



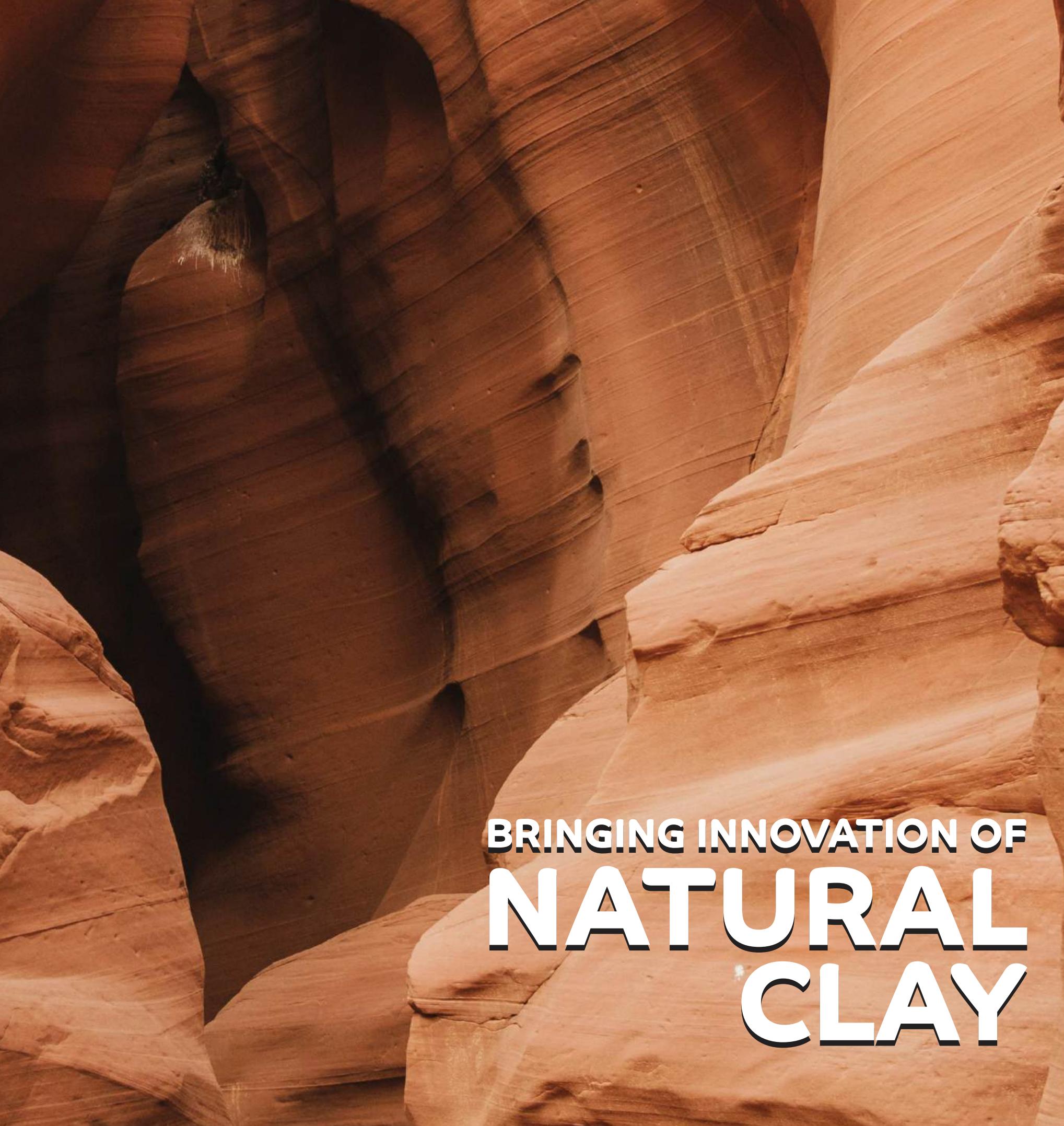
Material science
that shapes
the future.™

MCMFLEXI CLADDING INDIA PVT. LTD.

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 [/mcmcladdingindia](https://www.instagram.com/mcmcladdingindia)  [/mcmflexicladding](https://www.facebook.com/mcmflexicladding)
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**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.

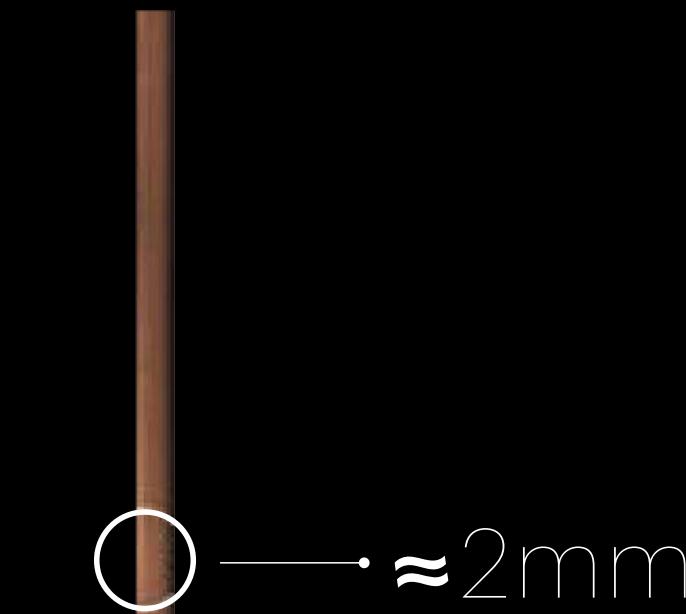
MCM offers most varied collection of Natural, Durable & Aesthetically designed materials holding a wide range which encompasses MCM STONE, MCM WOOD & MCM BRICK. Best suited for External cladding, Interiors; Comprising of ceiling, flooring & furniture covering and also for grand landscaping. MCM Products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

S L



N M

Why MCM PHOMI econiclay claddings?



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



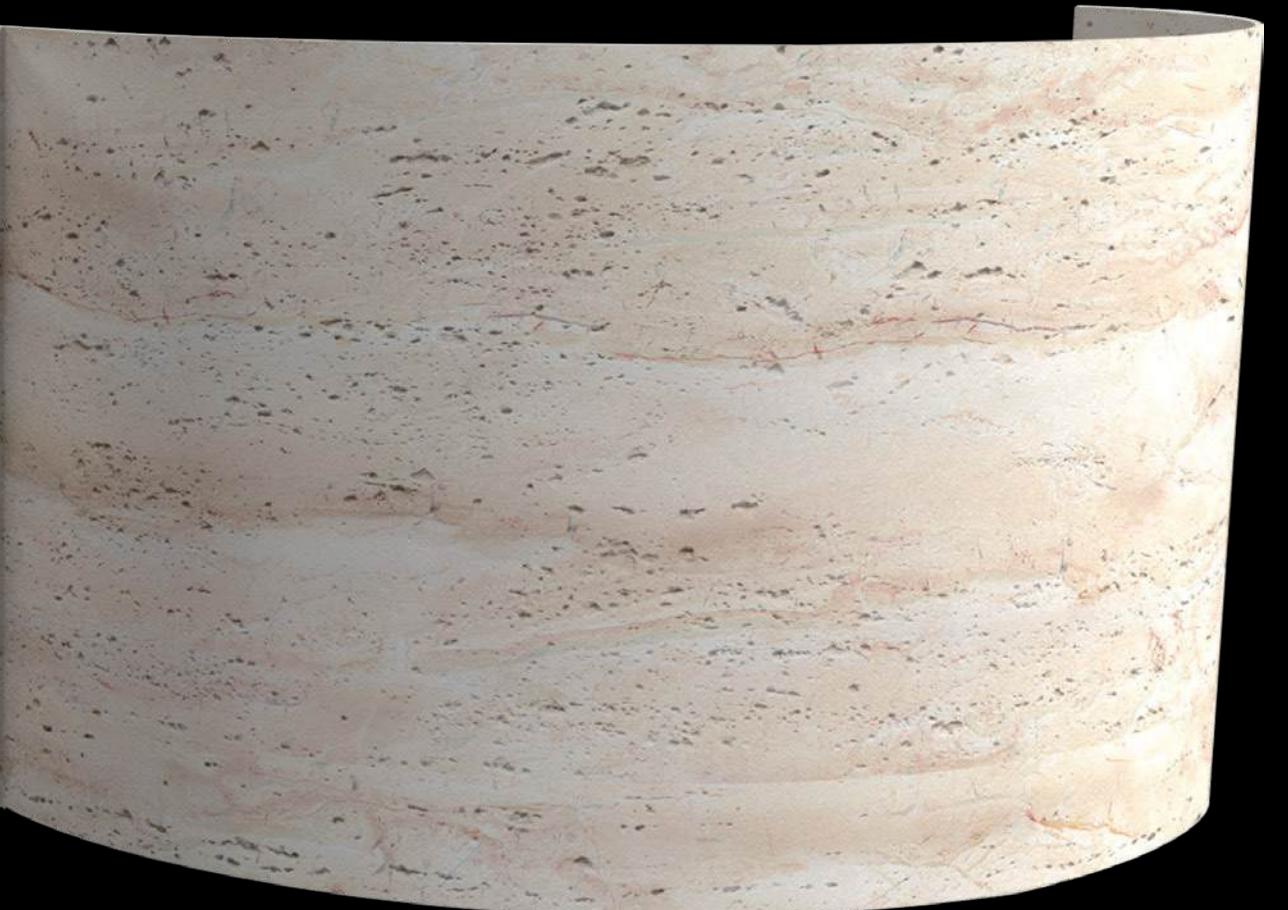
Inorganic material without resin, 50-year weather resistance, anti-fading. Applied for 18 years under various extreme climates, with over 60 million m² of application cases in 120+ countries/regions.



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 **↓95.4%** _{CO₂E}

eCoverings reduce **↓98.63%** _{CO₂E}

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



US Patent No.
8,505,840 B2



European Patent
Office
Office européen
des brevets



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

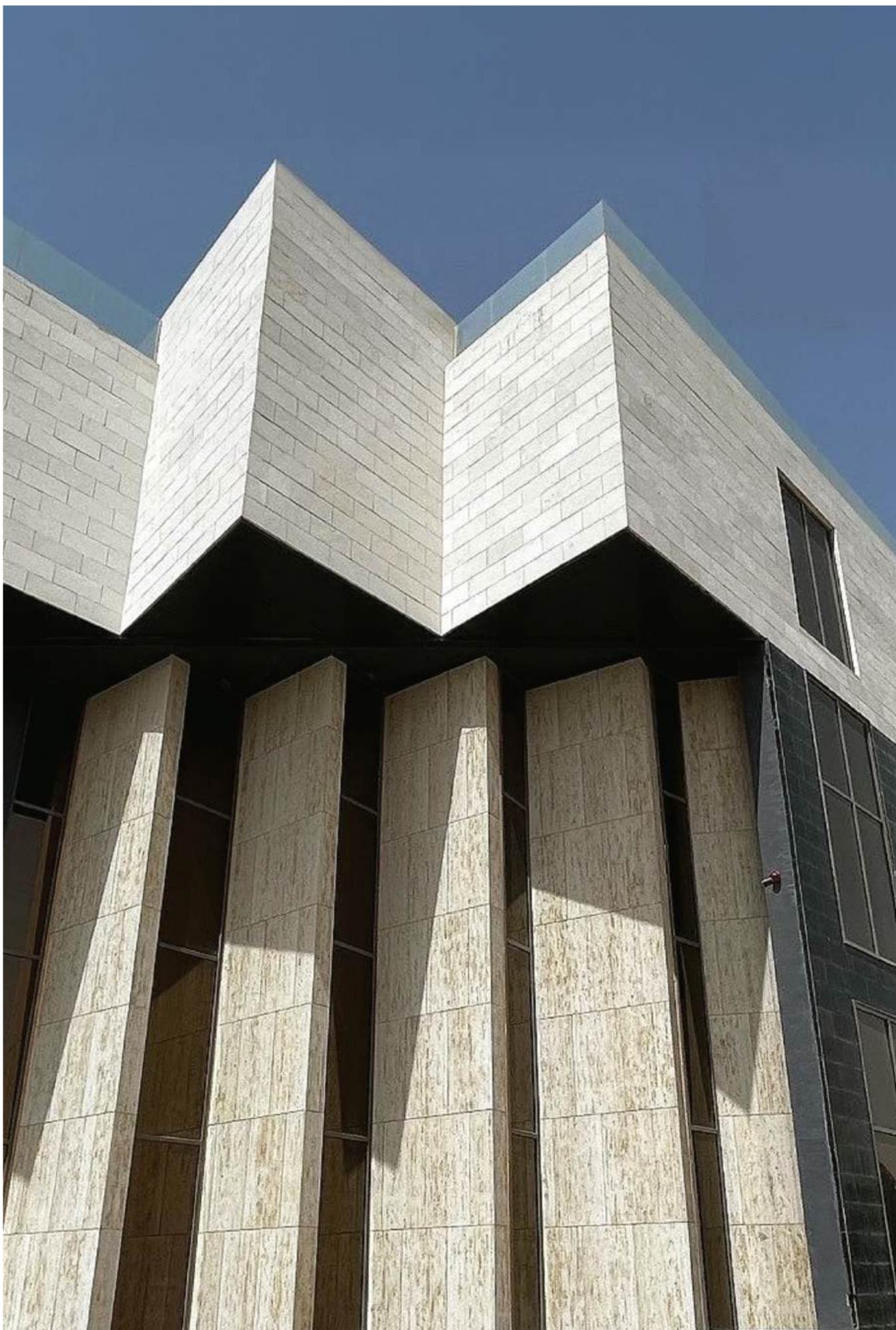


QAC/CN/135 159-C



Zero Carbon,
Infinite Design.

Stone Series

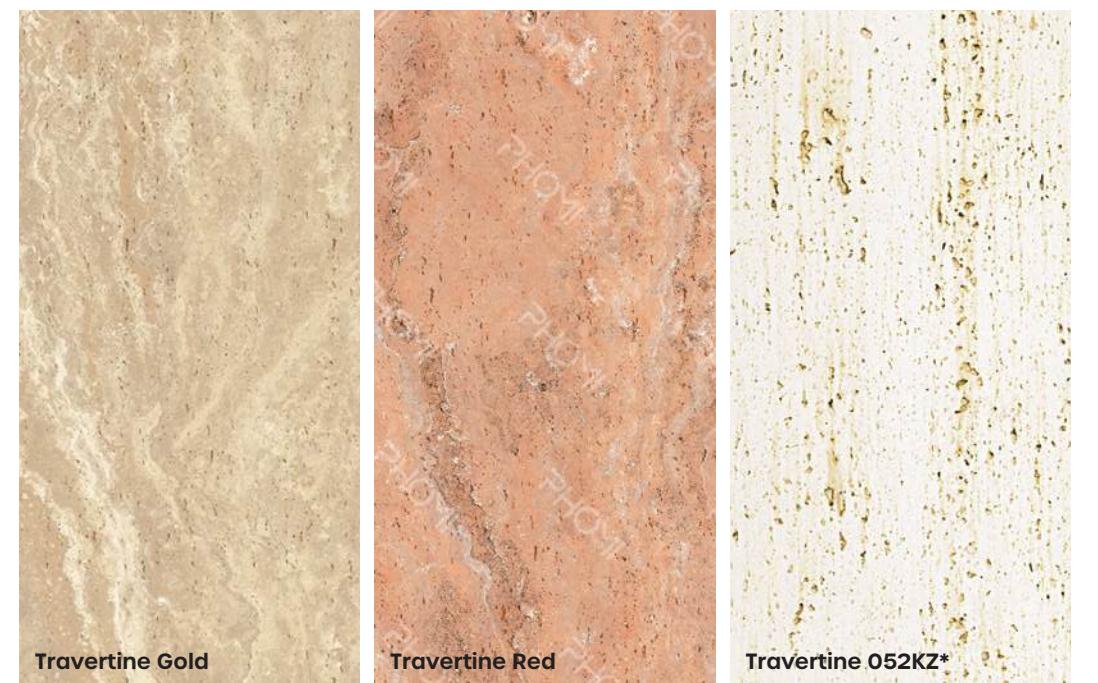


MCM Travertine Stone

Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200*

Travertine Gold



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

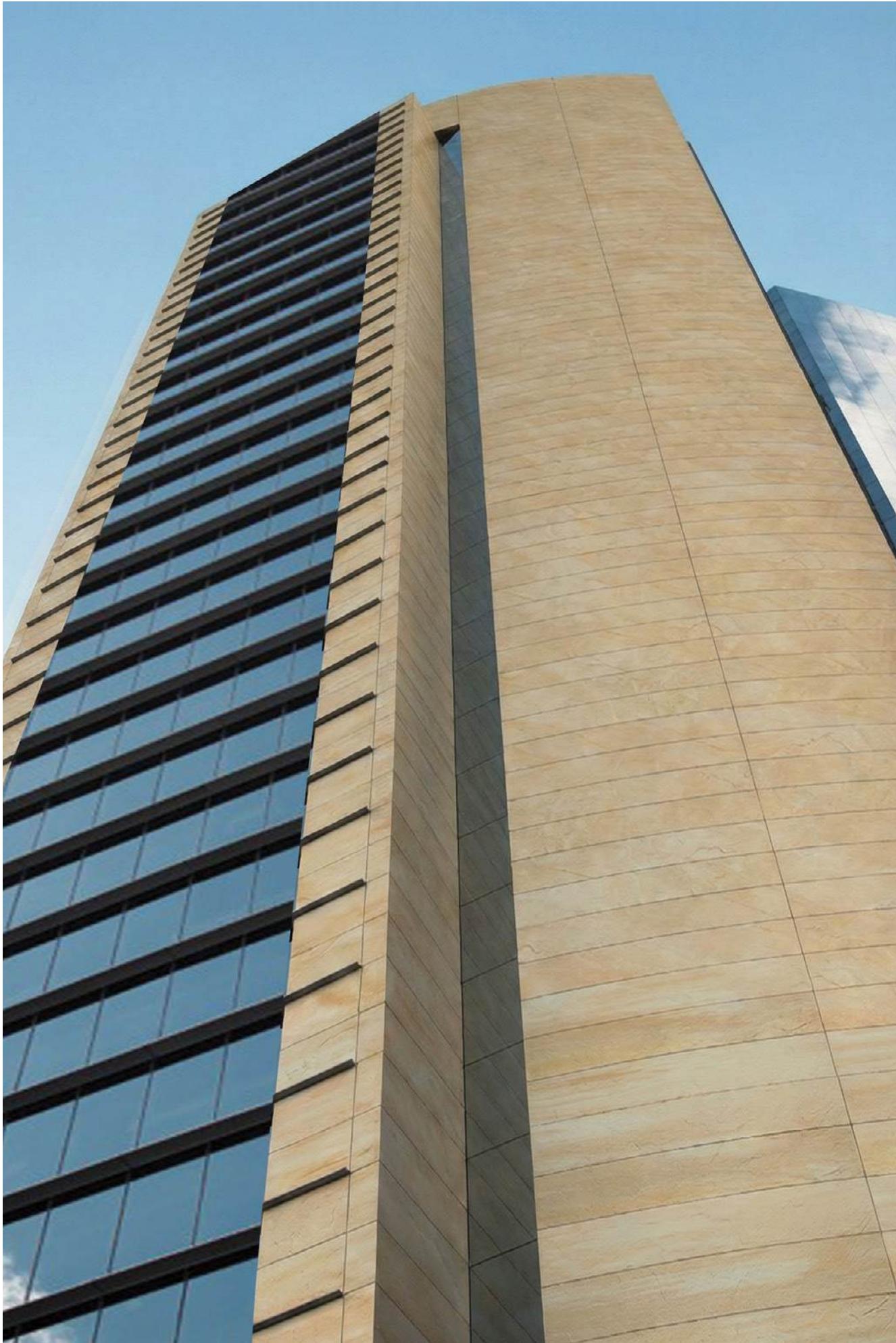
Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200*

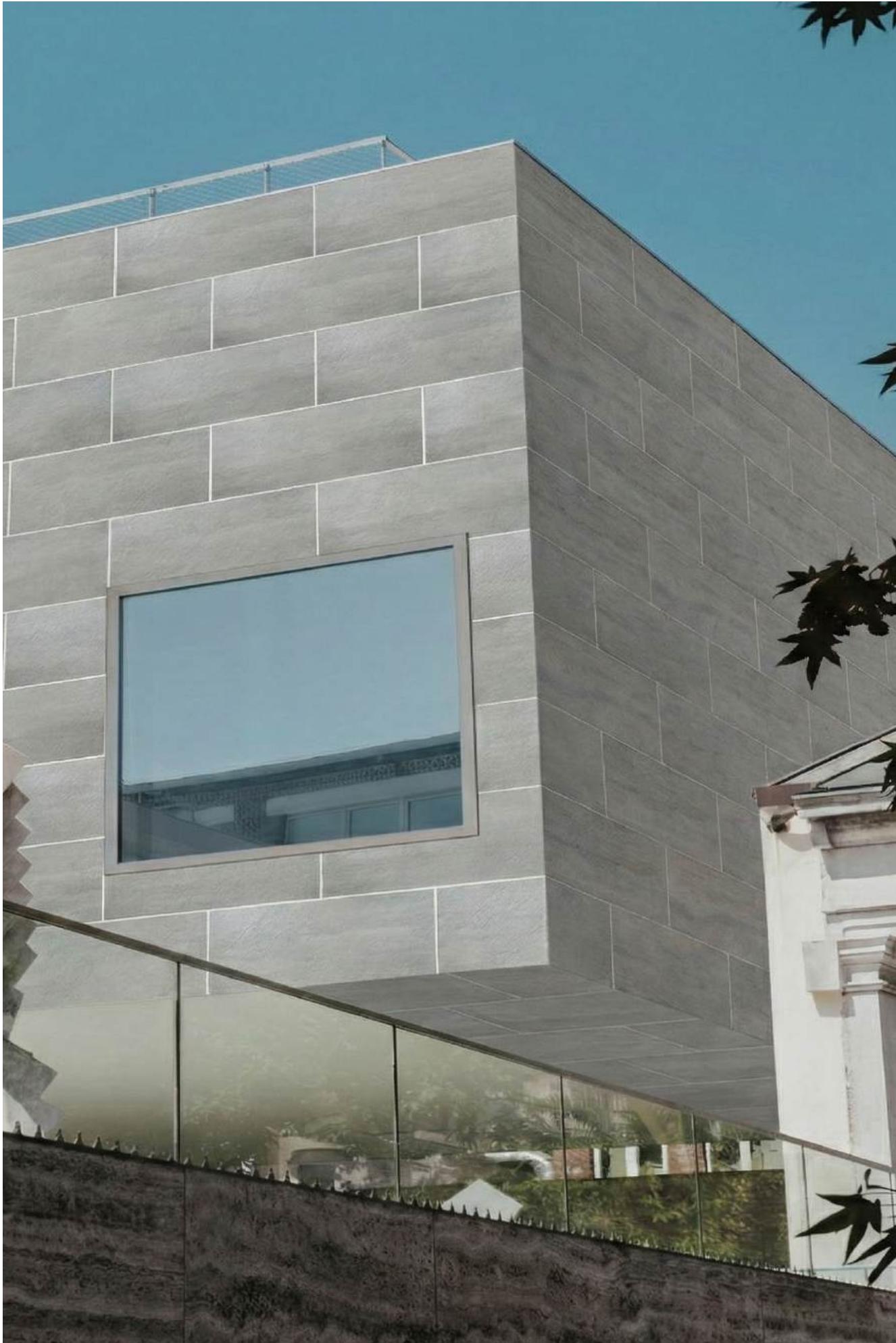
Coral Travertine Stratus Light Grey



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MCM Slate Stone

Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200*

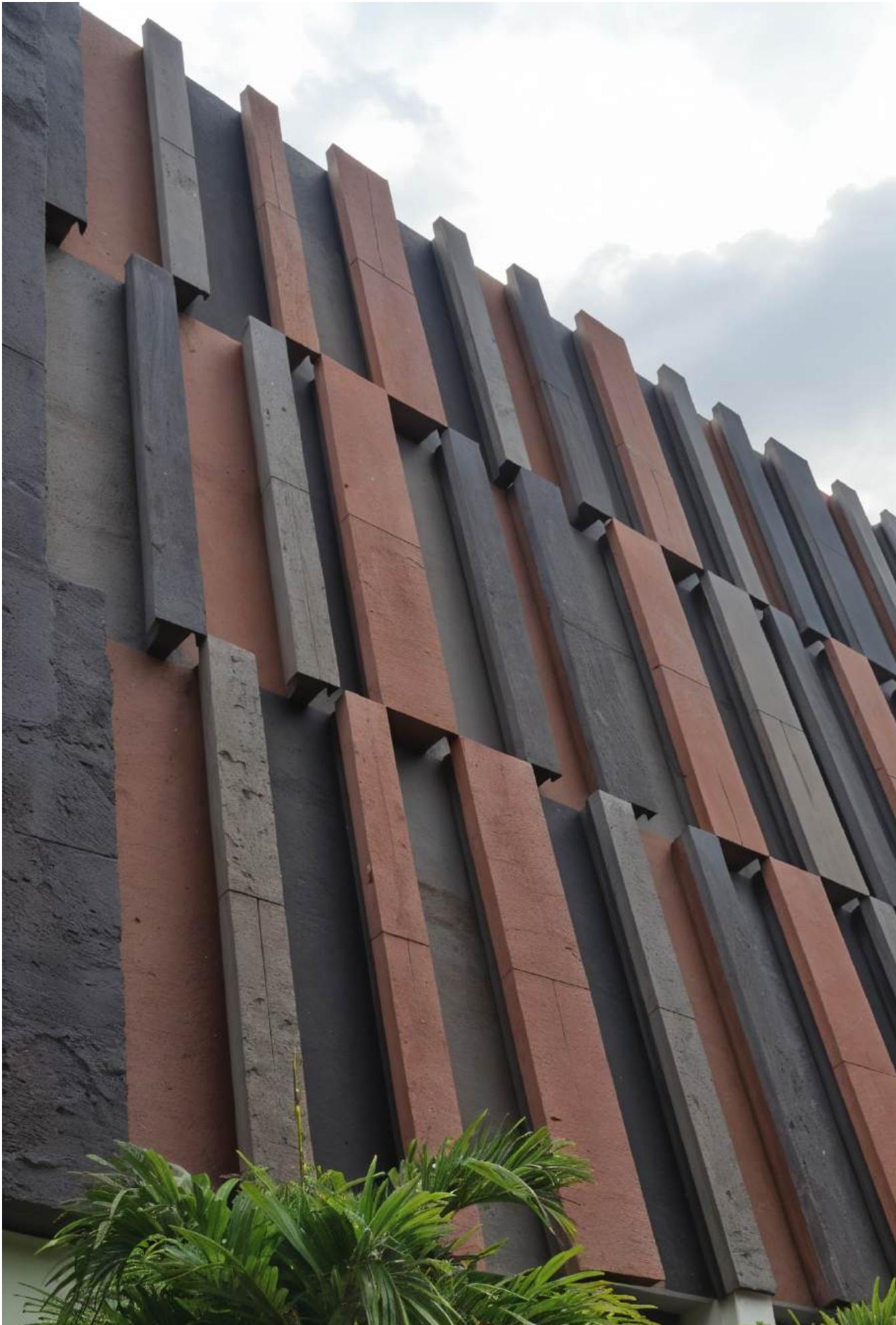
Slate Veil Dark Grey



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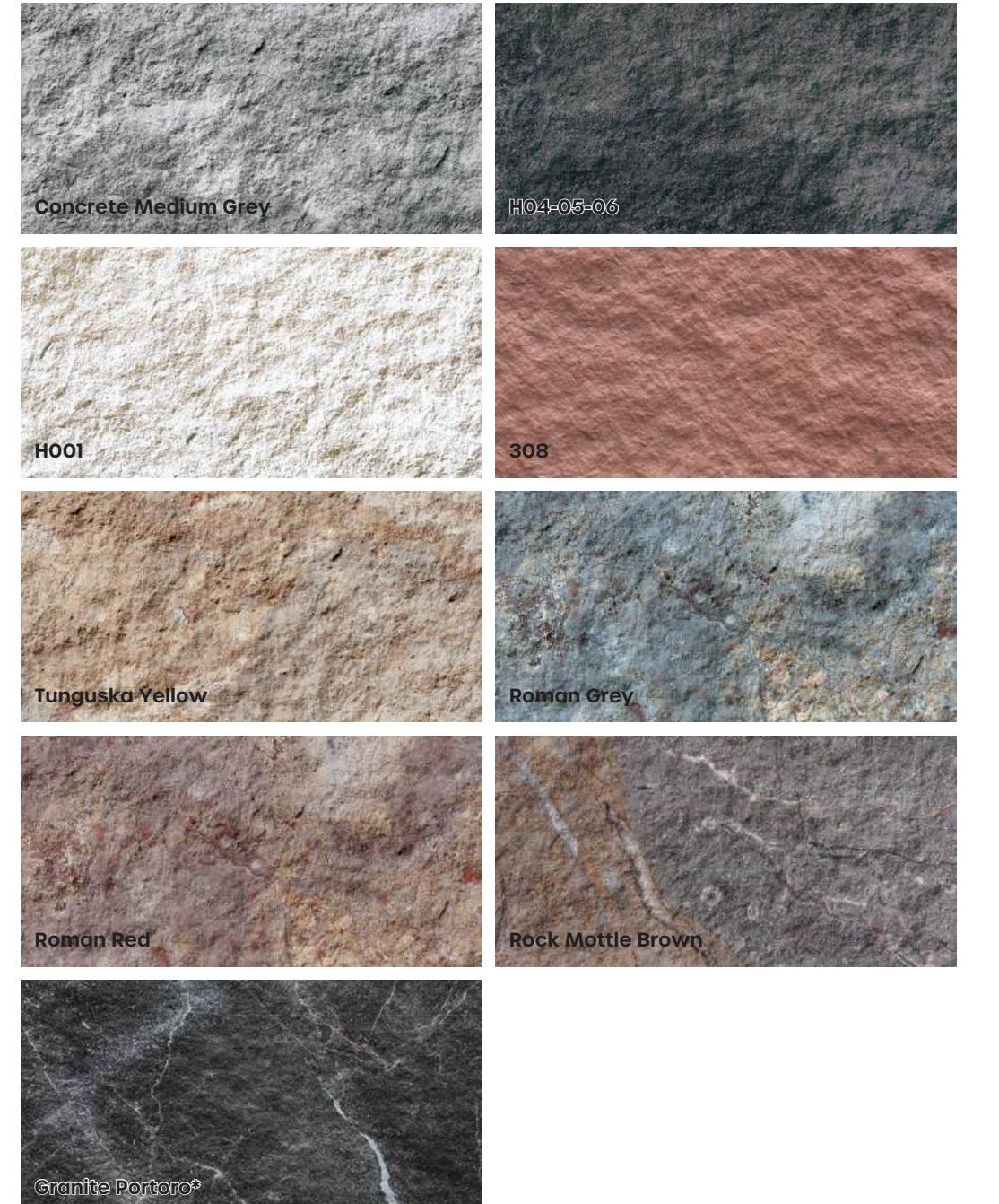


MCM Granite Stone

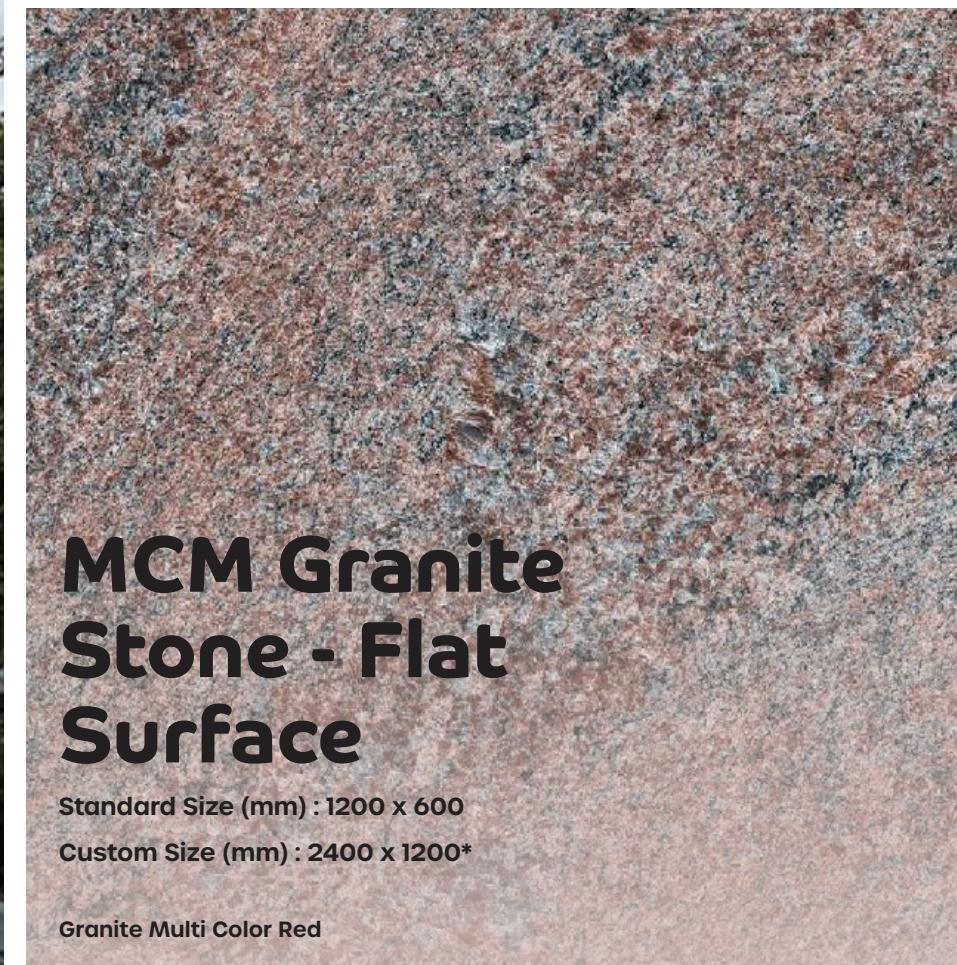
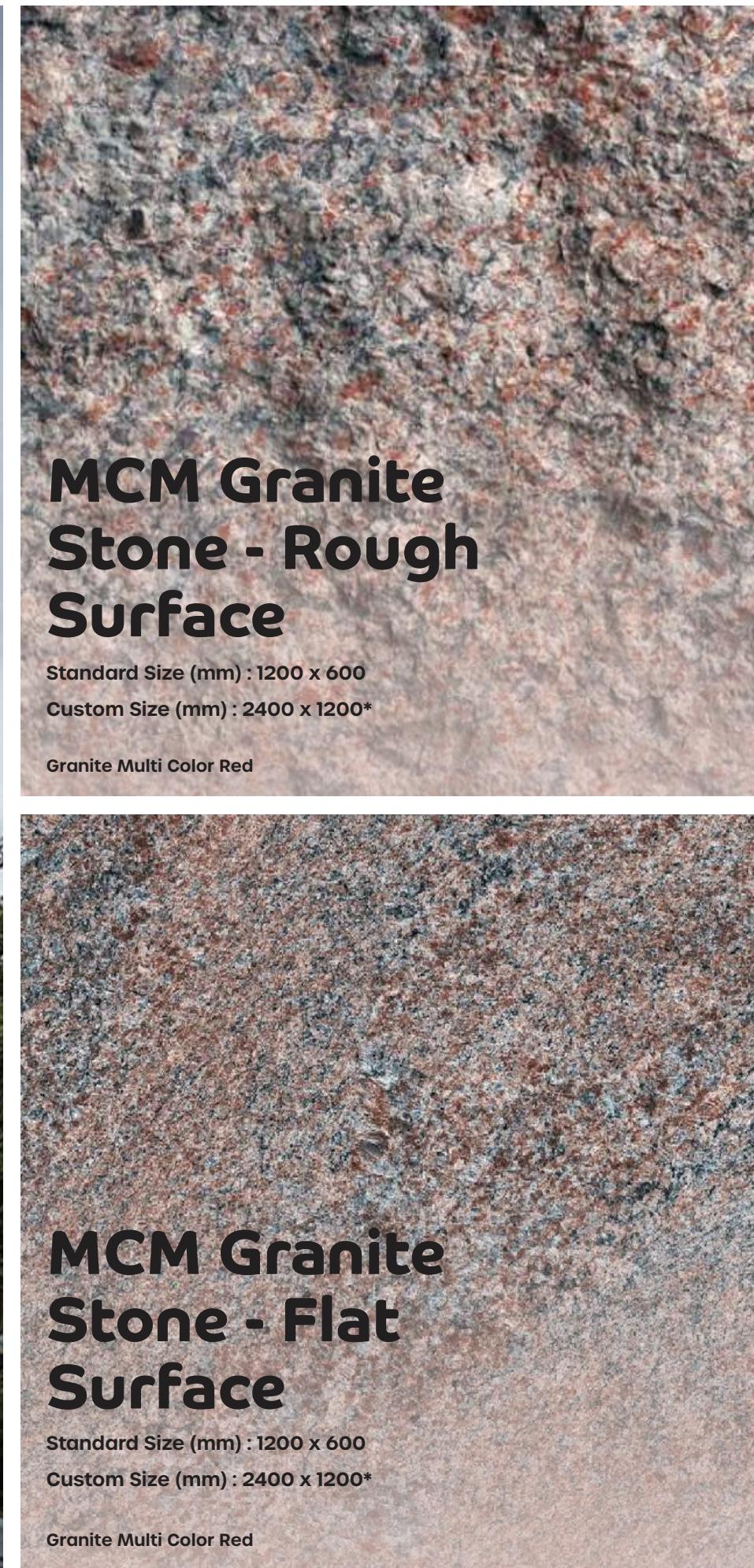
Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200*

H04-05-06



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Multiple Colours Across Rough & Flat Finishes



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MCM Metallic Stone

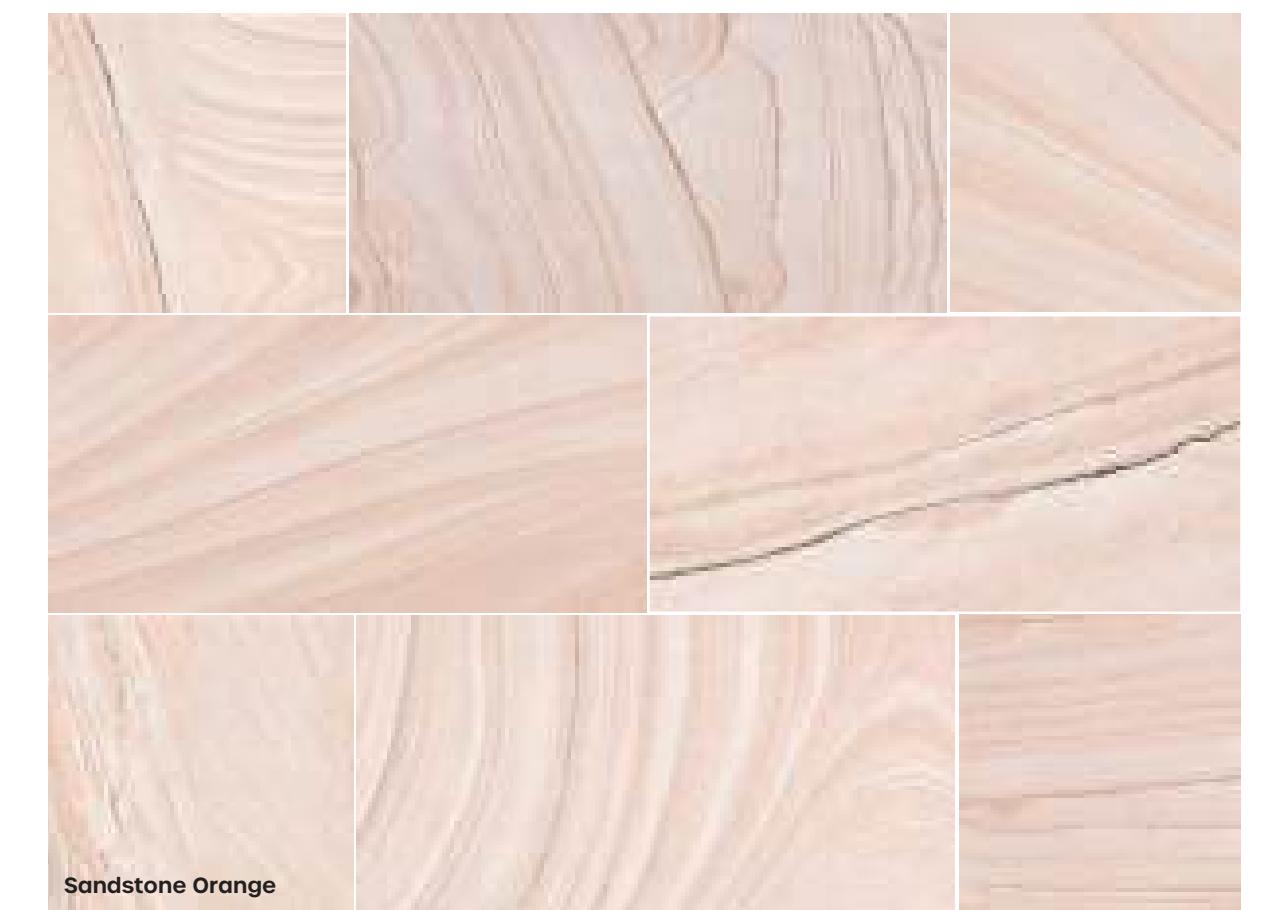
Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200*

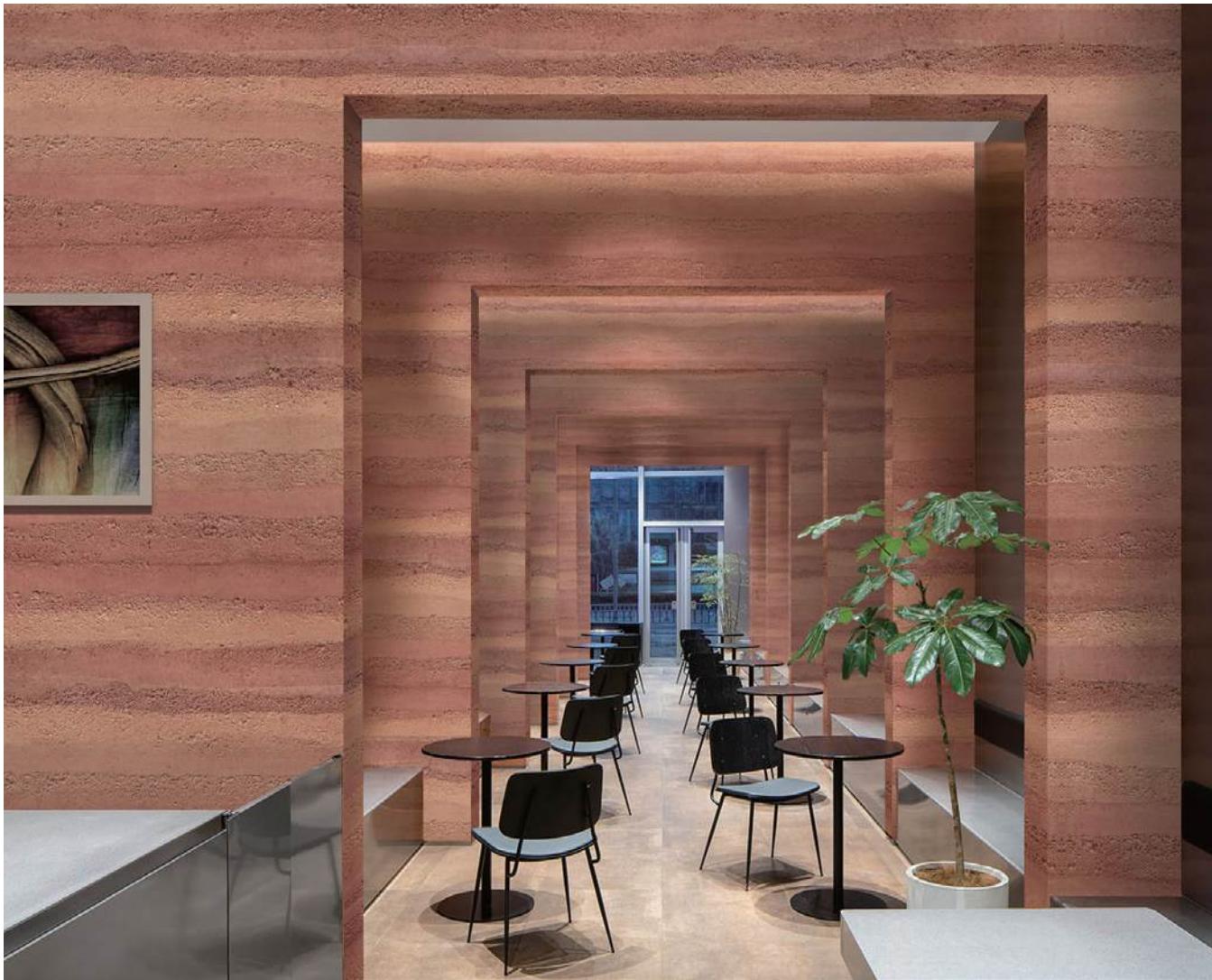
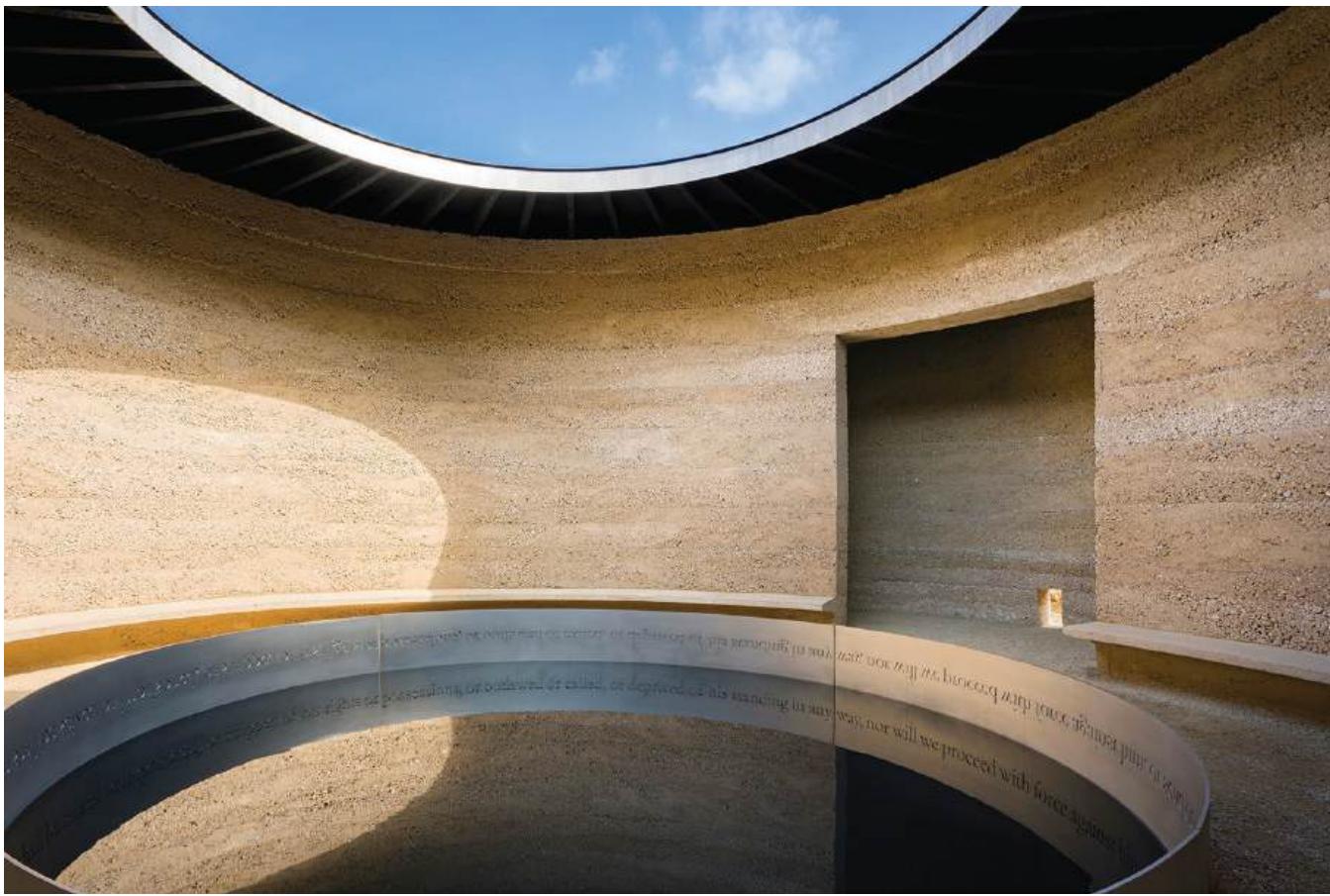
Nuée Ardente



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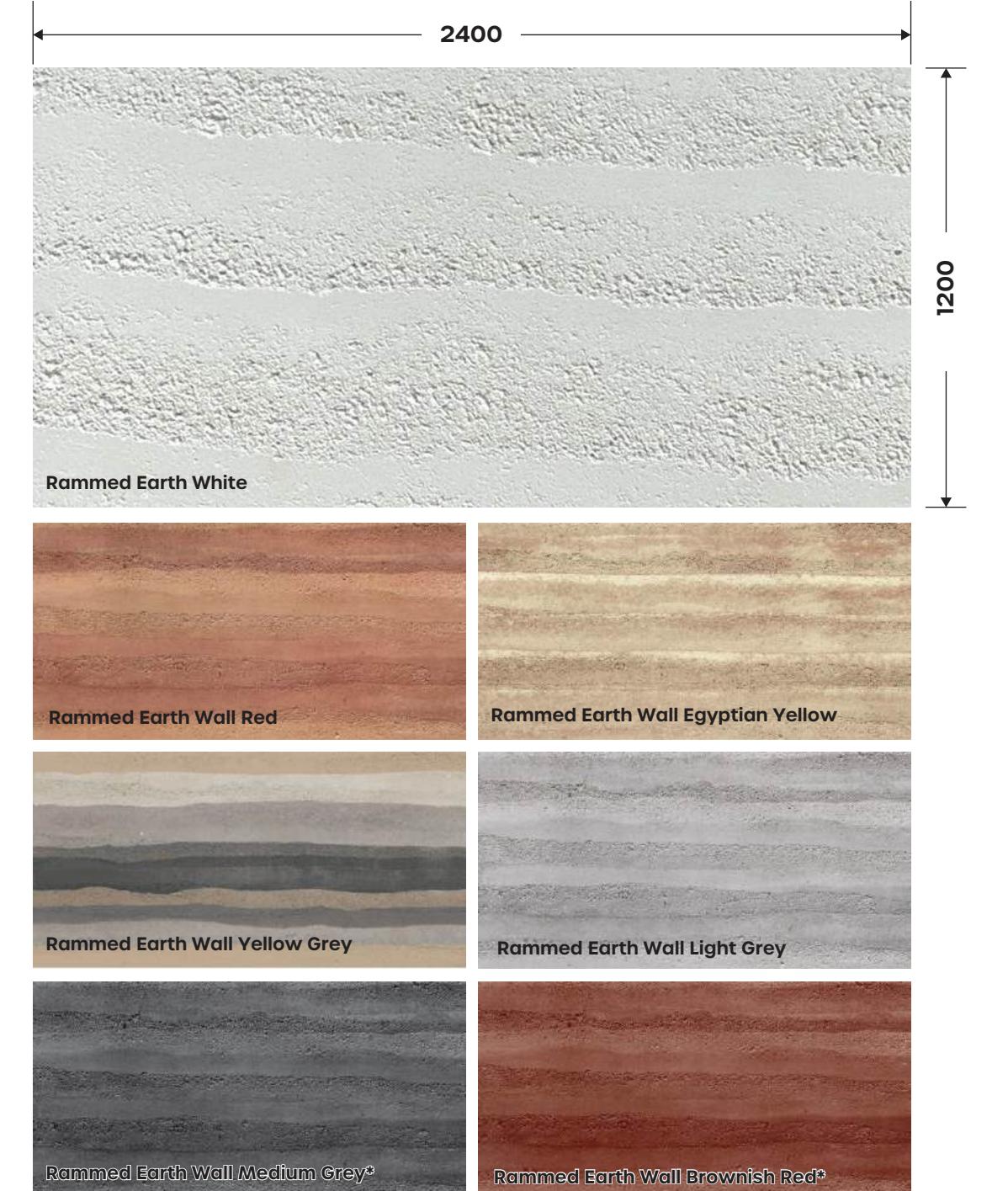
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MCM Rammed Earth Wall

Product Size (mm) : 1200 x 600 / 2400 x 1200

Rammed Earth Wall Egyptian Yellow



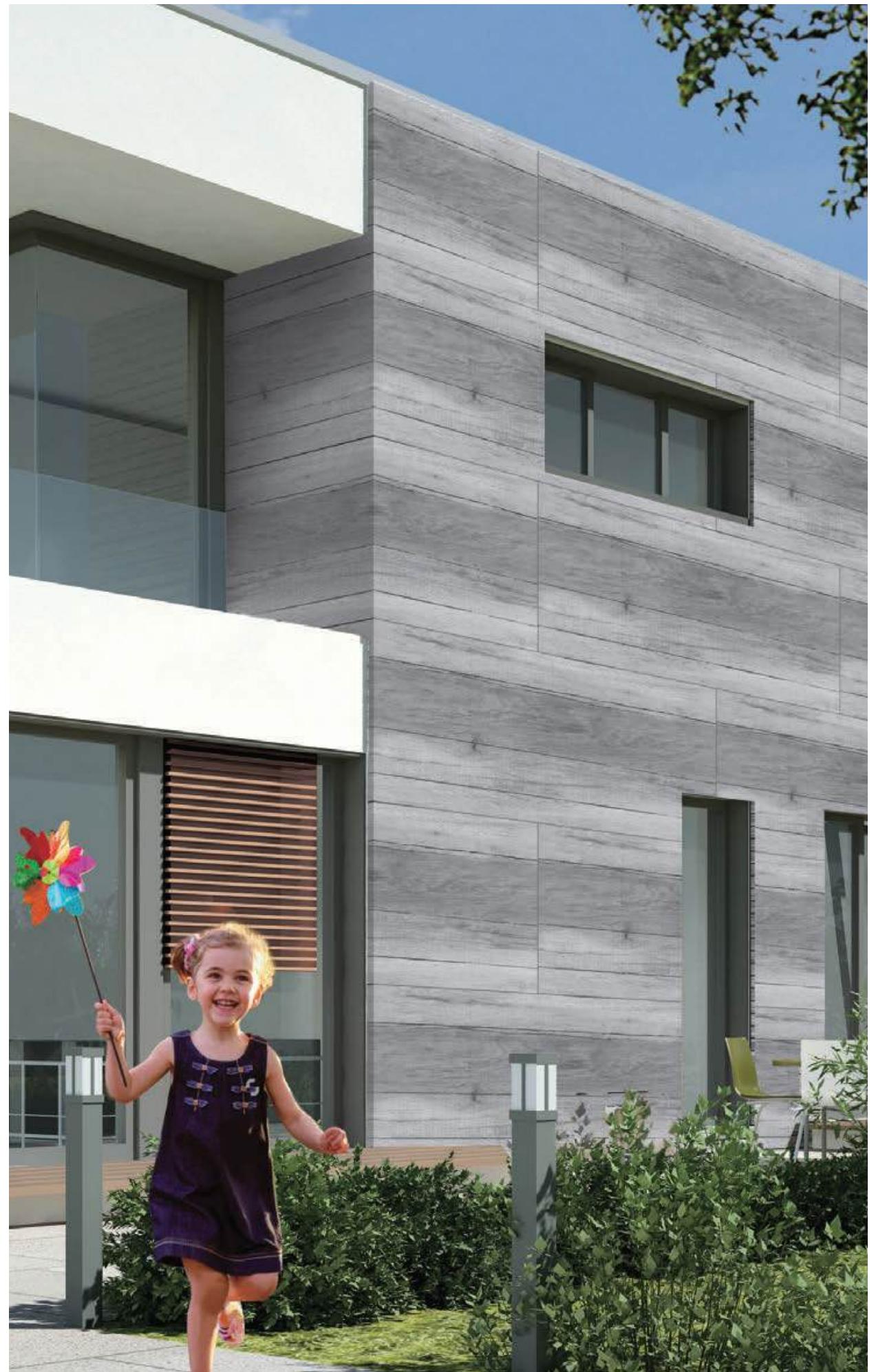
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MCM Concrete Pouring Slab

Product Size (mm): 2700 x 600

Castle Rock Grey

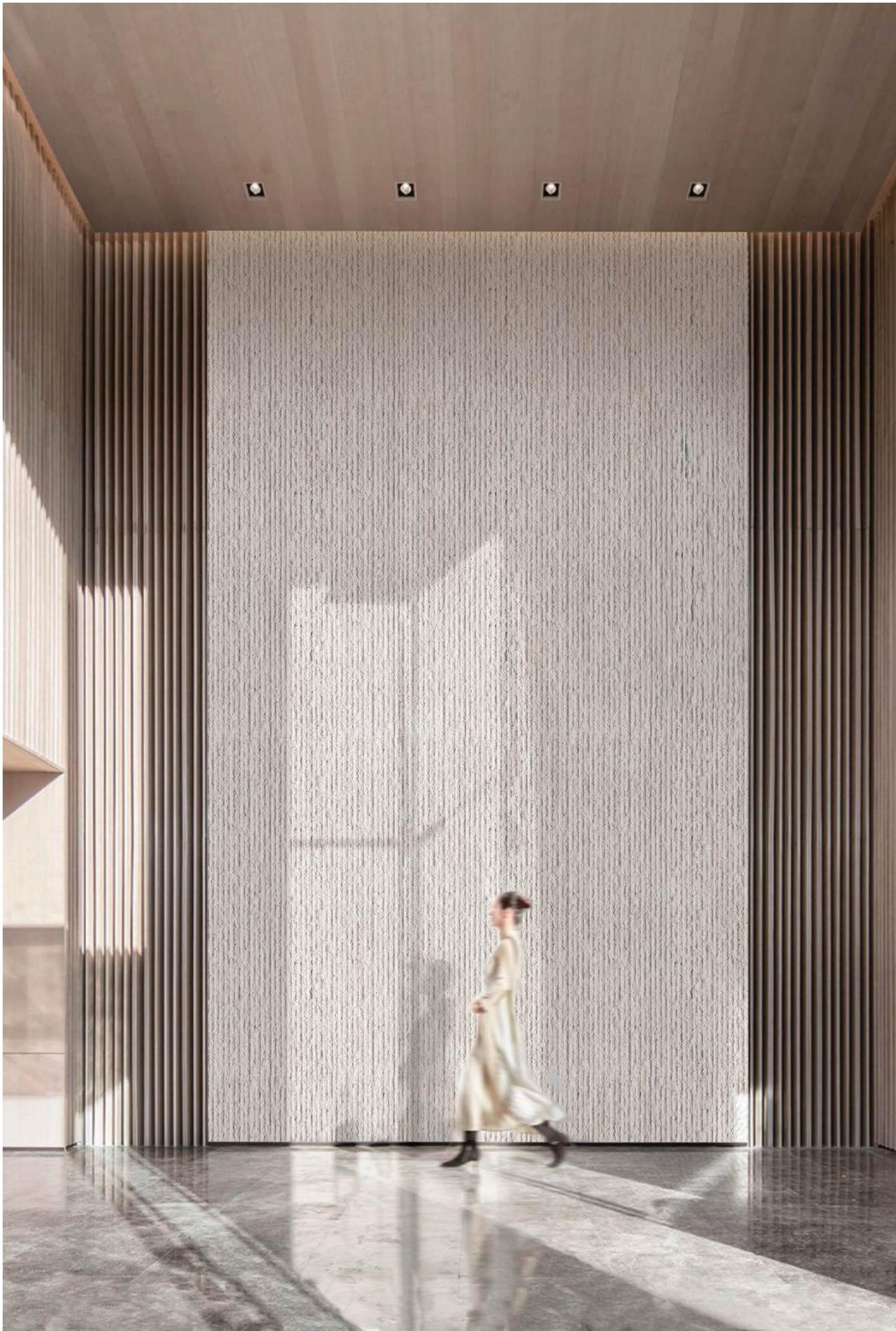


MCM Spliced Wood

Product Size (mm) : 2700 x 600

Twilight Mountain Grey





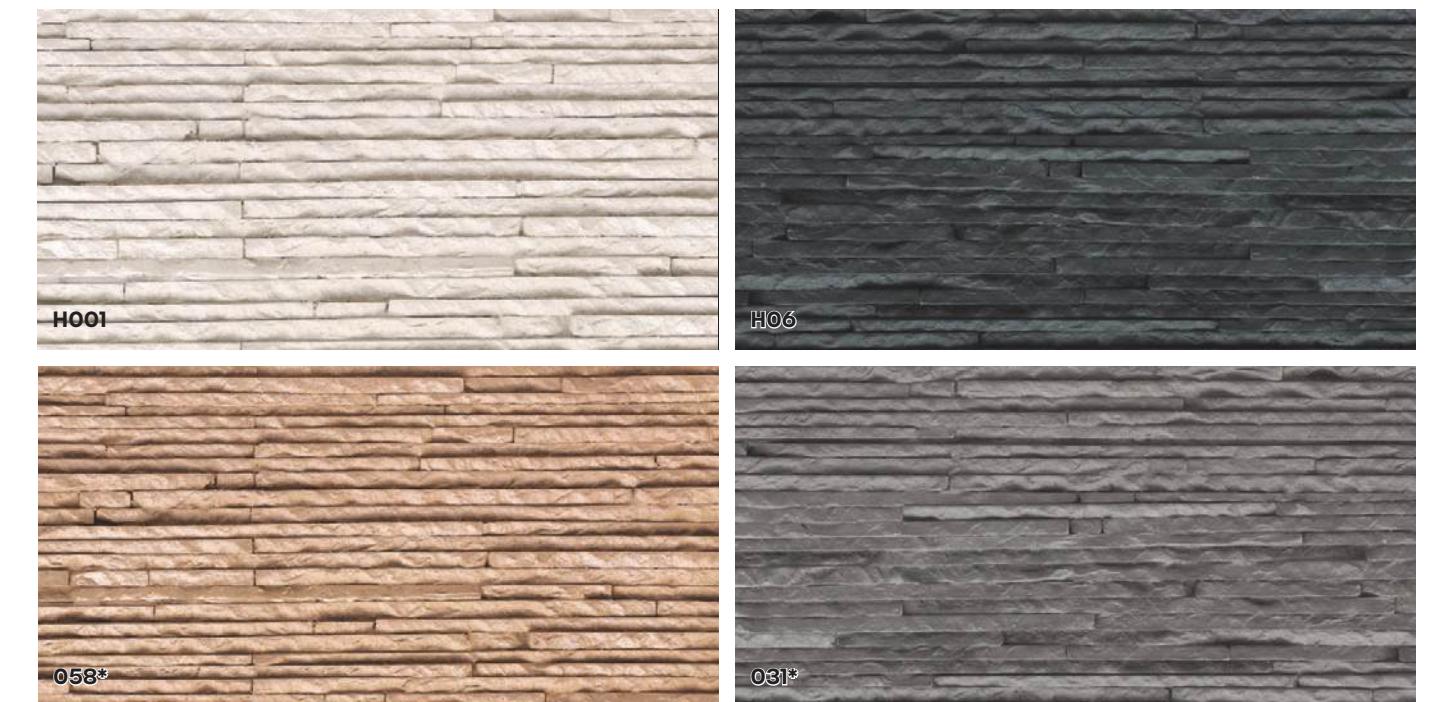
MCM Cutstone

Product Size (mm) : 1200 x 600

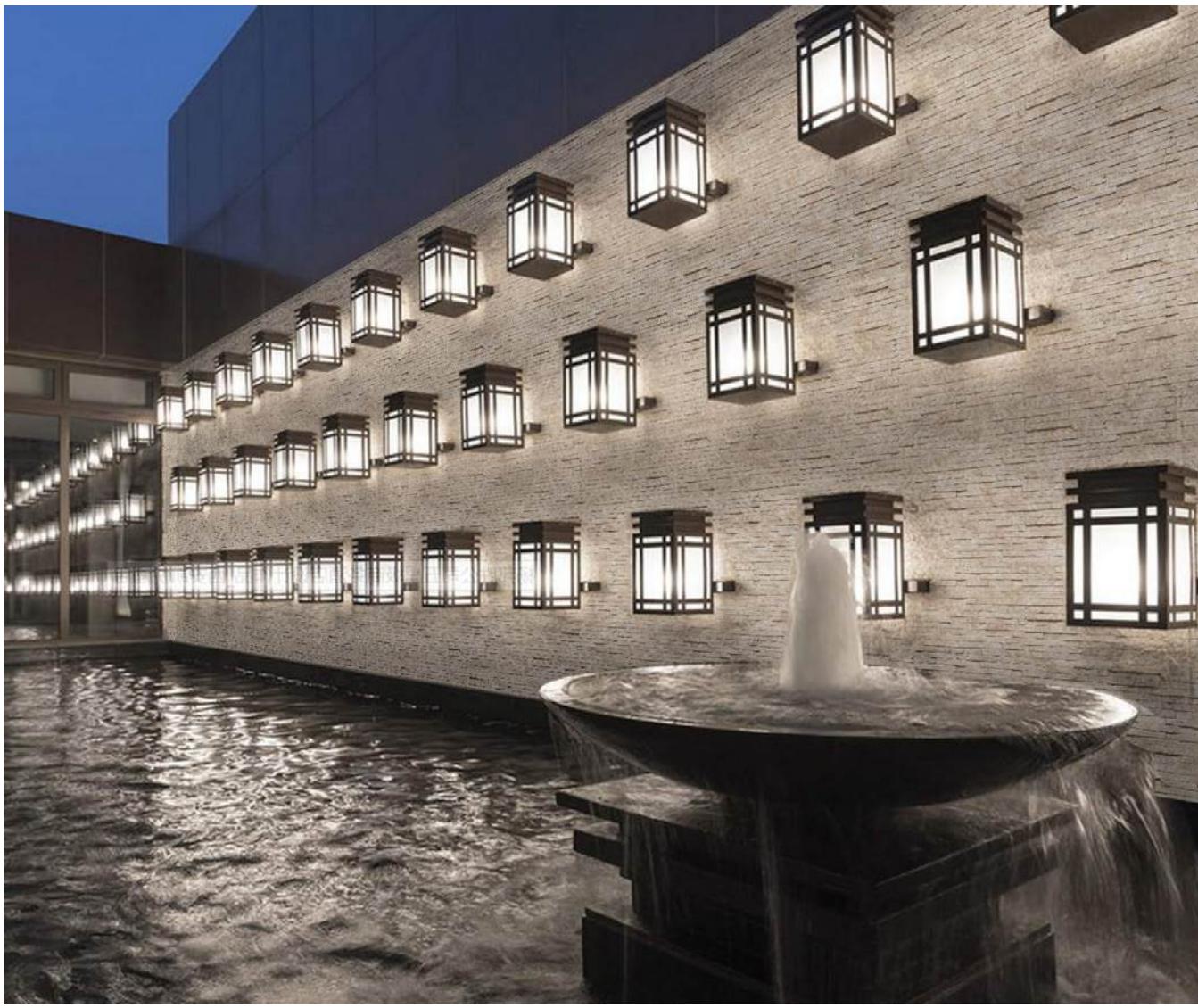
H001



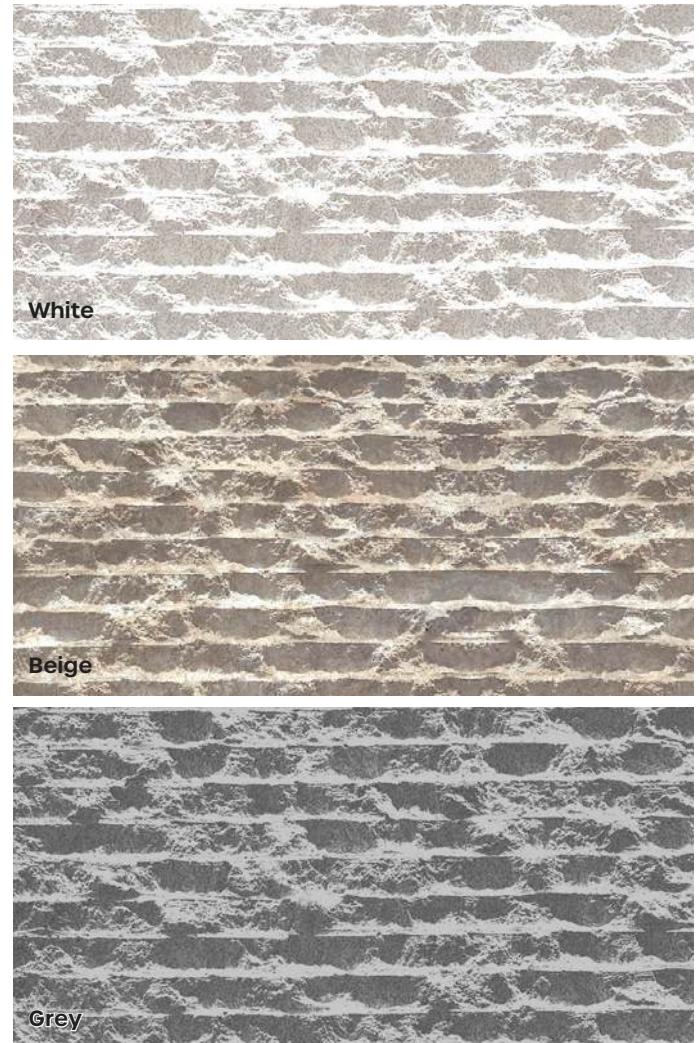
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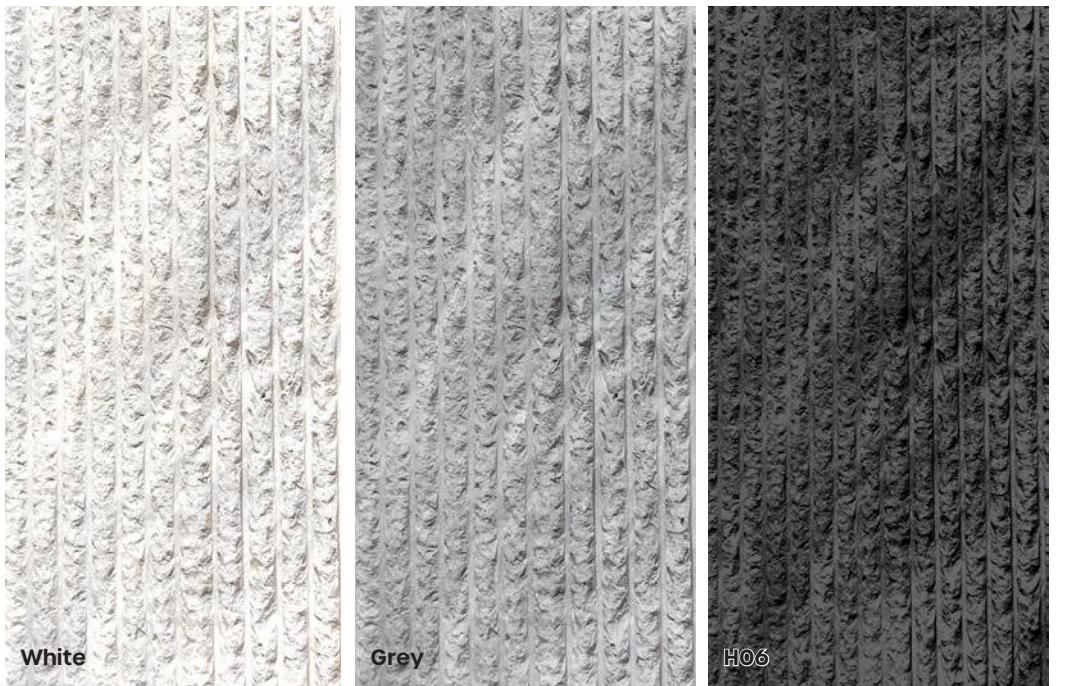
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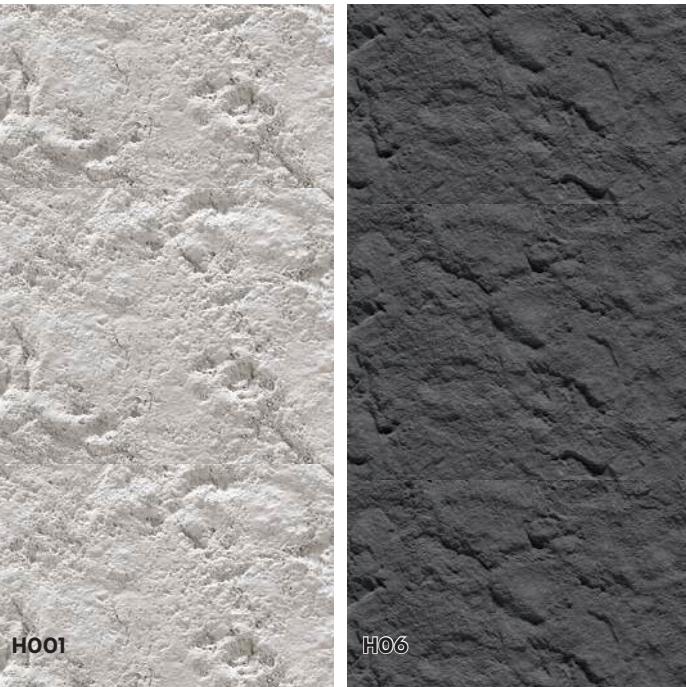
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MCM Rockface Stone

Product Size (mm) : 1200 x 600

H001



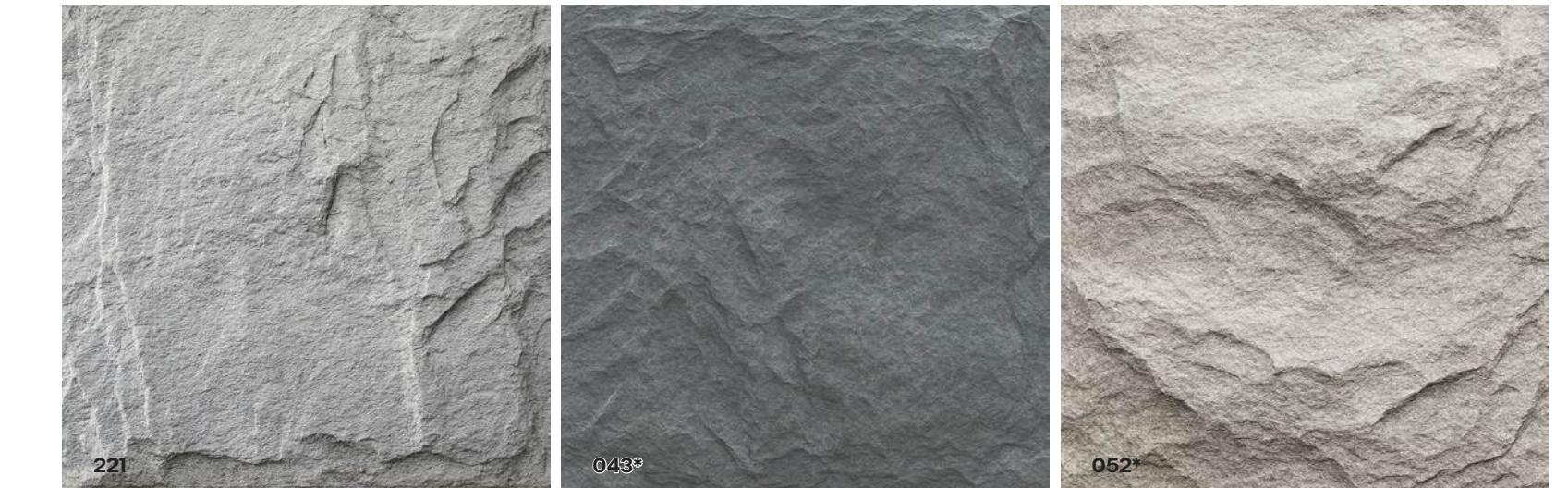
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MCM Crossard Mushroom Stone

Product Size (mm) : 800 x 800

221



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A dense tropical rainforest scene. The foreground is dominated by the trunks of large trees, their bark covered in a thick layer of moss and lichen. Sunlight filters through the dense canopy of leaves and branches above, creating bright highlights and deep shadows. The overall atmosphere is lush and green.

**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



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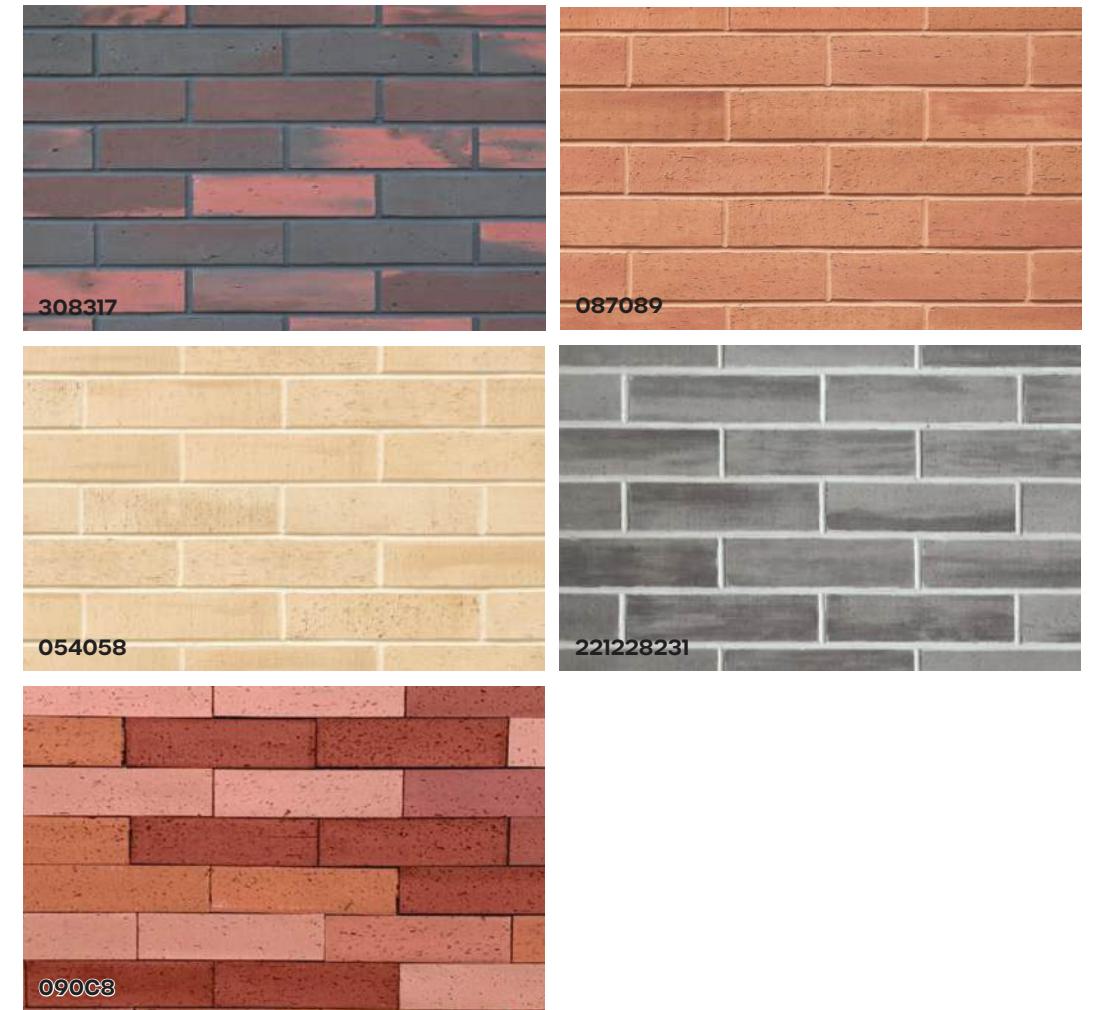


Showcasing a diverse
collection of global bricks,
Exploring the rich history and
evolution of brick architecture.

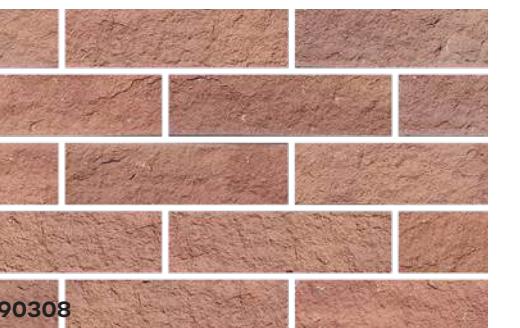
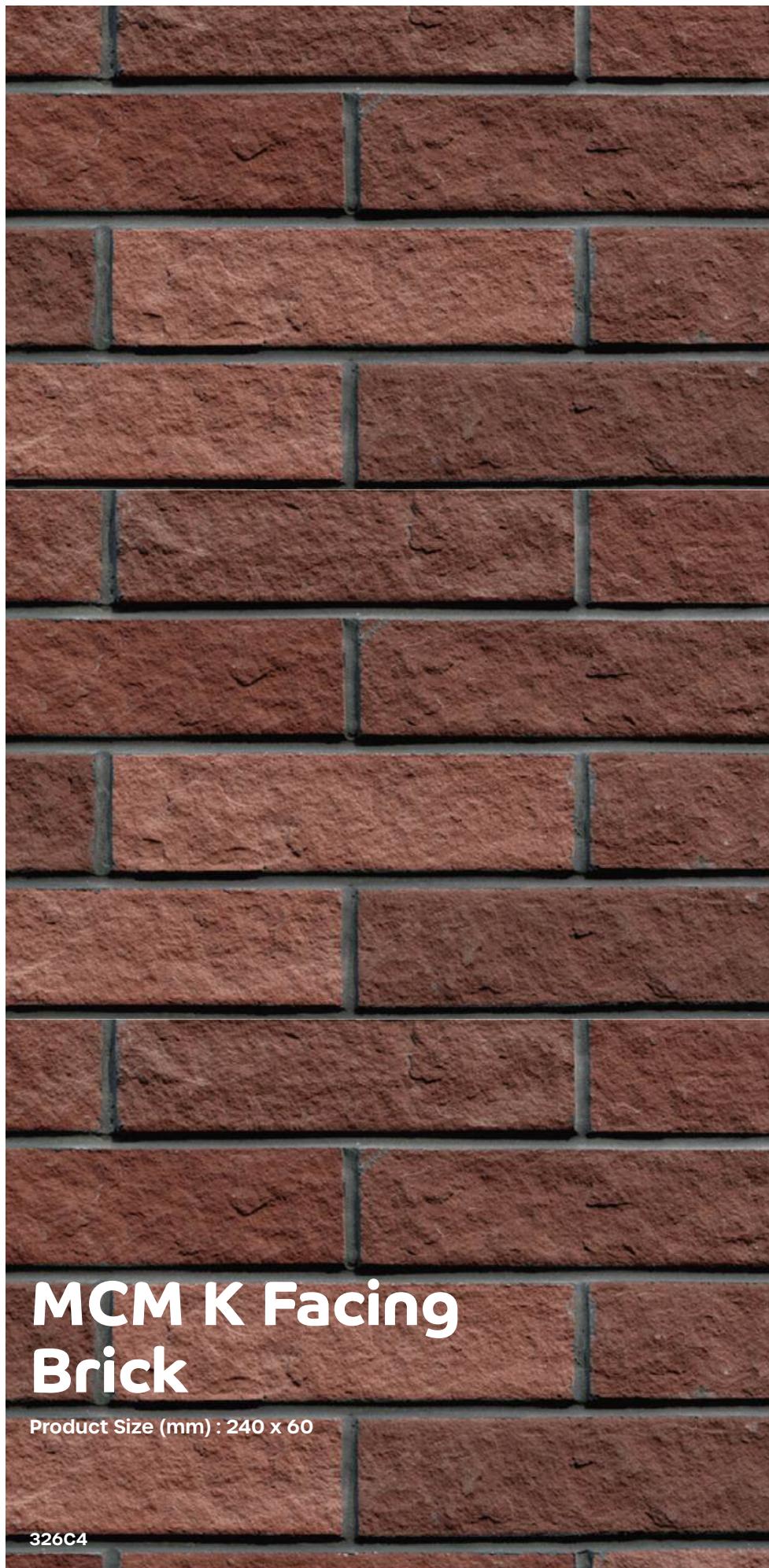
Brick Series



087089



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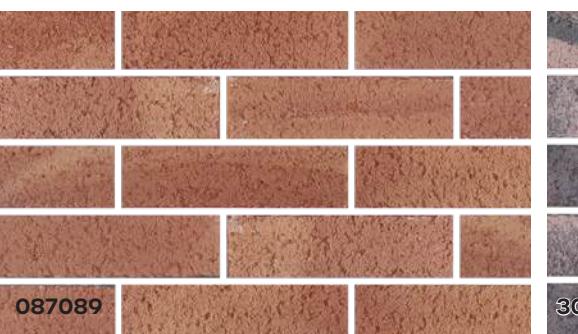


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MCM R Facing Brick

Product Size (mm) : 240 x 60



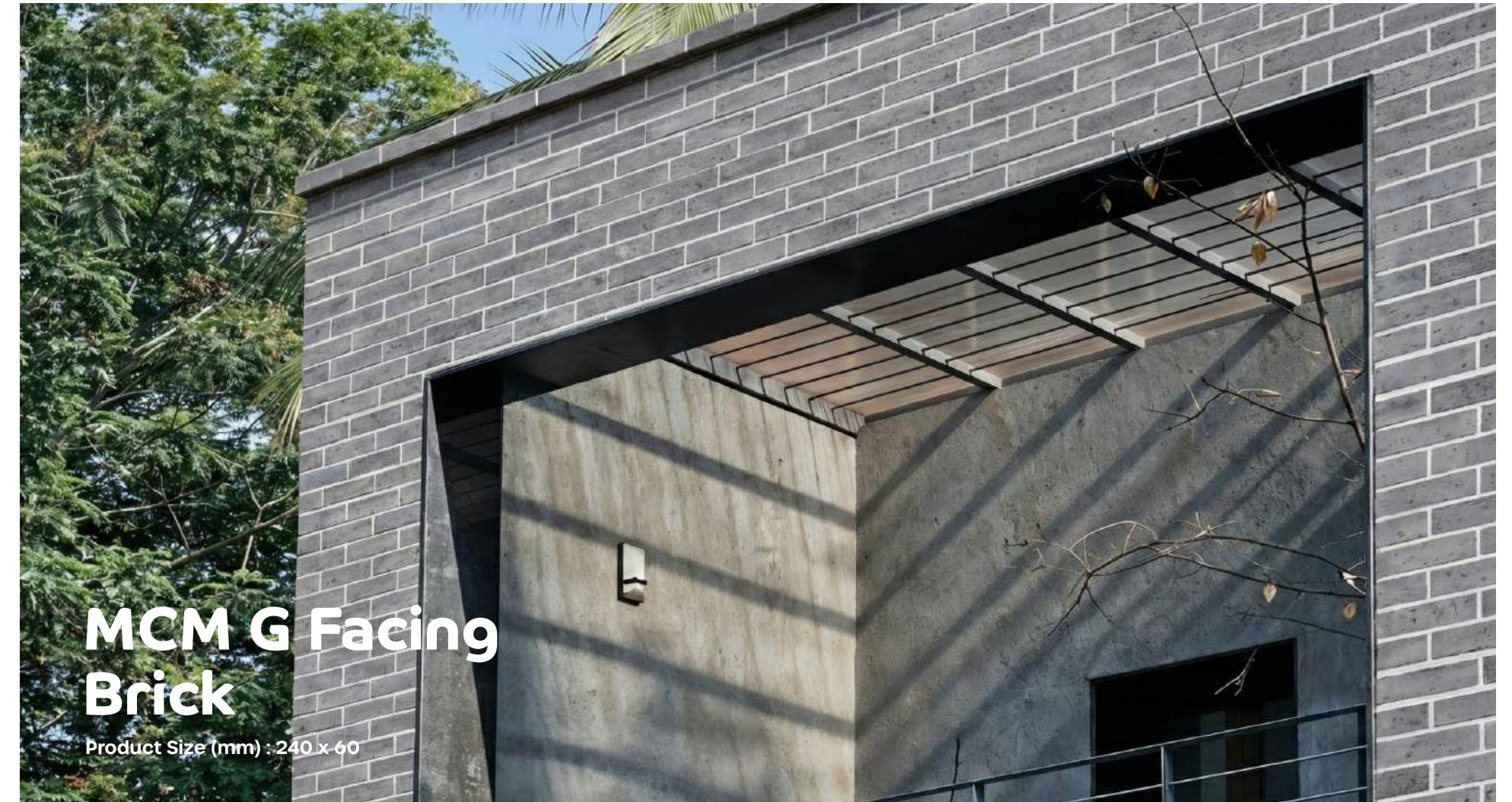
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Q52



MCM G Facing Brick

Product Size (mm) : 240 x 60



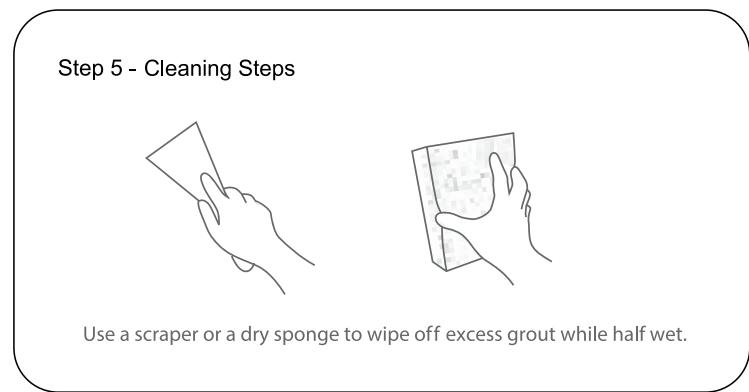
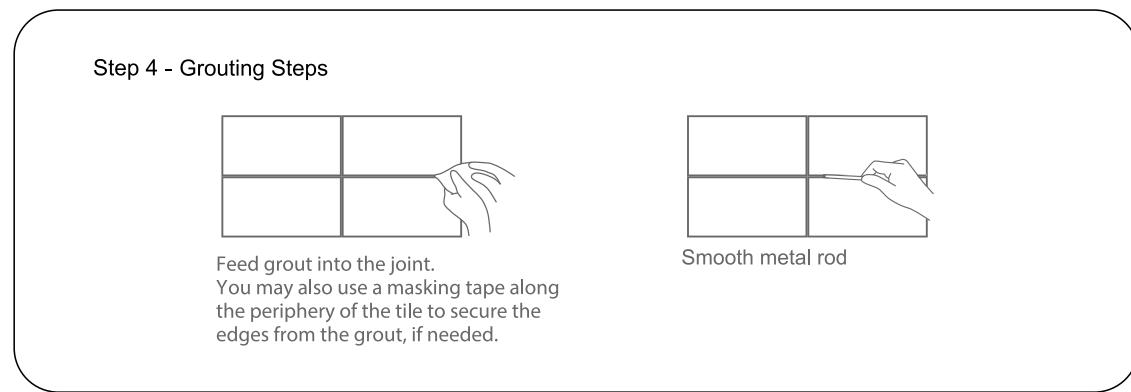
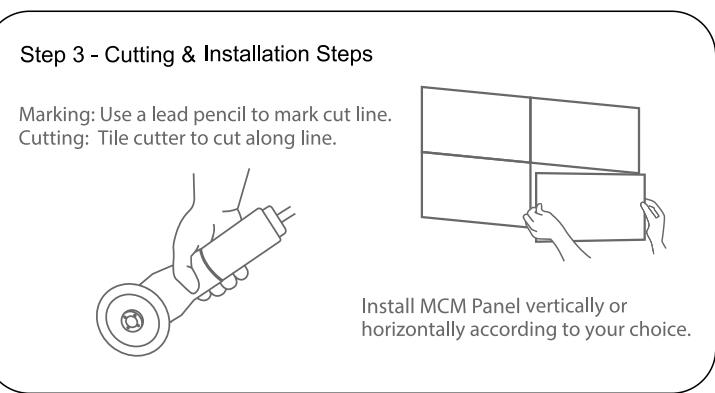
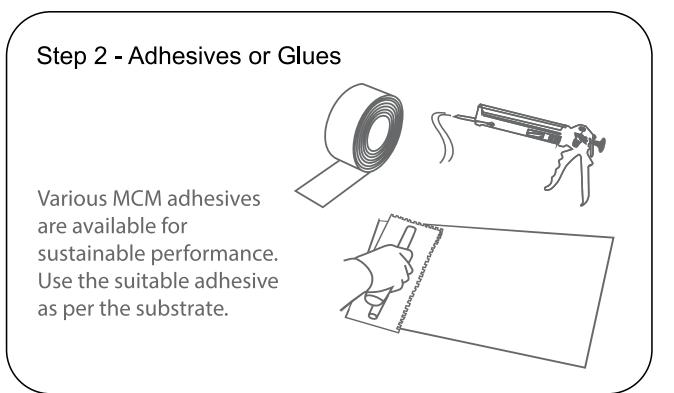
031043



043*

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Installation Process**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

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 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