



Veneers, laminates and more  
Since 1951

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

DALAL AND COMPANY

Shanti House 321/4, Shanti Nagar Society, Near 7 Lanes,  
New Timber Market, Pune, Maharashtra - 411037

[www.dalalco.in](http://www.dalalco.in)

Mobile: +91-78751-00082



Scan for Location

**PHOMI**<sup>®</sup>  
econiclay



BRINGING INNOVATION OF  
**NATURAL  
CLAY**

## About US

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

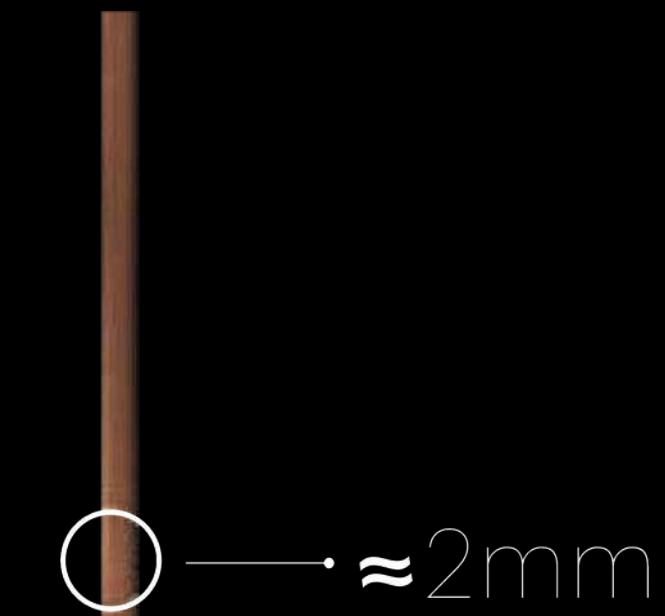
Dalal and Co offers most varied collection of Natural, Durable & Aesthetically designed materials holding a wide range which encompasses STONE, WOOD & BRICK. Best suited for External cladding, Interiors; Comprising of ceiling, flooring & furniture covering and also for grand landscaping. Our Products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

## 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 the most well-known "green" high-rise developers in the world, are considering using safe, sustainable & environment frierdly materials to encapsulate their structures.

A building's performance can be greatly improved by making the correct material choice.

Our 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. Our 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, our 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. Our 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.



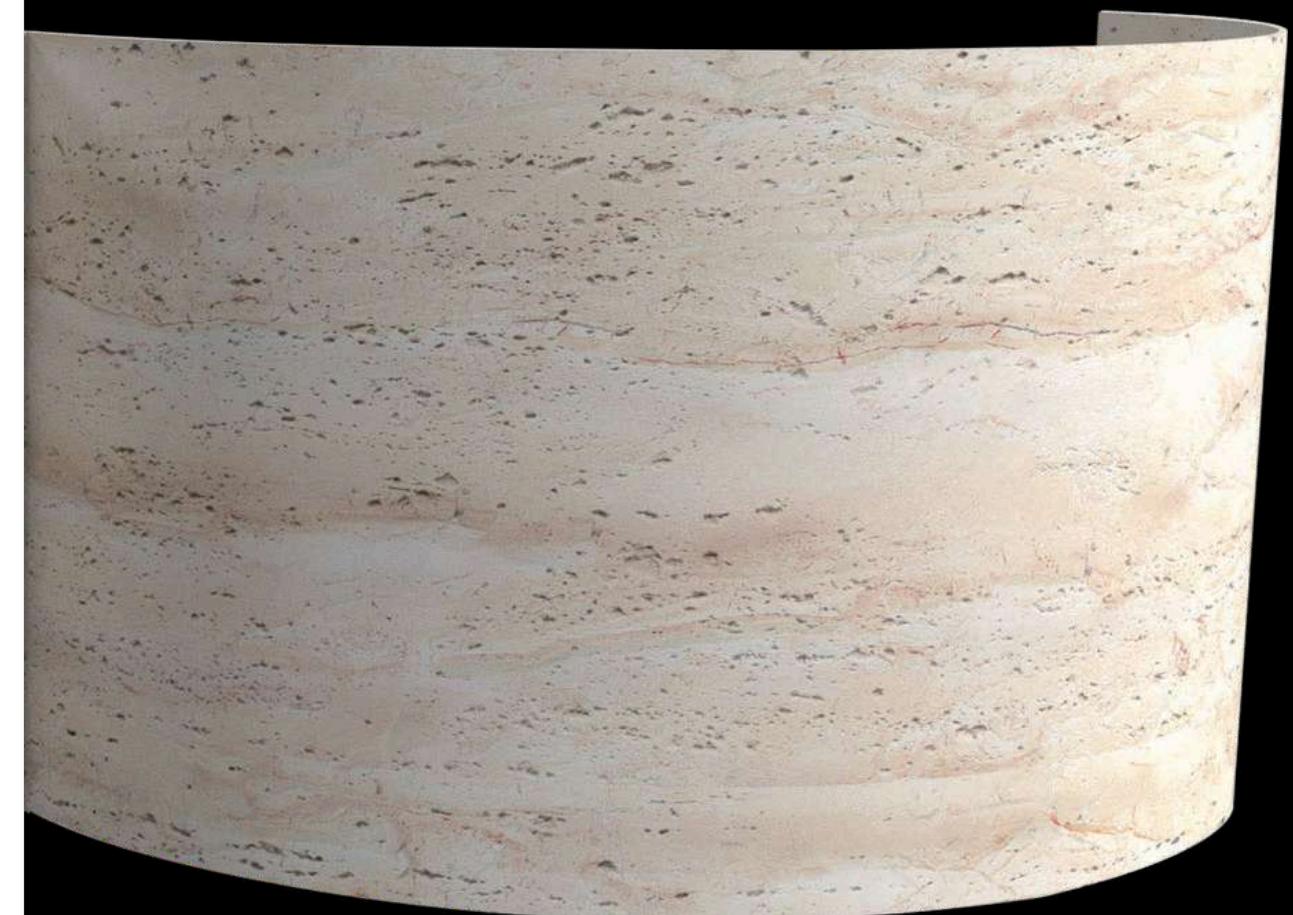
Inorganic material without resin, 50-year weather resistance, anti-fading. Applied for 18 years under various extreme climates, with over 60 million m<sup>2</sup> of application cases in 120+ countries/regions.



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  
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

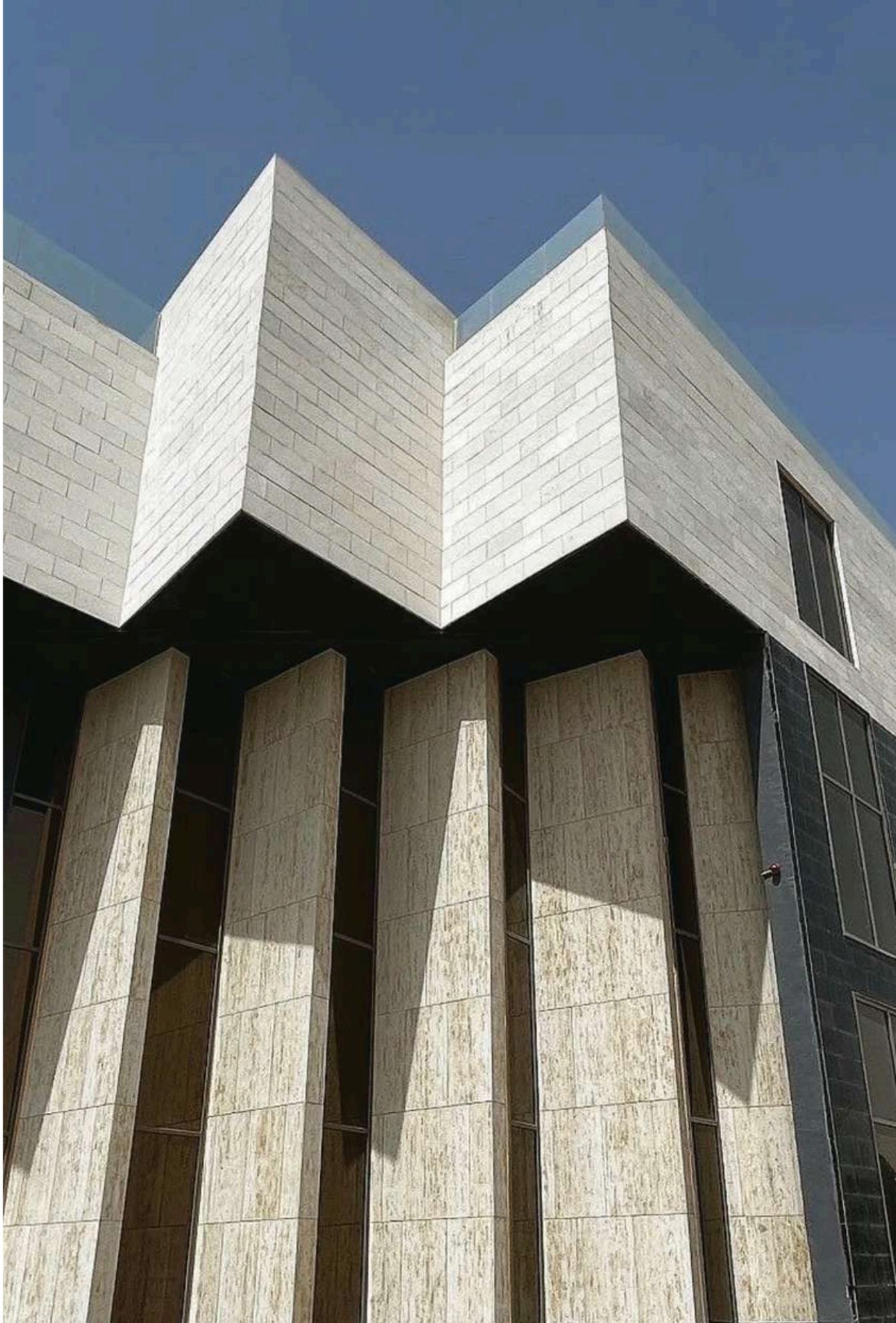


REGISTERED  
QA  
INTERNATIONAL  
ISO 14001  
EMS  
QAIC/CN/135 159-C

An aerial photograph of a massive stone quarry, likely marble, situated in a mountainous region. The quarry features numerous horizontal terraces cut into the rock face, creating a stepped appearance. The terrain is rugged, with exposed rock and patches of green vegetation. In the foreground, there are some industrial structures and equipment. The overall scene is vast and shows the scale of the quarry.

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



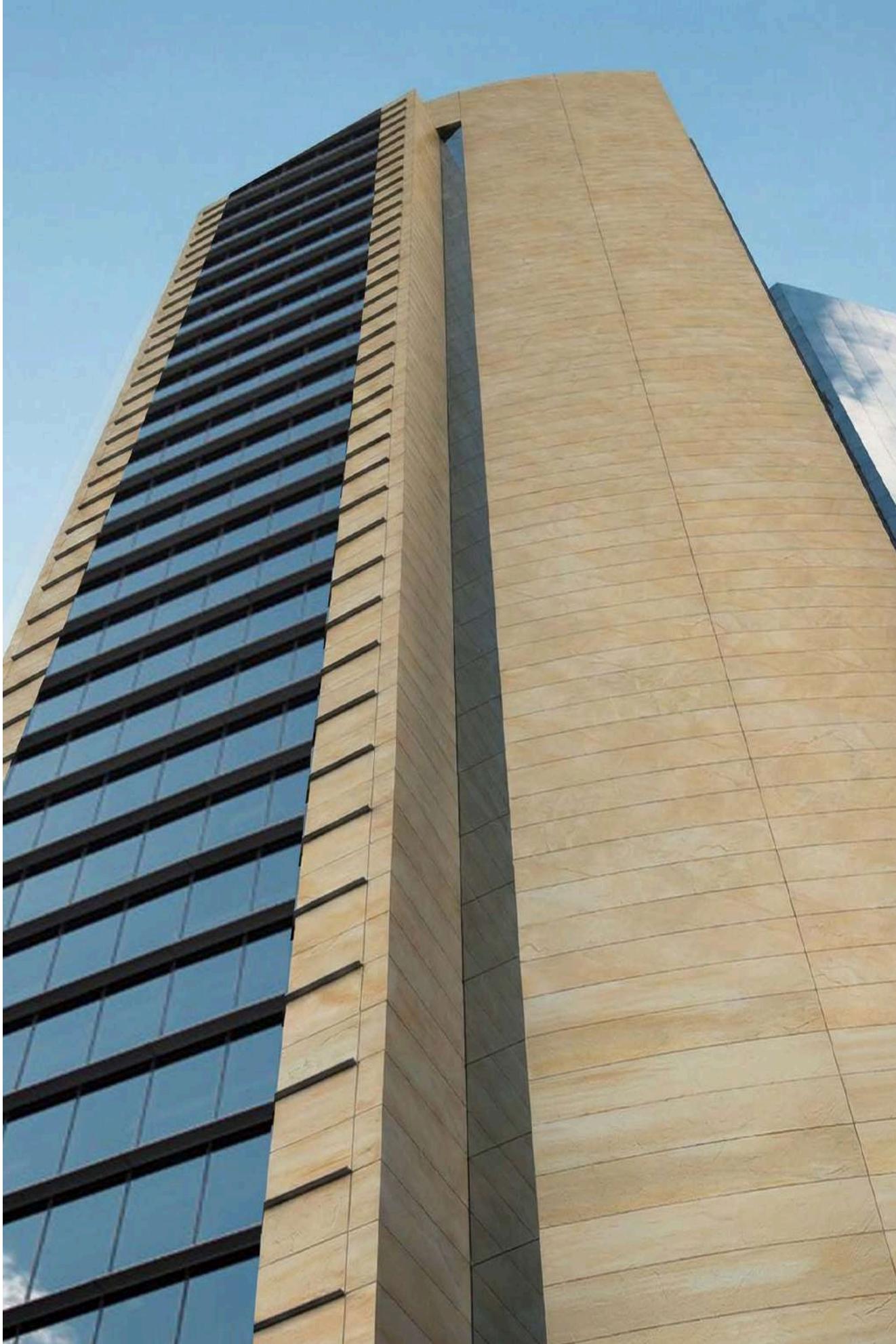
Greece Travertine  
Kamu Yellow

Greece Travertine  
Kamu Red

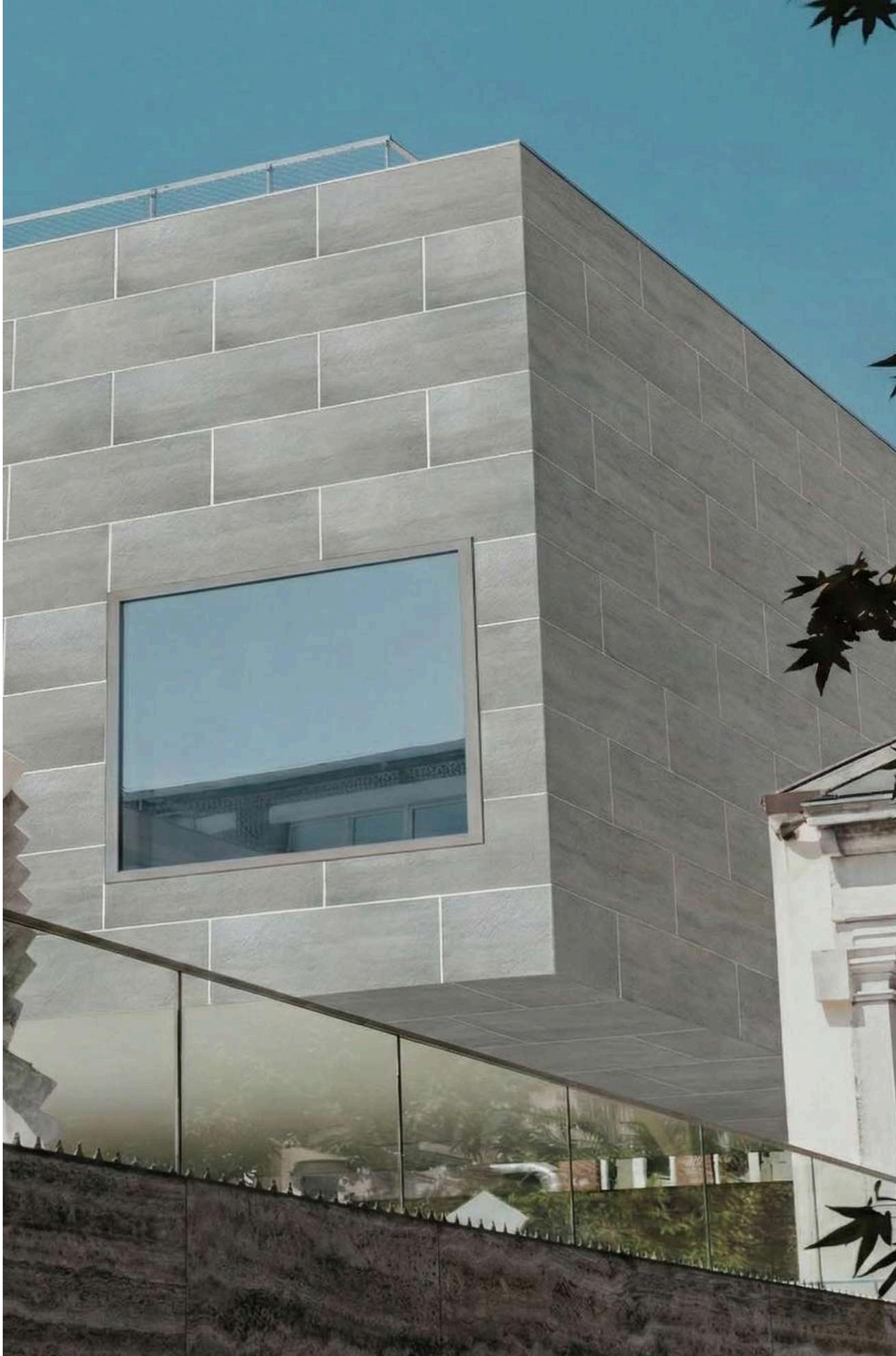
Coral Travertine  
Cloud Yellow

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 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 Rain

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## MCM Granite Stone

Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200\*

H04-05-06



Concrete Medium Grey



H04-05-06



H001



308



Roman Yellow



Roman Grey



Roman Red

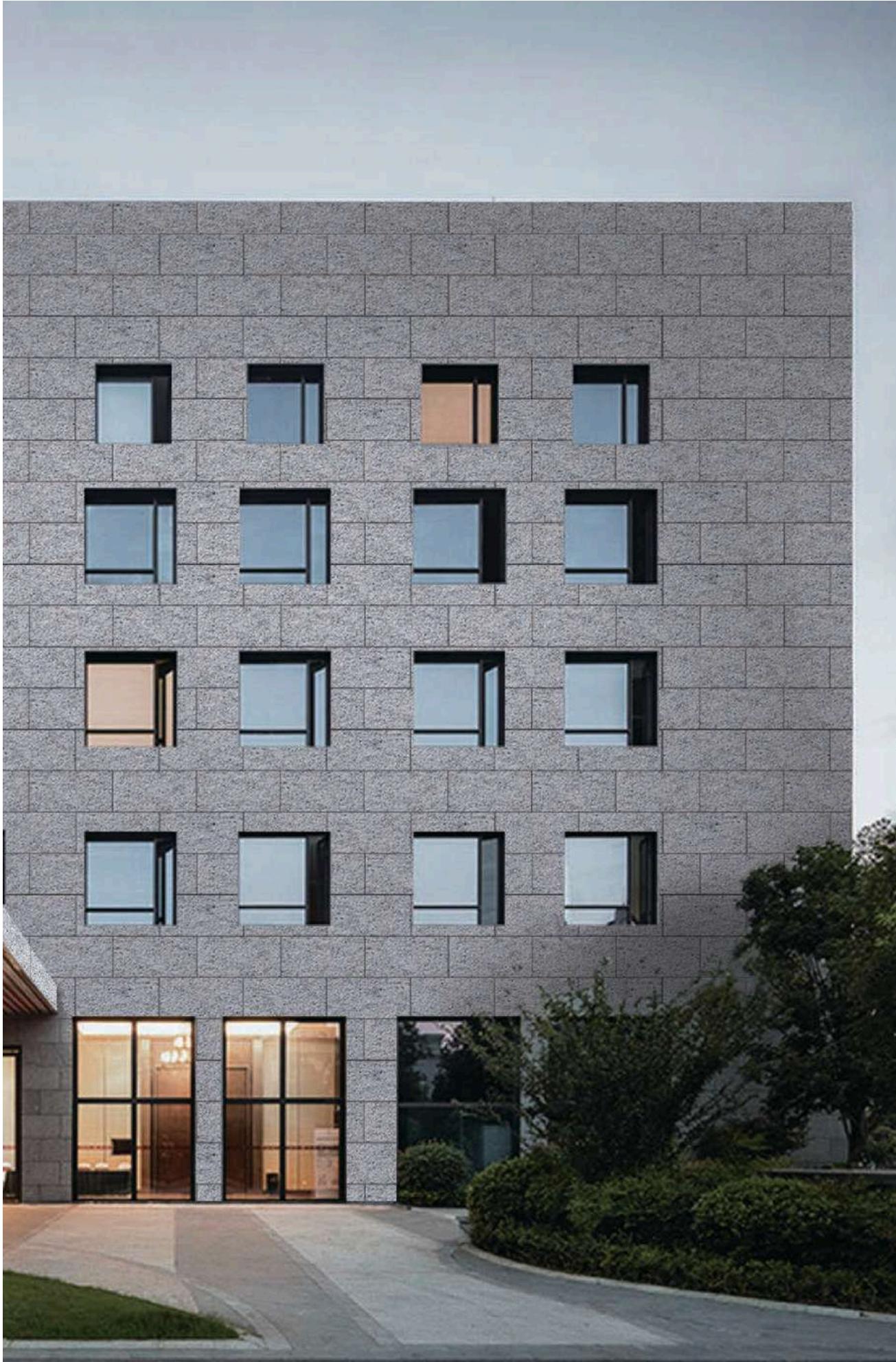


Rock Brown



Granite Portoro\*

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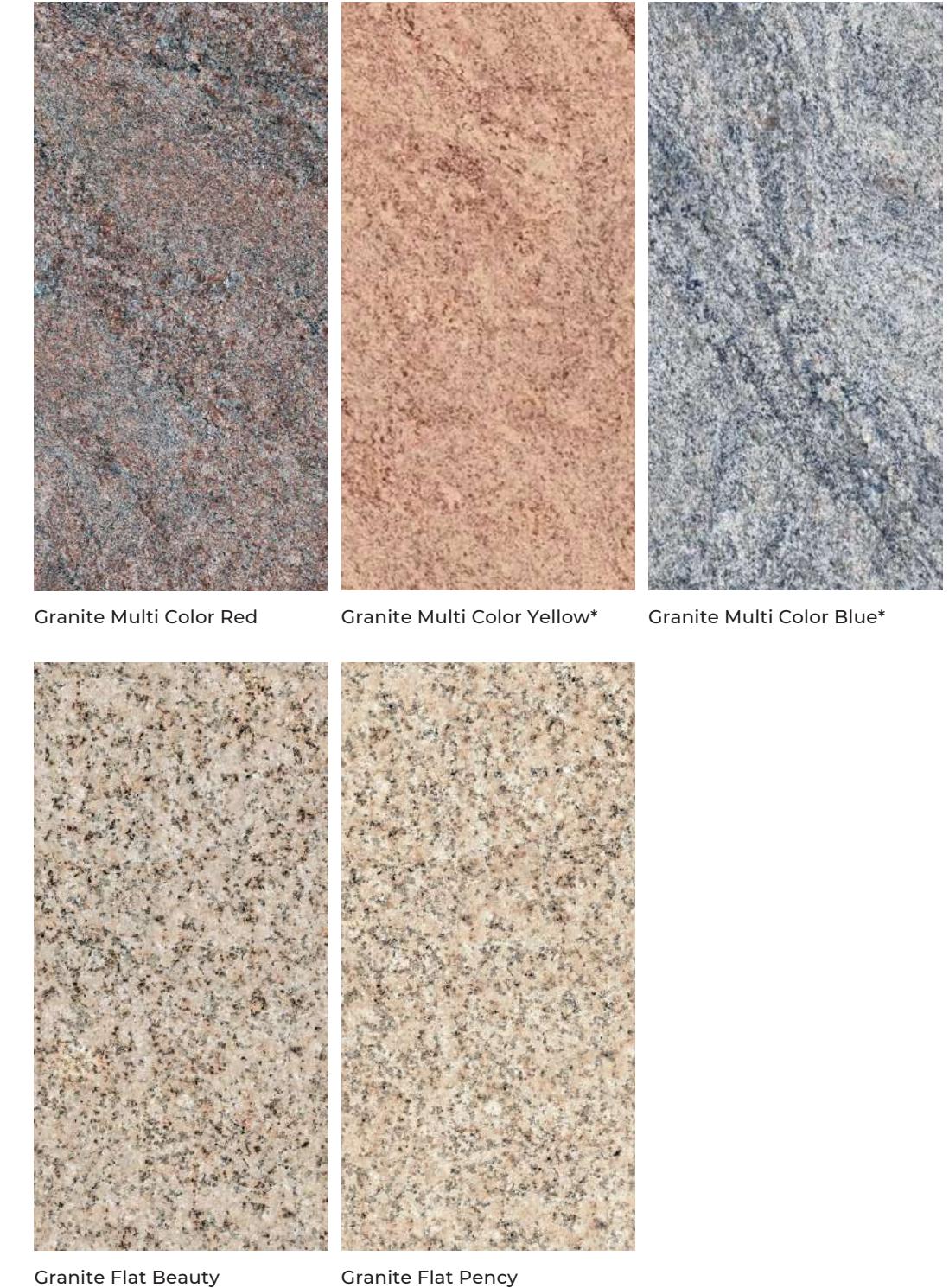
**MCM Granite Stone - Rough**

Standard Size (mm) : 1200 x 600  
Custom Size (mm) : 2400 x 1200\*  
Granite Multi Color Red

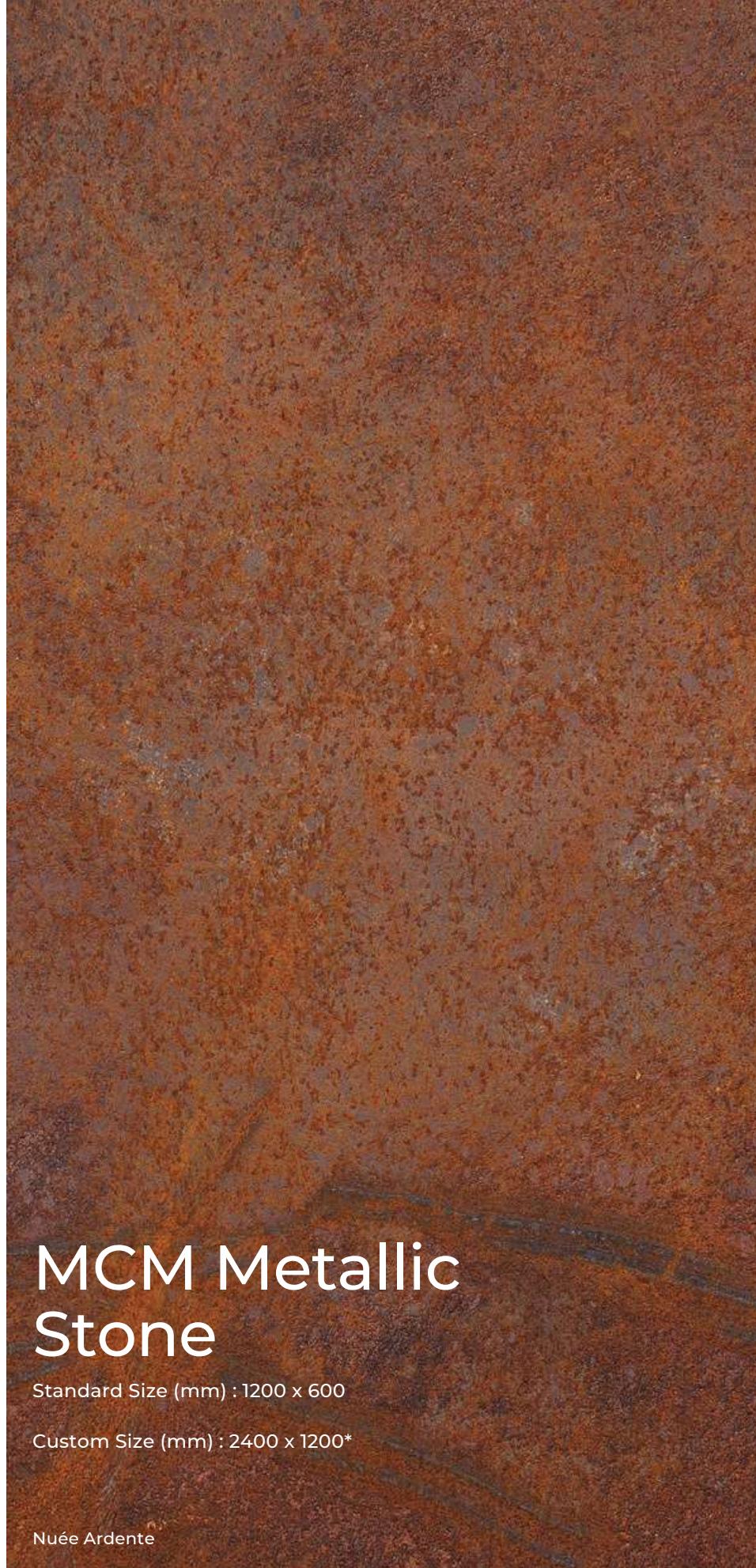
**MCM Granite Stone - Flat**

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



Nuée Ardente



Fawn Grey

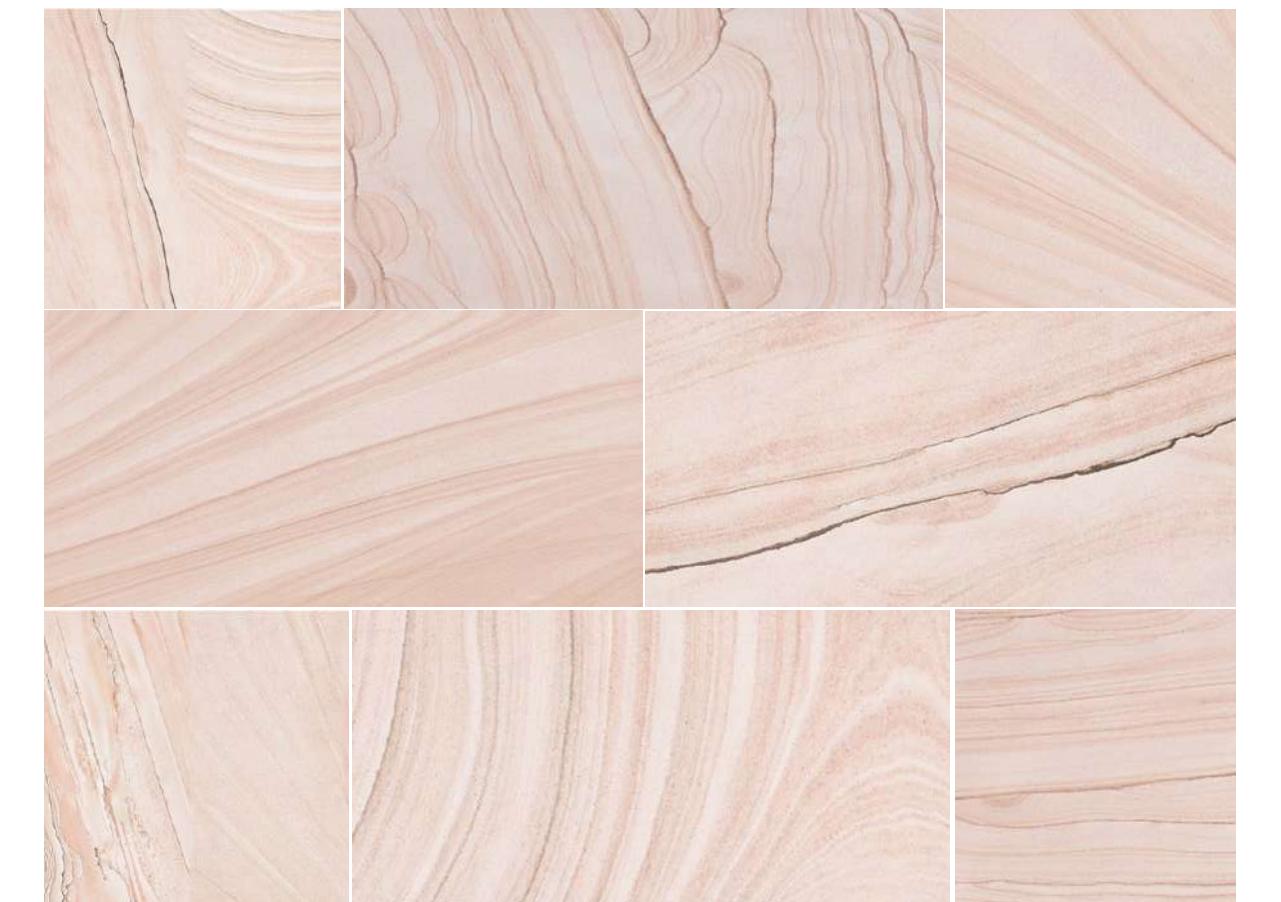
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Sandstone Cloud

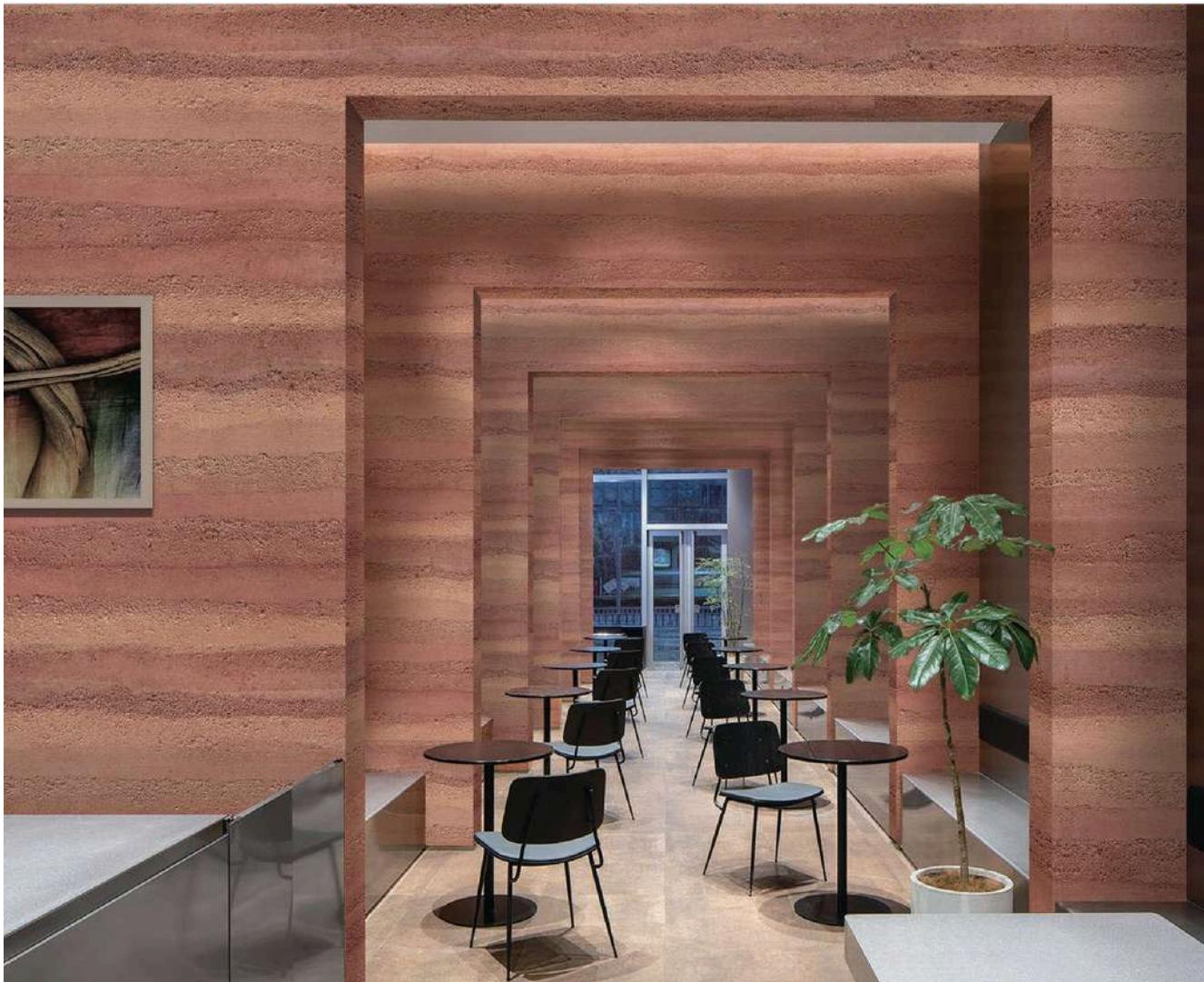
Limestone Warm Grey

Limestone Dark Grey



Sandstone Orange

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## MCM Rammed Earth Wall

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

Rammed Earth Wall Egyptian Yellow



Rammed Earth White



Rammed Earth Wall Red



Rammed Earth Wall Egyptian Yellow



Rammed Earth Wall Yellow Grey



Rammed Earth Wall Light Grey

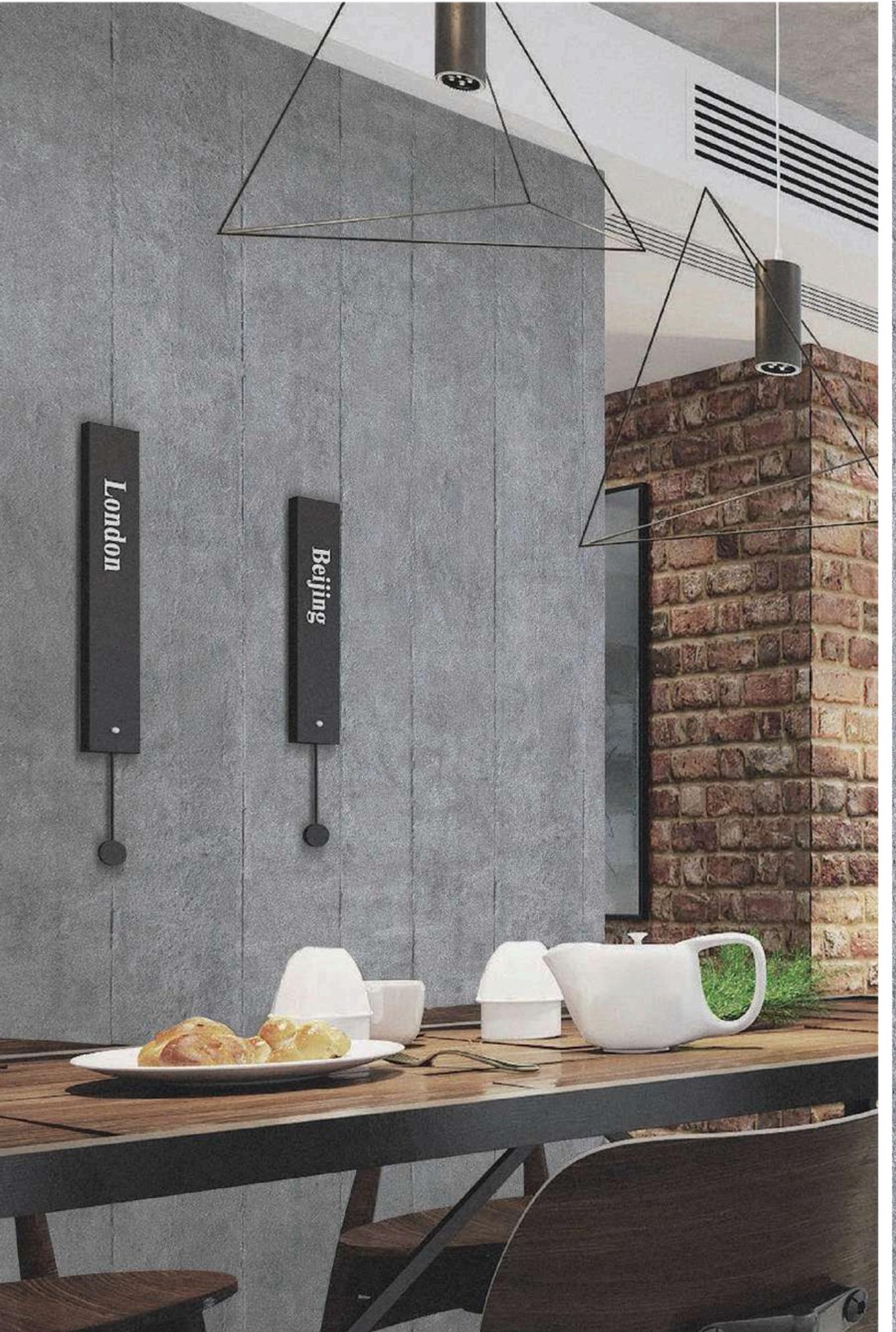


Rammed Earth Wall Medium Grey\*



Rammed Earth Wall Brownish Red\*

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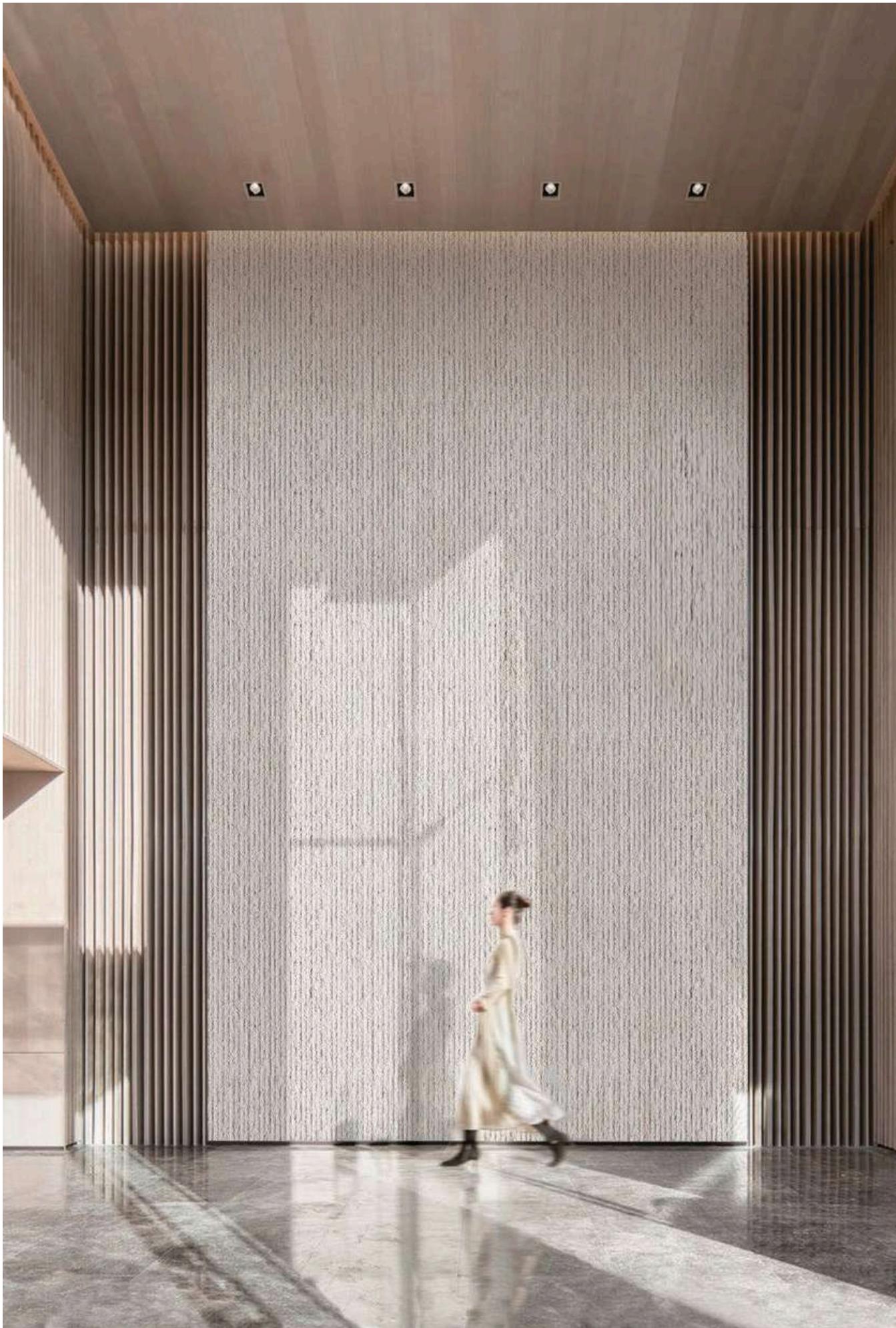
## MCM Concrete Pouring Slab

Product Size (mm) : 2800 x 600



## MCM Spliced Wood

Product Size (mm) : 2800 x 600

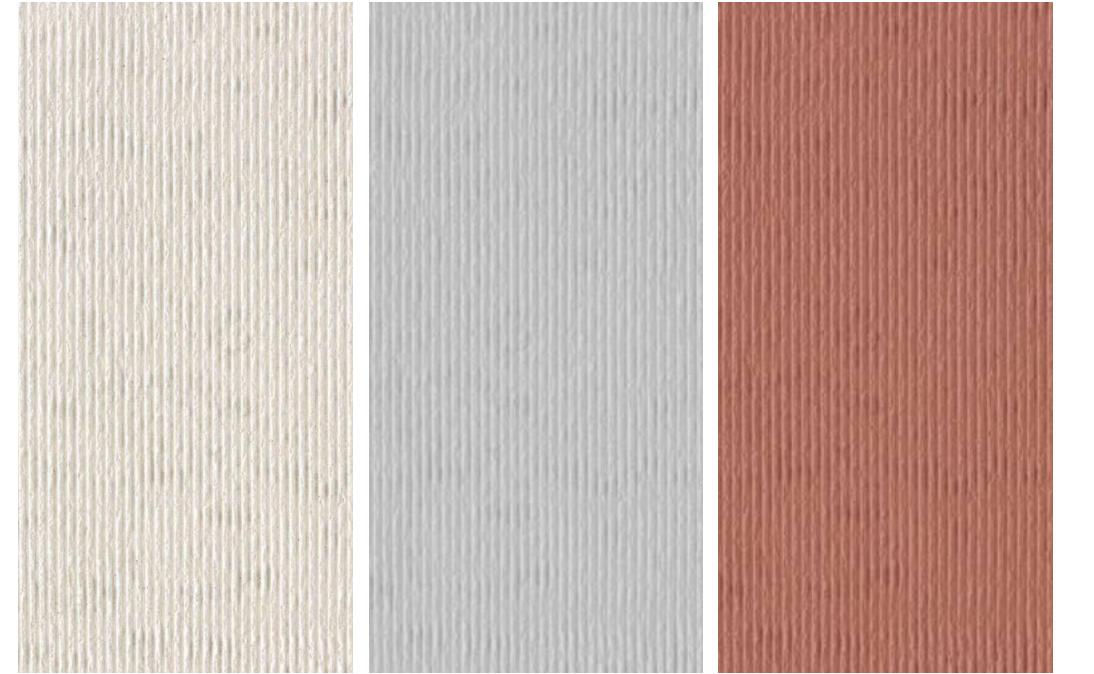


## MCM Cutstone

Standard Size (mm) : 1200 x 600

Custom Size (mm) : 2400 x 1200\*

H001



H001

221

R04

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315\*



206\*



058\*

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White

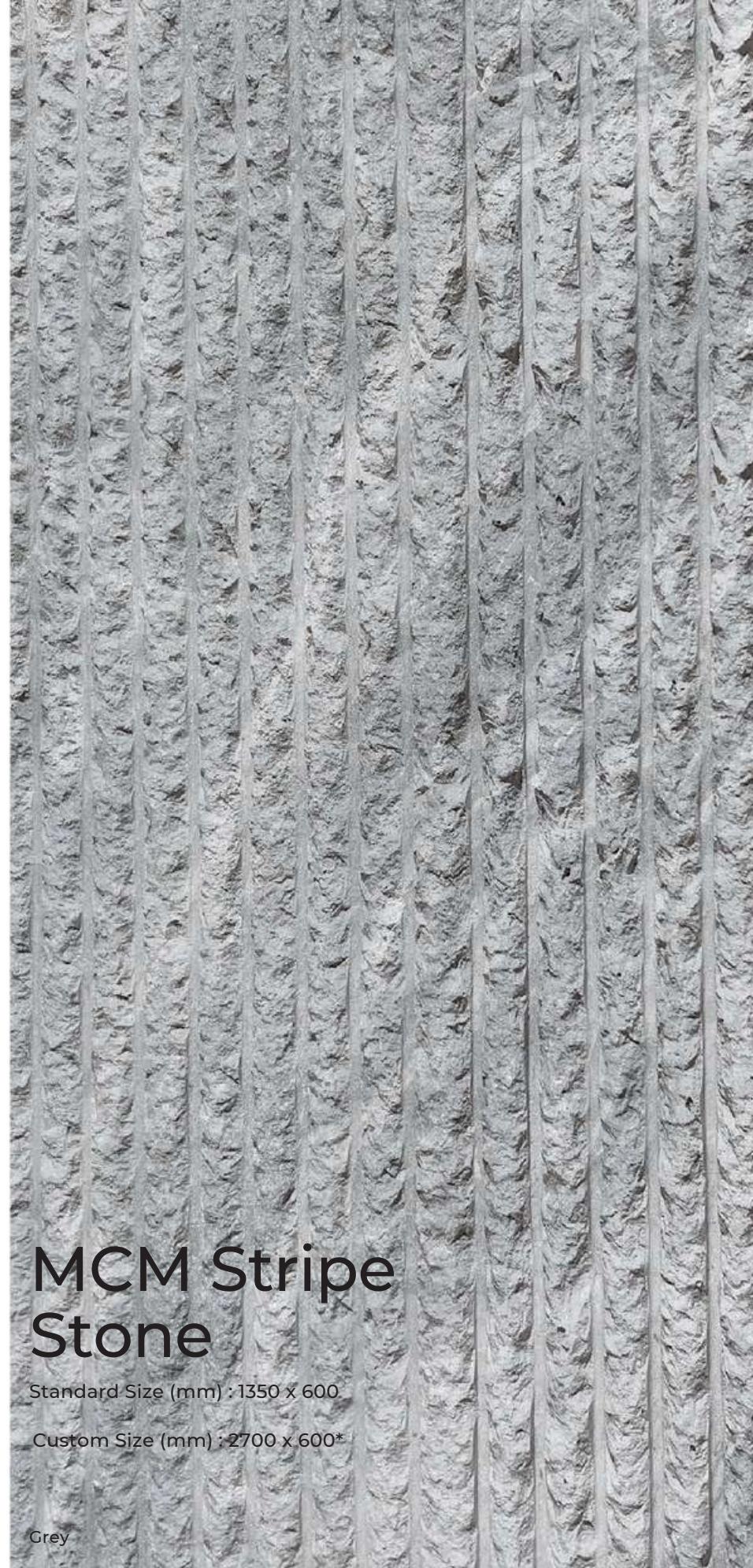
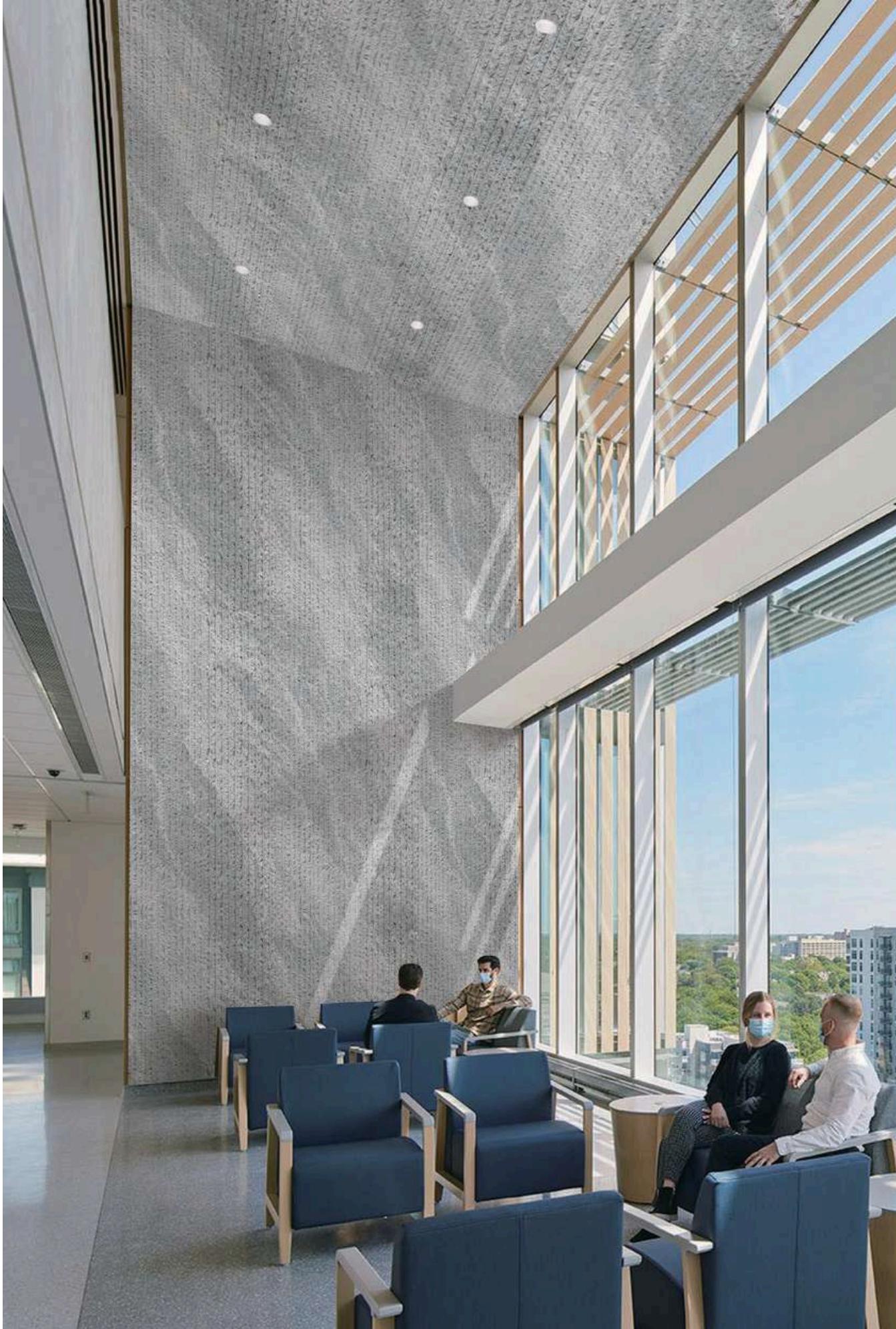


Beige



Grey

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A photograph of a dense tropical forest. Sunlight filters through the thick canopy of green leaves, creating bright highlights and deep shadows. Large tree trunks are visible, some covered in moss and vines. The overall atmosphere is lush and vibrant.

Reducing Deforestation,  
Saving Earth's Ozone Layer

Wood Series



## MCM Original\* Wood

Standard Size (mm) : 1350 x 300

Custom Size (mm) : 2700 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 brick textures,  
Exploring the rich history and  
evolution of brick architecture.

# Brick Series



## MCM A Series Facing Brick

Product Size (mm) : 240 x 60

087089



308317



087089



054058

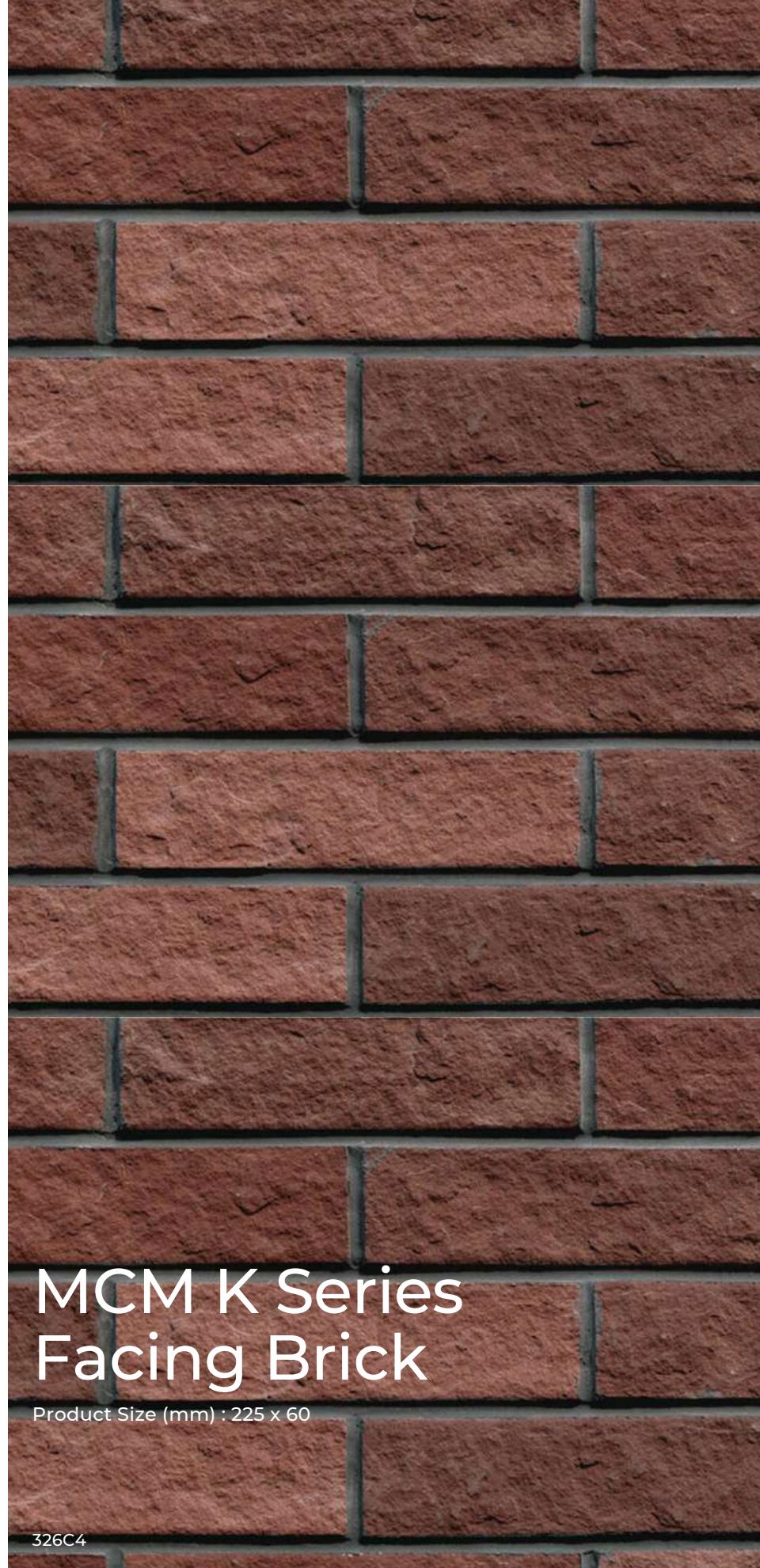
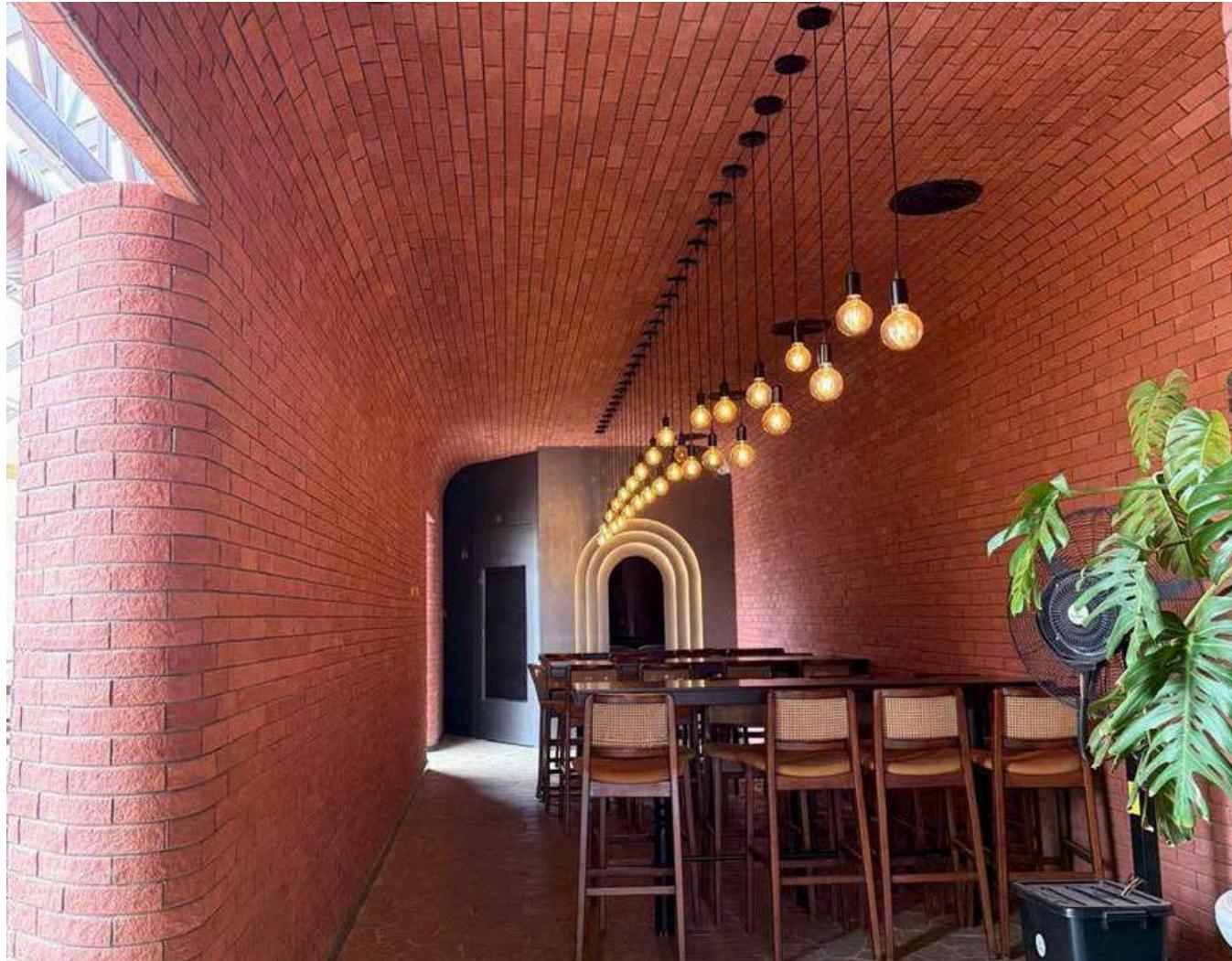
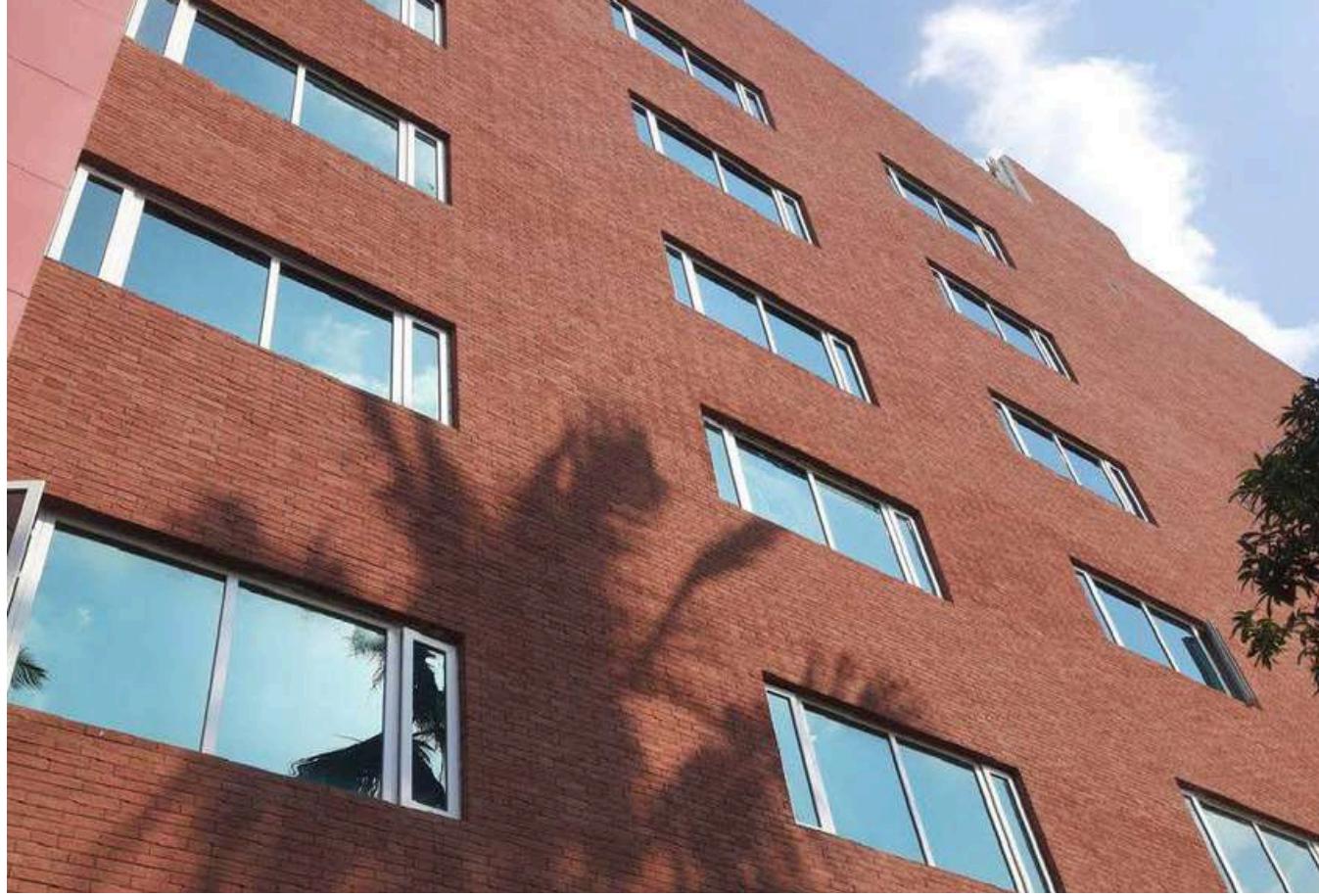


221228231



090C8

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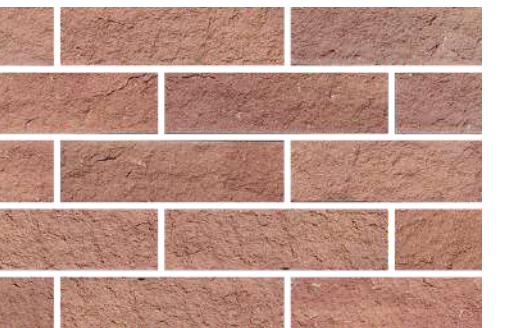
052



326C4

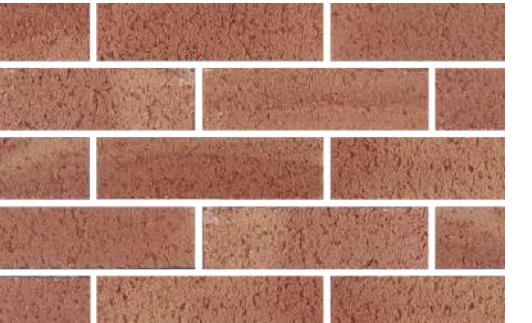


228030



090308

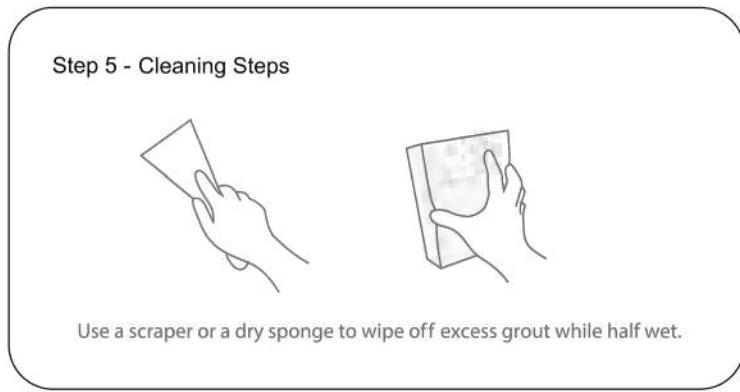
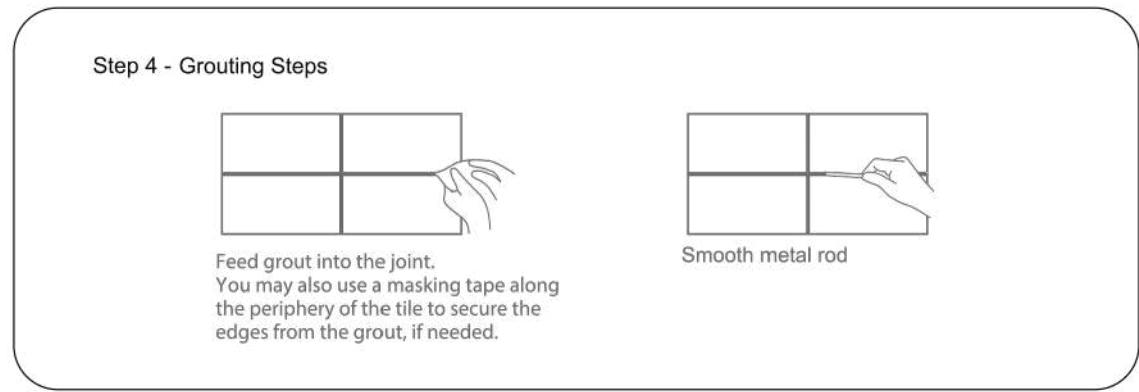
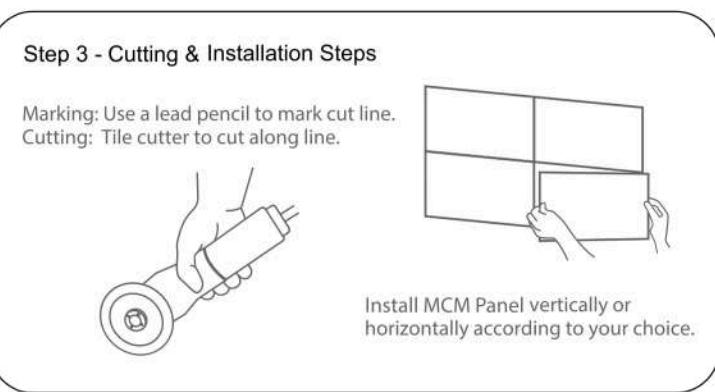
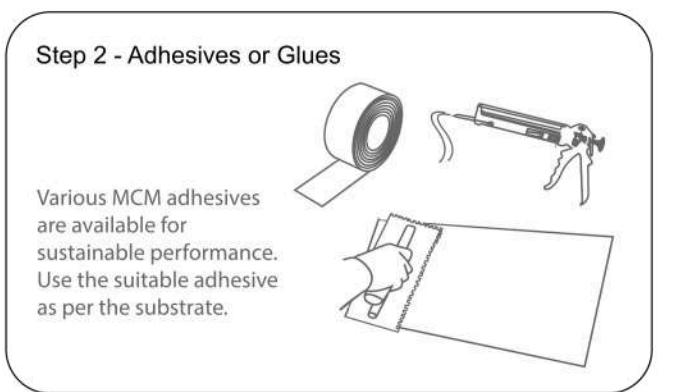
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052

087089

308317

**Installation Process****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 variations 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 substrates.

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 substrates.

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