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INSIDE:

**M+** INDUSTRIES IN FOCUS : Stone | Wood Imports | Wallpaper | Market Watch : Marble Hub Kishangarh



INDUSTRY IN FOCUS:  
STONE

## SET IN STONE

### India accounts for 15 per cent of the world's granite production

(Source : Federation of Indian Granite & Stone Industry, FIGSI). India is a major manufacturer and exporter of marble, granite, sandstone, slate and limestone. A look at the numbers over the past decade show an industry that has done well. In 2013-14, India's granite industry stood at USD 2.62 billion and around 50 per cent of all granite quarried is exported. Exports of granite and natural stones grew at 14.5 per cent in 2014-15. India's biggest export markets are the US and the EU. Almost 80 per cent granite and natural stone products make their way there, constituting the largest Forex earners in the mineral category and contributing to the country's economic wealth.

Rajasthan produces over 80 per cent of all marble in India, with Makrana a well-known hub for its namesake. Makrana marble can be sourced from several mines along with the Aravalli range such as Doongri, Gulabi, Matabhar and Chosira. Makrana alone is a center of employment for above 70,000 people in the area. Other natural stones such as granite and limestone feature on India's list of exported stone. Situated in a consumption-based economy, natural stones are extensively used in residential, commercial and hospitality sectors.

India constitutes granite resources worth 46.23 billion cu m with production in Rajasthan, Jharkhand, Orissa, Andhra Pradesh, Tamil Nadu, Karnataka, Chattisgarh and Madhya Pradesh. Other stones such as slate are found in northern India, while there are limestone quarries in the southern states of Andhra Pradesh and Telangana. Sandstone deposits are scattered over the Bharatpur, Jodhpur, Chittorgarh and Shivpuri districts of Rajasthan.



under the government's jurisdiction. The Ornamental Stone Industry must be declared a 'thrust sector' and 'mineral-rich zones' must be demarcated. There needs to be a time-bound disposal of regulatory approvals and lease applications to quicken the process along with a single-window approval system from the Ministry of Mines, Government of India.

#### Outlook

Though the domestic market had seen a low in the marble and stone industry, there is increased demand from the USA. India's granite export market was expected to grow at a CAGR of 10 per cent in 2014-2019. In terms of employment, the dimensional stone industry today promises 6.42 million direct job opportunities (FIGSI) leading to a rosier outlook for the industry. +



a-class marble, kishangarh

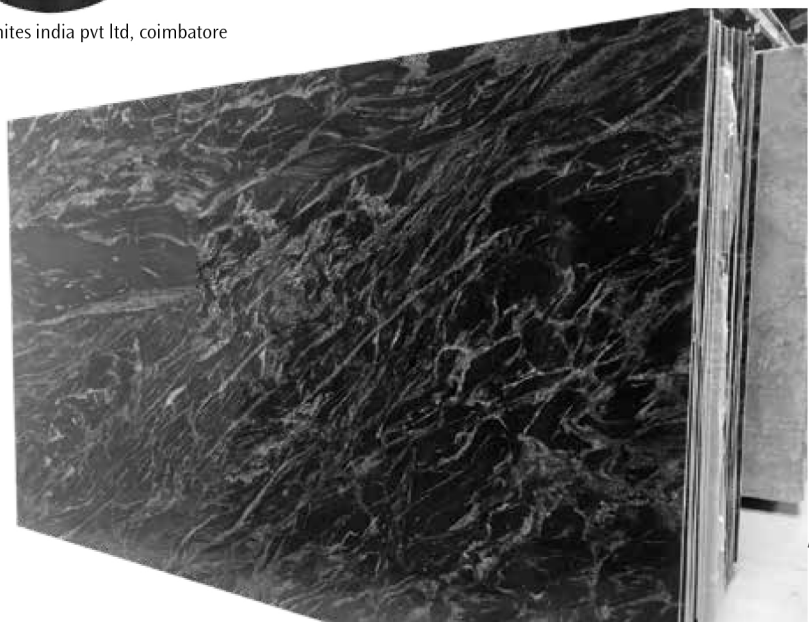


acme stones pvt ltd, halekotta



a bluehill granites india pvt ltd, coimbatore

psg international stone, hosur



# RAJESH BHANDARI

## Director, A-Class Marble, Kishangarh

### Introduction

We established A-Class Marble in 2005 with a vision to bring the world's most magnificent marble to India. We are now the largest importers of marble; we also manufacture rare stones and our warehouses are sprawled over 1,20,000 sq ft in Moti Nagar, New Delhi. We have procured a state-of-the-art production unit spread over 500,000 sq ft at the RIICO Industrial Area in Kishangarh, Asia's largest marble market. We use cutting-edge technology for our collection with an emphasis on high quality.

### Company

We deal with more than 450 varieties of marble, granite, stone and other exclusively-sourced architectural surfaces. In 2017, we introduced ceramic and porcelain slabs in our 'Make in India' range by the Italian brands 1st Tiles, Fiandre and Fuori Formato. Thus, we established the 'A-Class Surfaces International'. We are one of the few leading brands that offer the widest range of options in format, thickness, color, finish and texture. We offer bespoke products of very high quality. Our clients include the hospitality and residential departments (biggest customers), architects, interior designers and celebrities. The sale of marble in the FY 2018-2020 has been great, as we are now open to pan-India opportunities and retail sector apart from developers and real estate companies. Also, we have expanded our customer base from Delhi/NCR to a more pan-Indian level.

### Export market

A-Class Marble imports 80 per cent of products from the international market and supply all of it to the domestic market. We focus on the domestic market as a lot of construction work is going on in cities such as Delhi, Ahmedabad, Mumbai, Bangalore and Hyderabad. However, we are looking for international opportunities as well. Although there are other products in the market, marble is evergreen due to many reasons. It is available in a wide range of colors, designs and patterns. It is a favorite of any interior designer due to its smooth finish and its luminous appearance after polishing. It is fire-resistant, maintenance-friendly and durable – making it a choice material for spatial design in luxury hotels.

### Import market

Liberalization of the import policy has helped the marble industry. Earlier, people had to obtain a licence to import marble. Today, anyone can import marble. This makes natural marble now accessible to every household.

### Trends

Apart from flooring options, people have now incorporated natural stone to accentuate spaces as well. Natural stone in different finishes and textures are used in facades and kitchens. Due to a recent consumer interest in porcelain, we have introduced this in our portfolio of offerings.

### Future

Though we have seen a lot of development in the metropolitan and tier-1 cities, we will be focussing on the tier-2 and tier-3 cities as well. We will soon launch a new porcelain range and trending colors for our client base.

