

Crafting growth

HMG Stones carves out a place in the premium natural stone business



Reddy: our business is built on trust

The Bengaluru-based HMG Stones is charting an ambitious growth path. Having built one of India's leading premium natural stone companies over the past decades, the company is now targeting annual revenues of Rs1,000 crore over the next five-six years – up from about Rs200 crore today. The next phase of growth will be powered by investments in world-class processing facilities, global sourcing, technology, customer experience and a rapidly expanding network of experience centres.

Over the past few years, HMG Stones has quietly transformed itself from a premium stone supplier into an integrated natural stone solutions company. The company, counting on a workforce of 600 people, has significantly strengthened its processing capabilities, invested in advanced machinery, expanded its skilled workforce, created immersive experience centres and forged sourcing partnerships with some of the world's finest quarries. These investments have enabled it to cater to the evolving requirements of architects, developers, interior designers and luxury homeowners seeking premium natural stone solutions.

"Our objective has never been just to sell stone," says Anand Reddy, founder-MD, HMG Stones. "We

wanted to build an organisation that delivers complete natural stone solutions – from sourcing the world's finest materials to processing them with precision and helping customers choose the right stone for every application. Every investment we have made has been towards creating that capability."

Founded in 1986, HMG (Hindustan Marbles & Granites) began with a vision of bringing international quality standards and an unmatched range of premium natural stones to the Indian market. At a time when sourcing high-quality imported stones was often fragmented and inconsistent, the company identified an opportunity to create a professionally managed enterprise that combined global procurement, advanced processing, technical expertise and customer-centric service under one roof.

Over the years, that vision has translated itself into one of India's most respected names in premium natural stones. Today, HMG Stones offers an extensive portfolio of marble, granite, quartzite, limestone, travertine, onyx and other natural stones (offered in over 350 varieties and 250 textures). sourced from renowned quarries across Italy, Greece, Turkey, Brazil, Spain and several other countries. The carefully curated collection caters to a wide spectrum of residential, commercial,

hospitality and institutional projects. The company claims to curate the 'top tier' of natural stones from quarries across more than 50 countries.

Next phase of growth

"The last few years have been about preparing ourselves for the next phase of growth," says Reddy. "We have invested aggressively in processing infrastructure, technology, people and customer experience. These investments give us the confidence to scale rapidly, while maintaining the quality, consistency and service standards that define the HMG brand."

Unlike conventional stone traders, HMG Stones has positioned itself as a comprehensive solutions provider. Its expertise spans the entire value chain – from identifying and sourcing premium stone blocks to precision processing, customised finishes, quality inspection and project execution support. This integrated approach has enabled the company to deliver products that meet stringent international standards, while ensuring consistency across projects of varying scale and complexity.

One of the company's biggest strengths lies in its global sourcing network. Long-standing relationships with quarry-owners and suppliers across Europe, South America and other regions allow HMG Stones to offer exclusive materials that are often difficult to source elsewhere. This

extensive international network also ensures greater reliability in supply while providing customers access to some of the world's most sought-after natural stones.

The company has simultaneously invested in state-of-the-art processing facilities equipped with modern cutting, polishing and finishing technologies. These facilities enable HMG Stones to customise products according to specific project requirements while maintaining exceptional levels of precision. Whether supplying bespoke marble for luxury residences or large-format stone for commercial developments, the company combines traditional craftsmanship with advanced manufacturing capabilities.

Recognising that buying natural stone is often an experience-driven decision, HMG Stones has also established premium experience centres, where architects, designers and homeowners can view full slabs, understand textures, evaluate finishes and visualise applications before making purchasing decisions. These facilities have helped elevate customer engagement, while positioning the company as a trusted design partner rather than merely a material supplier.

The company's consultative approach has helped it build enduring relationships with leading architects, interior designers, builders and developers. By working closely with clients from the conceptual stage, HMG Stones assists in material selection, application advice and customised solutions, ensuring that every project achieves the desired aesthetic and functional outcome.

"Quality continues to remain at the heart of the organisation's philosophy," affirms Reddy. "Every slab undergoes rigorous inspection to ensure consistency in colour, texture, finish and structural integrity before reaching customers. This unwavering focus on quality has enabled the company to establish a reputation for reliability in an industry where precision and consistency are critical".

Beyond sourcing premium materials, HMG Stones has also focussed on creating a knowledge-driven organisation that helps customers make informed choices. The company's team works closely with architects,



consultants, interior designers and project developers to understand design intent, technical requirements and budget considerations before recommending the most suitable stone. This consultative approach has enabled HMG Stones to become involved in projects at the planning stage, allowing it to offer customised solutions that combine aesthetics with functionality.

Catering to modern design

The company's growing portfolio reflects changing architectural trends as well. From book-matched marble and large-format slabs to exotic quartzites, textured finishes and bespoke applications, HMG Stones continues to introduce products that cater to contemporary design preferences while preserving the timeless appeal of natural stone.

"Our business is built on trust and long-term relationships," observes Reddy. "Every project is unique, and our role is to help customers find the right material that not only enhances the visual appeal of a space but also delivers lasting value. We see ourselves as partners in our customers' success and that philosophy continues to drive every aspect of our business."

Sustainability is also becoming an increasingly important part of HMG Stones' long-term strategy. The company continues to adopt responsible sourcing practices and efficient processing methods that minimise waste, while maximising material utilisation. By promoting natural stone – a durable material with exceptional longevity – it aligns itself with the growing demand for environmentally responsible construction materials.

India's rapidly expanding luxury housing, hospitality and commercial real estate sectors are creating significant opportunities for premium natural stone suppliers. Rising disposable incomes, greater appreciation for bespoke interiors and increasing preference for timeless natural materials are driving demand for high-quality stone products across market segments.

"Our ambition is clear," says Reddy. "We have built a strong foundation over the years and the next chapter is about scaling the business responsibly. Our goal is to become a Rs1,000-crore company over the next four to five years by strengthening our global sourcing, expanding our presence across India, investing in technology and continuing to create exceptional value for customers."

Technology will remain a key enabler of this journey. The company plans to continue investing in digital platforms, inventory management systems, customer engagement tools and advanced processing technologies to improve efficiency while delivering a seamless customer experience.

Looking ahead, HMG Stones aims to strengthen its presence in the market, while expanding its portfolio of exclusive natural stones. The company, backed by strong operational capabilities, world-class sourcing and an unwavering commitment to quality, also plans to deepen its engagement with architects and designers, broaden its experience centre network and further enhance its processing capabilities to support increasingly sophisticated customer requirements. ♦

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