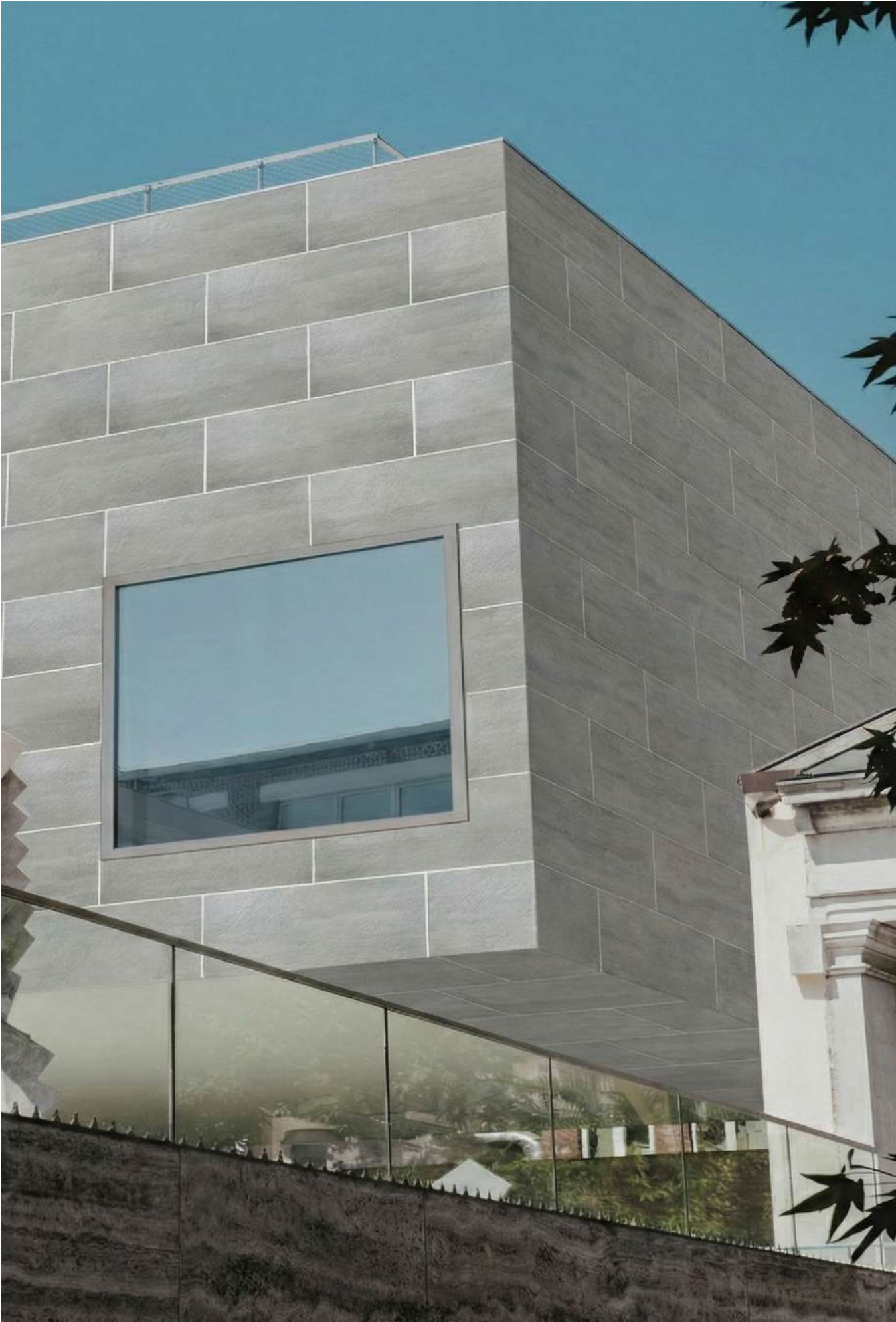
Slate H001



Slate H06

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# MCM Slate Stone

Standard Size (mm) : 1200 x 600  
Custom Size (mm) : 2400 x 1200\*

Slate Veil Dark Grey



Slate H 01 02 03



Slate Veil Dark Grey



Slate Veil Yellow



Slate Castol Yellow



Slate Portoro



Slate Castol Blue

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# MCM Oasis Stone

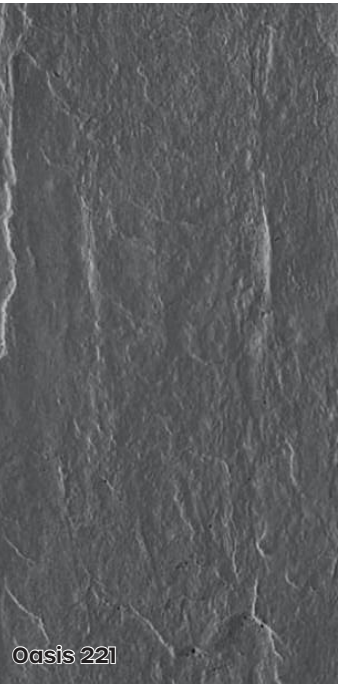
Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200\*

Oasis Stone Rain



Oasis Stone Fog



Oasis 221



Oasis Stone Wind



Oasis Stone Rain

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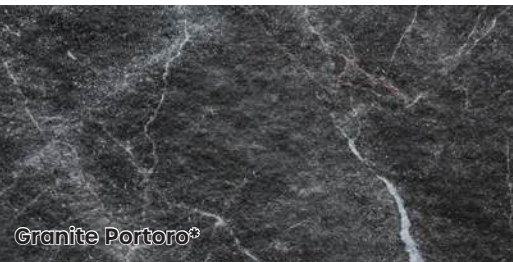




# MCM Granite Stone

Standard Size (mm) : 1200 x 600  
Custom Size (mm) : 2400 x 1200\*

H04-05-06



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## MCM Granite Stone - Rough Surface

Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200\*

Granite Multi Color Red

## MCM Granite Stone - Flat Surface

Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200\*

Granite Multi Color Red

### Multiple Colours Across Rough & Flat Finishes



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# MCM Metallic Stone

Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200\*

Nuée Ardente



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# MCM Sandstone / Limestone

Standard Size (mm) : 1200 x 600  
Custom Size (mm) : 2400 x 1200\*

Warm Grey



Sandstone Cloud



Limestone Warm Grey



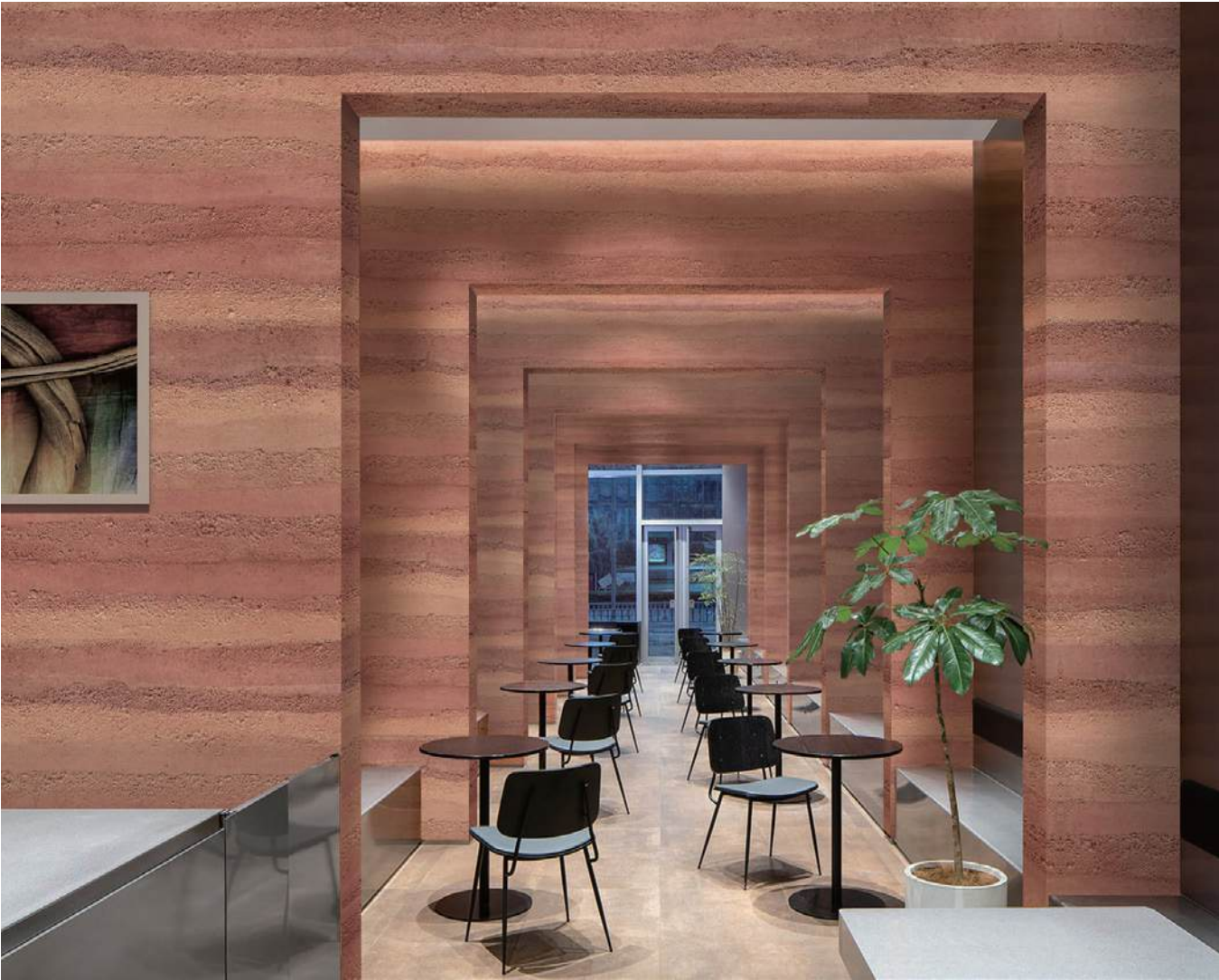
Limestone Dark Grey



Sandstone Orange

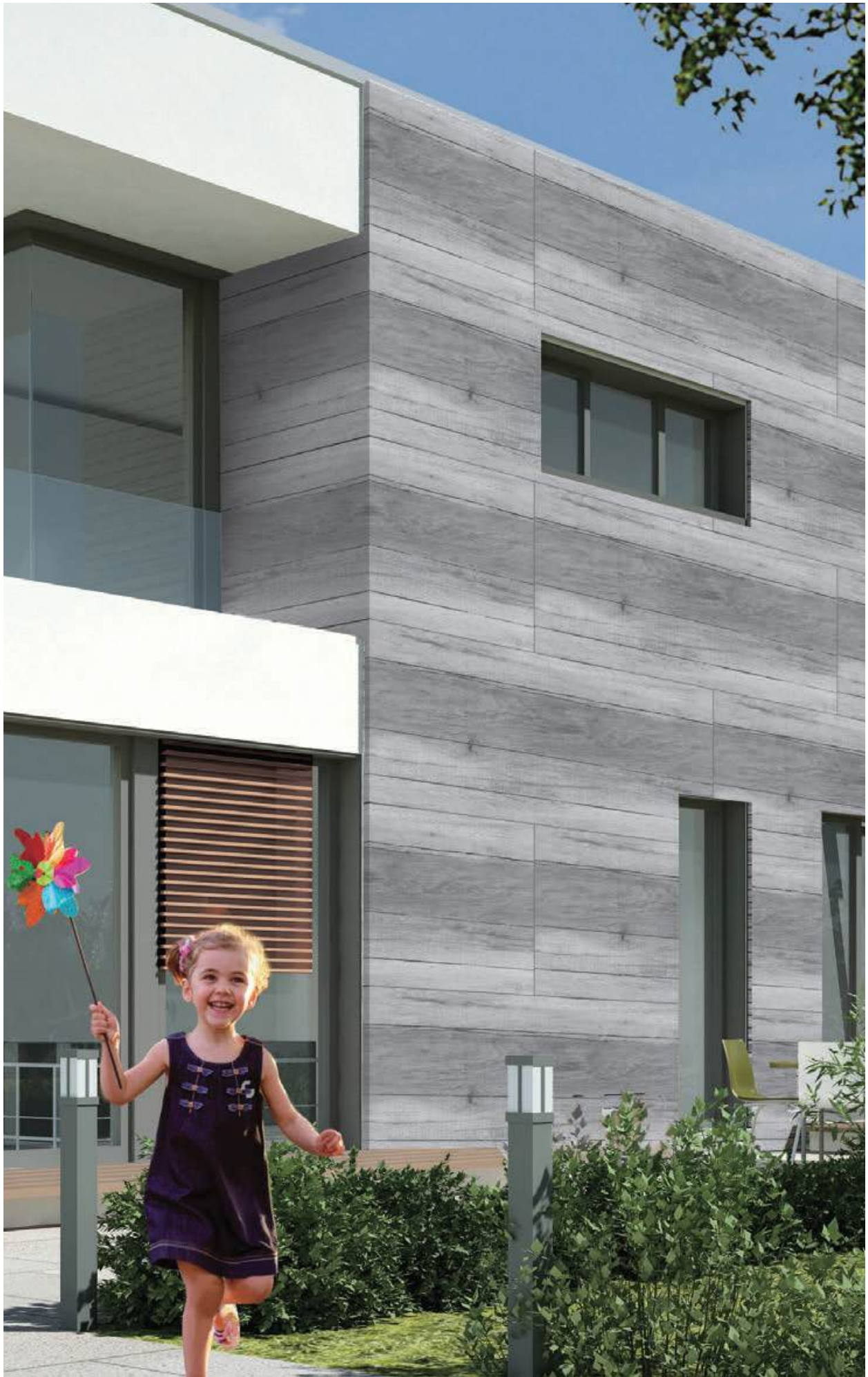
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# MCM Cutstone

Product Size (mm) : 1200 x 600

H001



H001

HG02/221

R04

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# MCM Infiniti

Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200\*

Infiniti HG03



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# MCM 35 Piece\* Stonet

Product Size (mm) : 1200 x 600

35 Piece Stone Tunguska Yellow



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# MCM Linear Stone

Product Size (mm) : 1200 x 600

Beige



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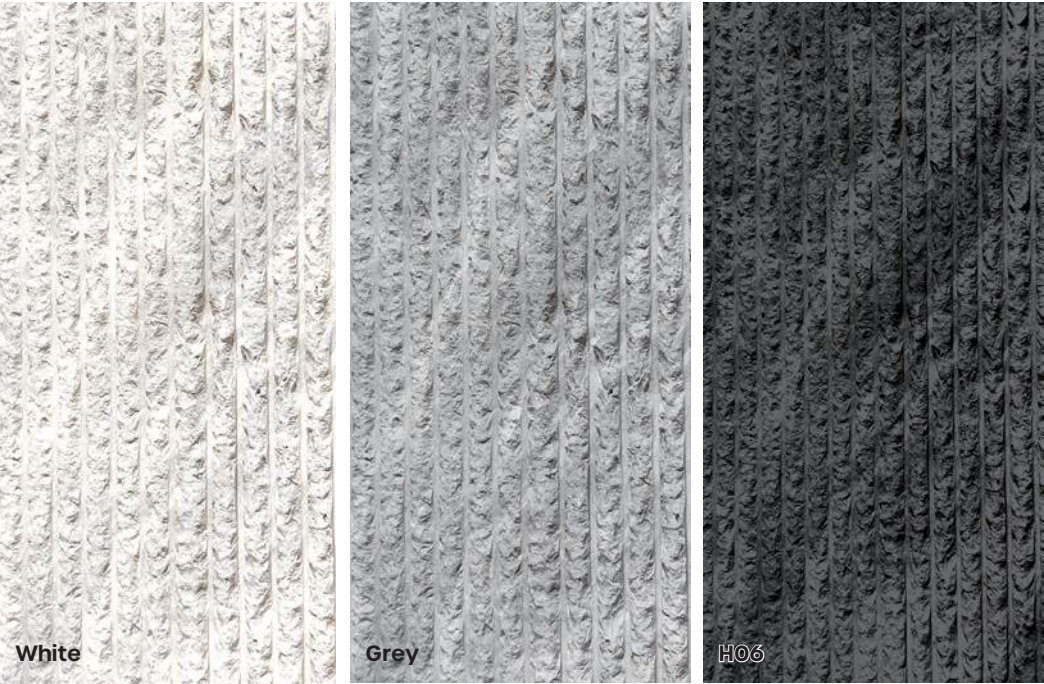




# MCM Stripe Stone

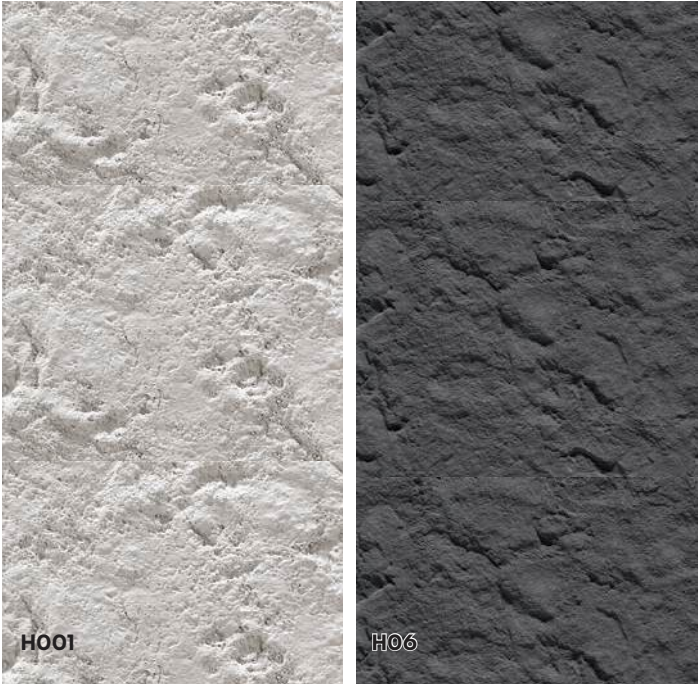
Product Size (mm) : 1200 x 600

Grey

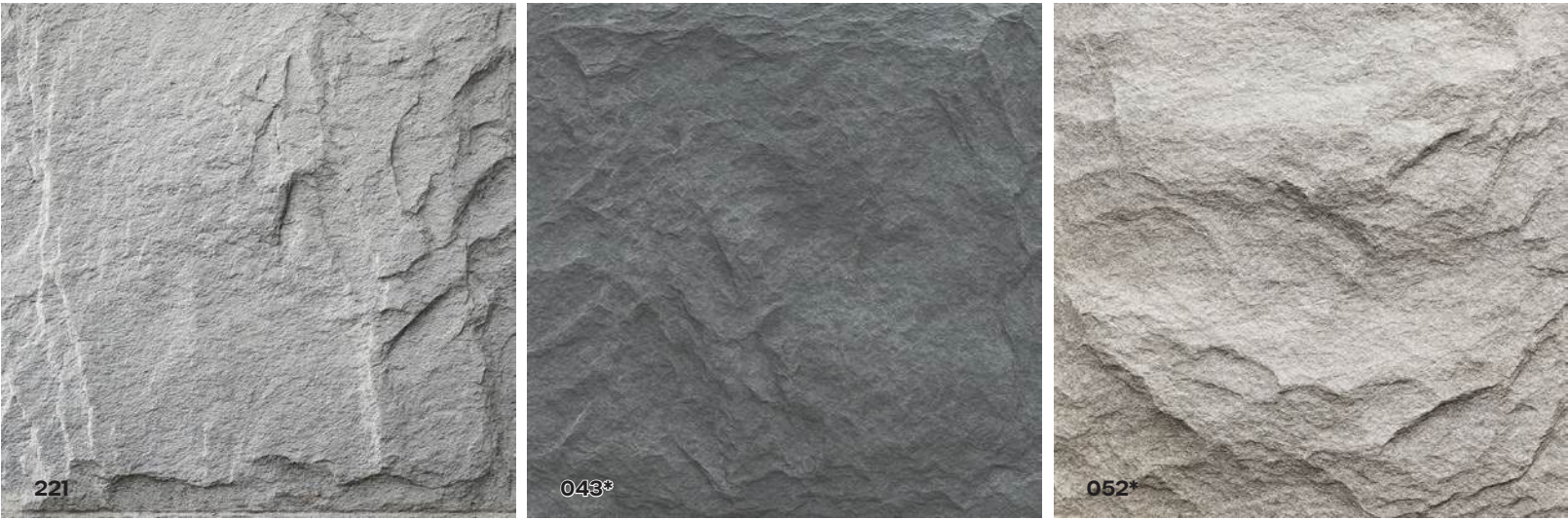


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**Reducing Deforestation,  
Saving Earth's Ozone Layer**

**Wood Series**





# MCM Original\*

## Wood

Standard Size (mm) : 900 x 180

Custom Size (mm) : 1350 x 300\*

Original Wood Yoly



Original Wood Caesious



Original Wood Dark Brown



Original Wood Rhine




Original Wood Suez



Original Wood Volga

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**Showcasing a diverse  
collection of global bricks,  
Exploring the rich history and  
evolution of brick architecture.**

**Brick Series**





# MCM A Facing Brick

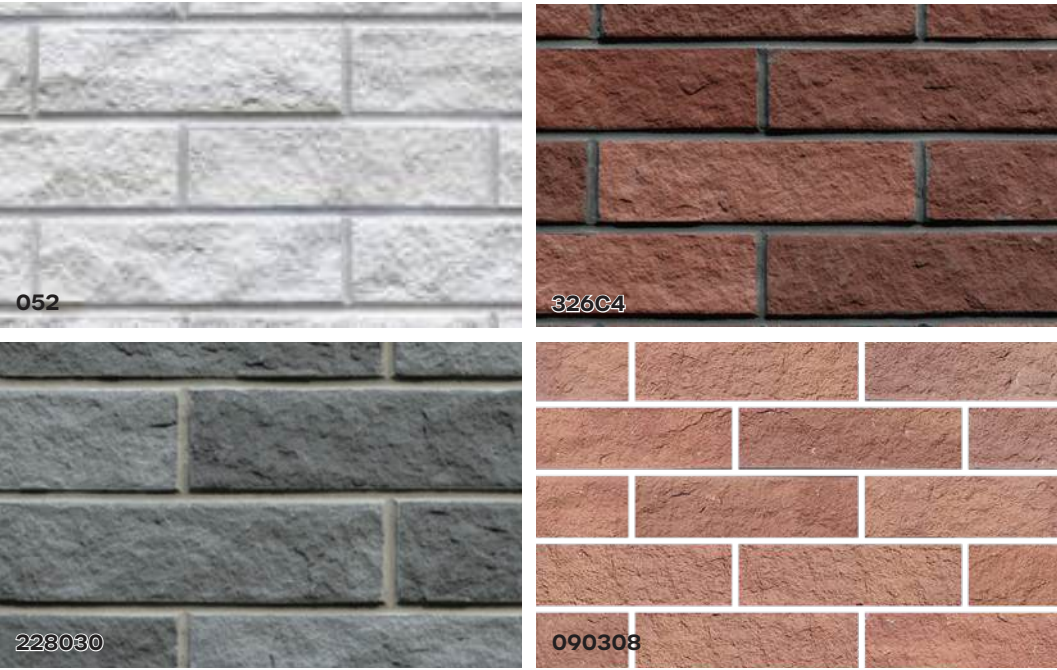
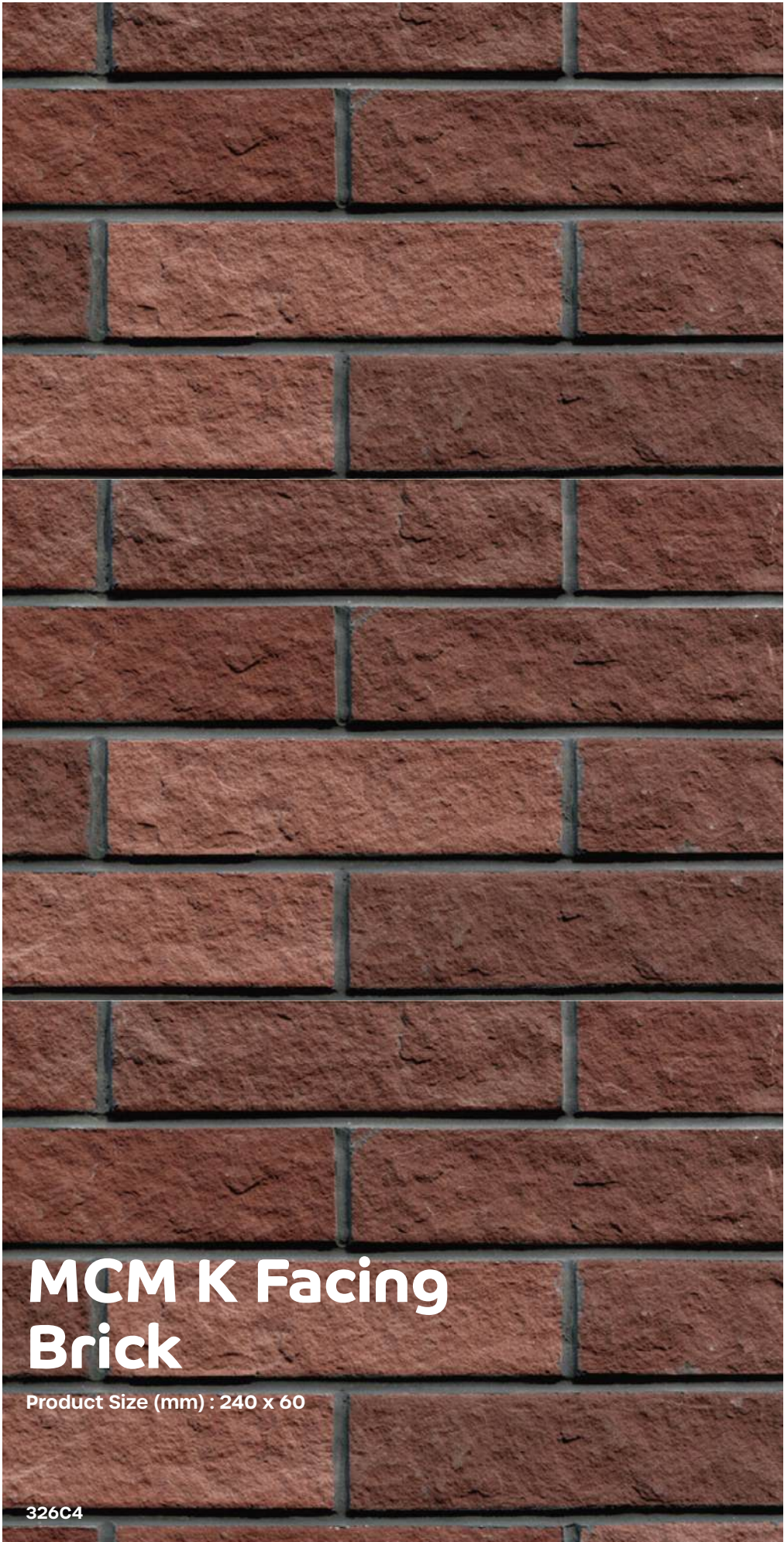
Product Size (mm) : 240 x 60

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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.





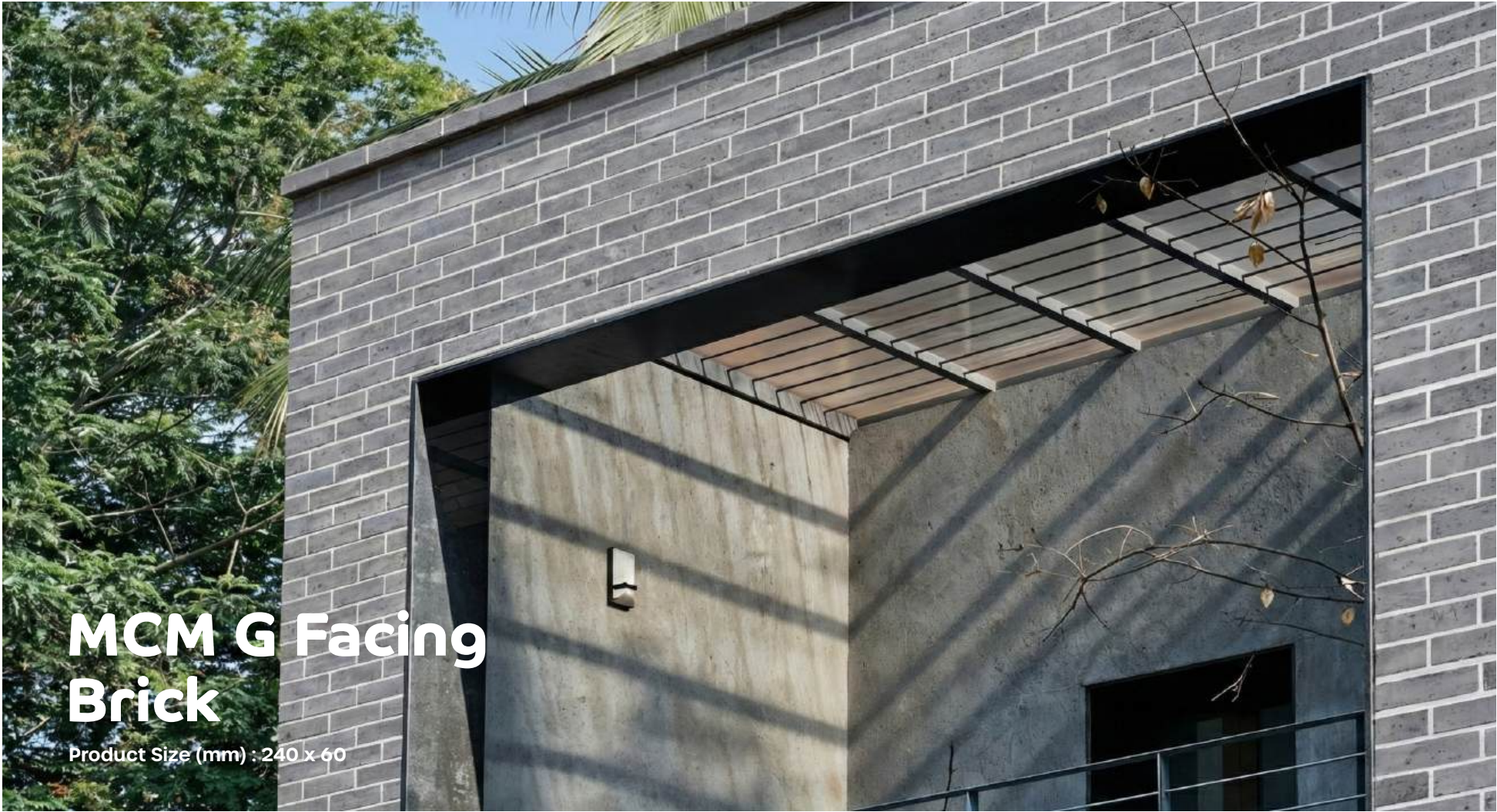
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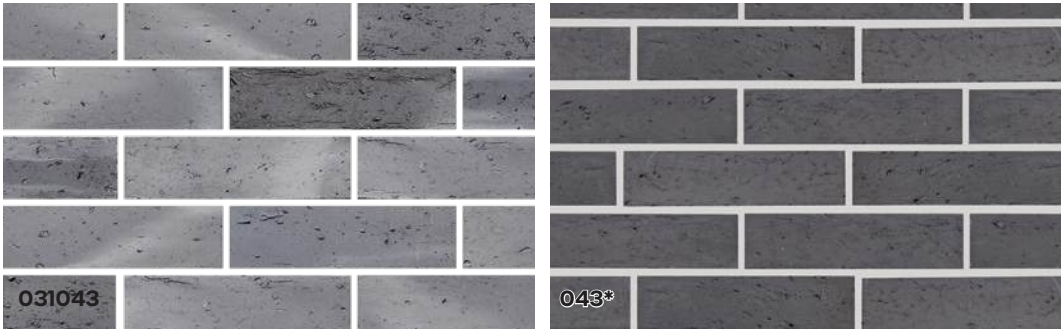
# MCM R Facing Brick

Product Size (mm) : 240 x 60



# MCM G Facing Brick

Product Size (mm) : 240 x 60



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Installation Process

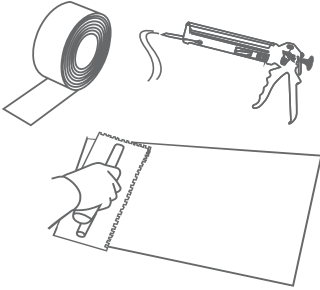
**Step 1 - Surface Preparation**

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



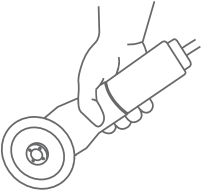
**Step 2 - Adhesives or Glues**

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

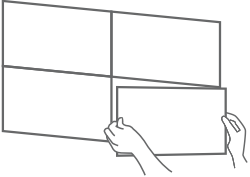


**Step 3 - Cutting & Installation Steps**

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.

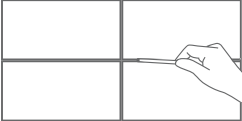


**Step 4 - Grouting Steps**

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.

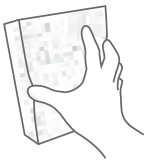
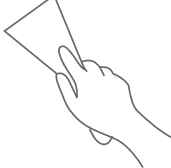


Smooth metal rod



**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