

PRAYAG
CLAY ESTD
1937
PRODUCTS

BRICKS • BLOCKS • TILES • PAVERS

PRODUCT CATALOGUE



**CRAFTING
ARCHITECTURAL ELEGANCE**

SINCE 1937

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“ THE JOURNEY OF A BRICK STARTS FROM THE EARTH & LASTS TILL THE SKY
THAT NATURAL IT IS.”



As India's premier brick making company, Prayag Clay Products Limited has been doing superlative brick work since 1937. Having spent over 80 years manufacturing world-class bricks, we have been at the forefront of this vast country's architectural and design evolution. As if that was not enough, we have now established a strong footprint in the international market as well.

We are the leading supplier of a vast range of exquisite, impeccably designed bricks. From handmade and wire-cut bricks to soft mud moulded, extruded and pressed bricks, PCPL is the name that clients trust to deliver the finest bricks in the business. Our skillful brickmakers have absolute mastery over all the regional variations that this diverse country has to offer, making them proficient at designing bricks that perfectly match local styles - in imperial as well as metric sizes. Our wide variety of clay tiles is available in a selection of beautiful colours, textures and styles and perfect for roofing and cladding. Our Ecotherm, pavers and special bricks are known for their formidable strength and endurance. With two highly efficient units in Varanasi, we are constantly innovating to provide you with quality products that keep pace with the latest technological advanced and meet the highest international standards. Our extensive knowledge of the market, backed with several decades of experience, gives us a firm edge over our competitors, and makes us your ultimate brick destination.

CLEVERLY ENGINEERED AND VERSATILE CONSTRUCTION BRICKS AVAILABLE IN A VARIETY OF COLOURS, SHAPES.SIZES, TYPES AND TEXTURES. OUR BRICKS CAN TRANSFORM THE LOOK AND FEEL OF BOTH YOUR INTERIOR AND EXTERIOR WALLS. PRAYAG CLAY PRODUCTS ARE DESIGNED TO BRING ABOUT A BEAUTIFUL, POSITIVE CHANGE IN THE STRUCTURES YOU BUILD FOR LIFE!



Brick is, and always has been, the first choice of building professionals. It's aesthetically pleasing, sturdy and versatile in its appeal and use. Prayag Clay Products Limited has spent over half a century in the brick industry, giving it valuable experience in the art of brick making. Founded by my late father Shri Gurnamal Badlani in 1937, PCPL started with very modest beginnings with a relatively small handmade bricks manufacturing unit. We have always been a quality and customer-oriented company with a global vision, thus PCPL's growth has been sure and steady. The abundant native clays and advanced production techniques available today ensure that our bricks are available in a vast range of colours, textures, sizes and shapes. Brick is a solid, permanent and low maintenance material that provides timeless beauty and appreciating value; brick offers true longevity.



O.P. BADLANI (CHAIRMAN)

Brick making has a long history dating back to ancient civilizations such as Mesopotamia and Egypt.



It took many turns and twists over the years growing to a company that can offer to the customer, an excellent range of products all made of Clay and over 80 choices of blends. PCPL's clay bricks have become the most important piece of urban infrastructure in India. The Company suggests the avenues of excellence to the Architects, the Civil Engineers and the Interior Decorators for their Projects.



DISHAANT BADLANI (MD)



PETROS AVGOUSTIDIS (COO)

Focusing on quality, we have built a strong customer base across India & in the markets of UK, Europe, Australia, Middle East, USA and Malaysia. The world-class quality, along with our superior manufacturing practices, make our bricks and tiles "the best available globally", our devoted customers will tell you.

The first bricks were made by hand, using mud and straw, and then dried in the sun or baked in ovens.



India's First Clay Hollow Blocks ECOTHERM has been included in Griha Product Catalogue under **GRIHA V.2019 criterion: 22 & 30** categories
Typology: Innovation - Environment Product Declaration and Life Cycle Assessment.



India's First Brick Manufacturing Company to have registered under the International EPD System with registration no: **S-P-06476** In accordance with **ISO 14025 ad EN 15804:2012+A2:2019**.



Certificate No. FM 795588 for QMS that complies with the requirements of **ISO 9001:2015** for the following scope: Design and Manufacture of Handmade and Extruded clay bricks, blocks, tiles and pavers.



Certificate No. 0086 CPR 756774 for Factory Production Control that complies with the requirements of **BS EN 771-1:2011+ A1:2015** for Masonry Units Part 1: Clay Masonry Units- Category 1. In compliance with the Regulation (UK) Statutory Instrument 2019 No 465 of the United Kingdom Parliament (Construction Products (Amendment etc.) (EU Exit) Regulations or CPR).



Certificate No. 21EECM65 for EMS that complies with the requirements of **ISO 14001:2015** for the following scope: Handmade & Machine-Made Clay Bricks, Blocks, Cladding, Roofing Tiles And Pavers.



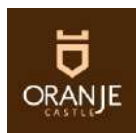
Certificate No. 21EOCV61 for Occupational Health & Safety Management System that complies with the requirements of **ISO 45001:2018** for the following scope: Handmade & Machine-Made Clay Bricks, Blocks, Cladding, Roofing Tiles And Pavers.



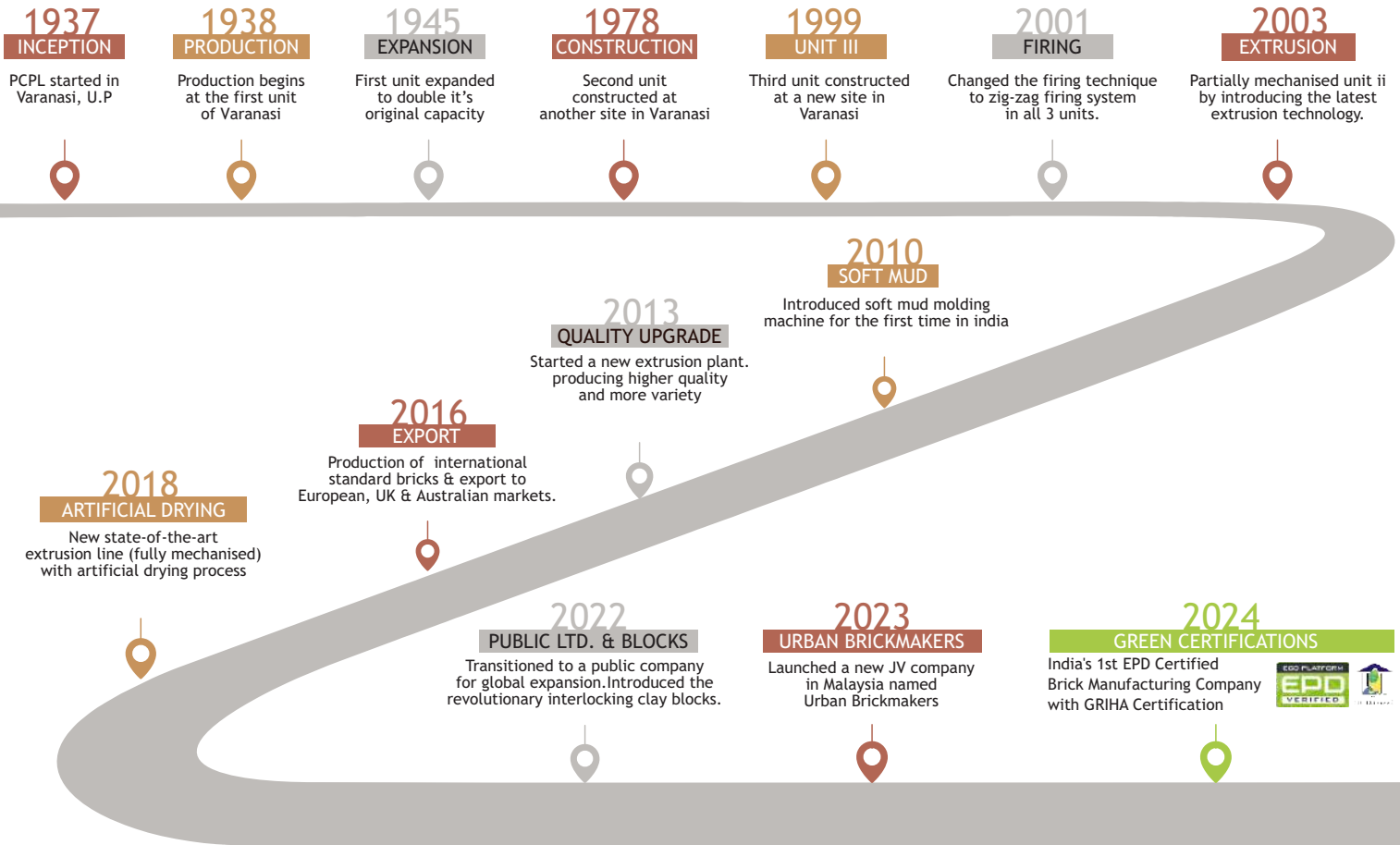
Certificate No. QMS19002192 for Energy Management System that complies with the requirements of **ISO 50001:2018** for the following scope: Handmade & Machine-Made Clay Bricks, Blocks, Cladding, Roofing Tiles And Pavers.



A brick is more than a building material;
it's a testament to the architect's vision and the builder's craft.



The largest brick structure in the world is the Great Wall of China, which was built using over 3 billion bricks



FEW OF OUR POPULAR PRODUCTS

- Ecotherm - Clay Hollow Blocks With Vertical & Horizontal Perforation
- HANDMADE BRICKS
- WIRE-CUT FACING BRICKS
- CLADDING BRICKS / BRICK SLIPS
- COLOURED FACING BRICKS & CLADDING
- CLAY PAVERS
- DECORATIVE TERRACOTTA ROOFING TILES



Notable Advantages



VP-230

50% Less Mortar - No vertical mortar required, eliminating thermal bridges on the vertical axis

Reduced Plaster by 50% - Precise dimensions mean less plastering is needed

Versatile Replacement - The VP 150 can replace any 9-inch wall, offering better thermal, sound and fire insulation than traditional solid bricks

Faster Construction - Builds up to 6 times faster than solid brickwork.

Lighter Weight - 50% lighter than solid brickwork.

Plaster Crack and Mold Prevention - Low water absorption (under 11%) reduces cracking and mold formation.

Minimal Maintenance - Virtually zero maintenance throughout the building's lifecycle. **Ease of Installation** - Conduit and plumbing integration are simplified.

Load-Bearing Capacity - Can support up to 2 floors without additional cement beams; load-bearing capacity up to 14 N/mm².



VP-150



VP-100



EC-01

VP-230

Size: 300 X 200 X 230 MM	Comp. Strength : ≥ 14 N/MM2
Weight: 13.4 KG	Water Absorption: ≤ 11%

VP-150

Size: 300 X 200 X 150 MM	Comp. Strength : ≥ 14.7 N/MM2
Weight: 9.5 KG	Water Absorption: ≤ 11%

VP-100

Size: 300 X 200 X 100 MM	Comp. Strength : ≥ 11.4 N/MM2
Weight: 6.4 KG	Water Absorption: ≤ 11%

EC-01

Size: 228 X 140 X 108 MM	Comp. Strength : ≥ 24 N/MM2
Weight: 4.8 KG	Water Absorption: ≤ 11%



VP-230 S



VP-150 S

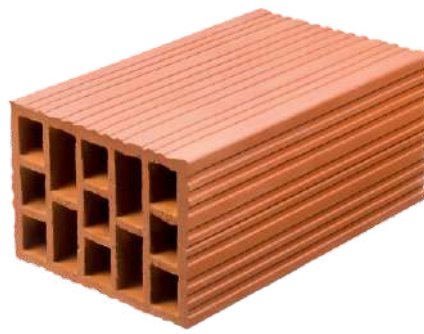
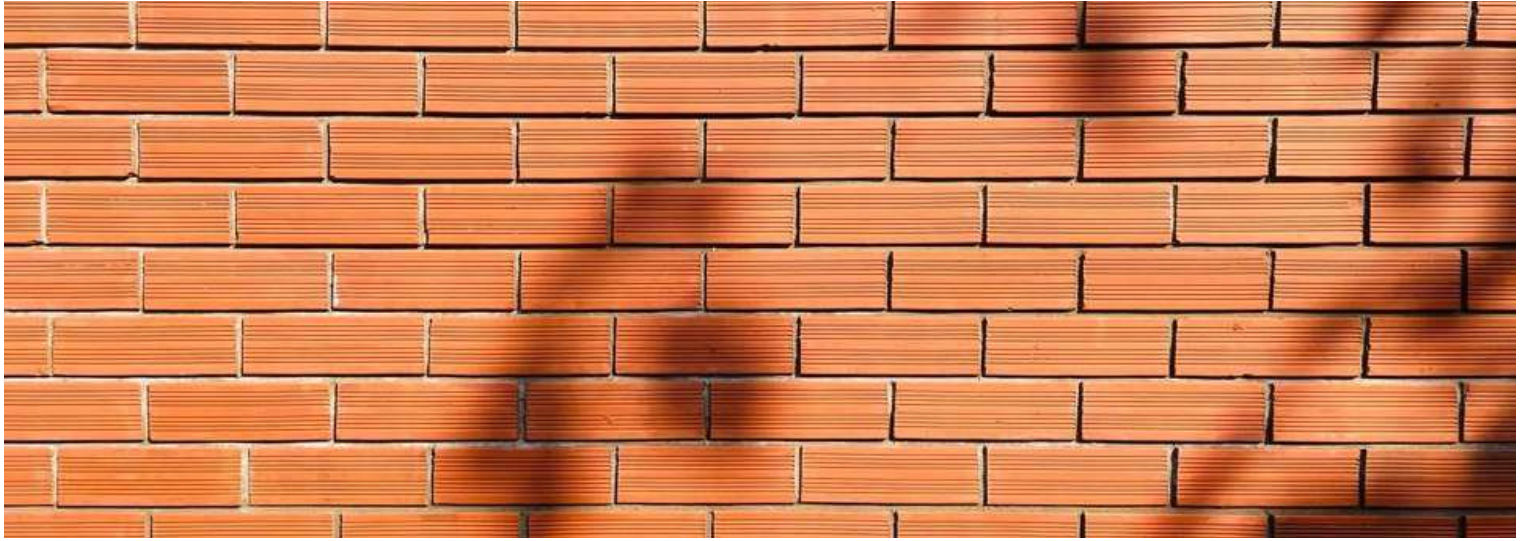


VP-100 S



EC-01 S

Note: The embedded insulation in S series reduces the U value up to 60%, thus **NOT** allowing the heat to enter the house during the summer or escape the house during winter.



HP-230



HP-100



HPX-50

Note: All HP products can be used as Facing Brick

HP-230

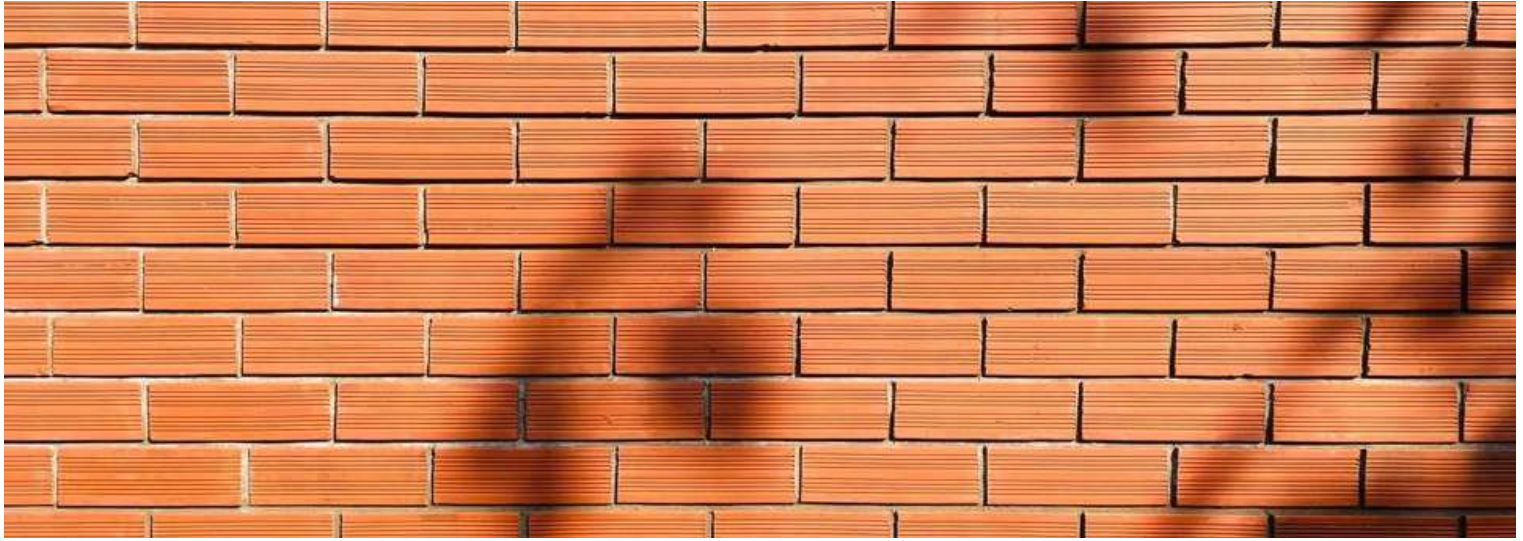
Size: 300 X 150 X 230 MM	Comp. Strength :: 3.8 N/MM2
Weight: 9 KG	Water Absorption: : 11%

HP-100

Size: 300 X 150 X 100 MM	Comp. Strength :: 7.2 N/MM2
Weight: 5 KG	Water Absorption: : 11%

HPX-50

Size: 300 X 100 X 50 MM	Comp. Strength :: 4.3 N/MM2
Weight: 2 KG	Water Absorption: : 11%



HP-230 S



HP-100 S



HPX-50 S

Note: All HP products can be used as Facing Brick

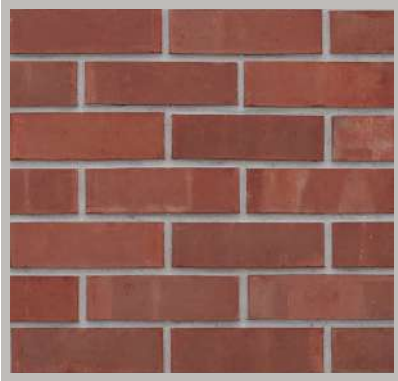
Note: The embedded insulation in S series reduces the U value up to 60%, thus **NOT** allowing the heat to enter the house during the summer or escape the house during winter.



Superior Sound Insulation



Superior Thermal Insulation



Country Blend Facing Brick
E-01 | CBE-01



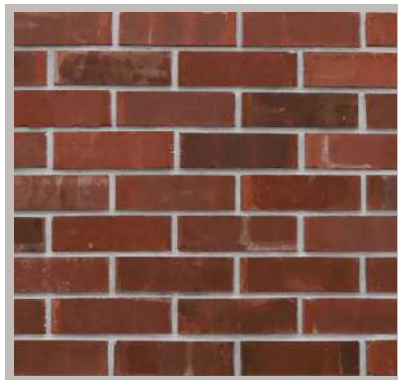
Weathered Facing Brick
E-02 | CBE-02



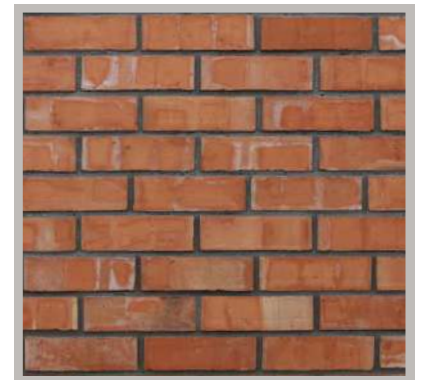
Pre War Facing Brick
E-03 | CBE-03



Accent White Blend
Facing Brick
E-04 | CBE-04



Dark Blend Facing Brick
E-05 | CBE-05



Harvest Gold Facing Brick
E-06 | CBE-06

IMPERIAL

Size: 228 X 108 X 68 MM	Comp. Strength : ≥ 25 N/MM ²
Weight: 2.2 KG	Water Absorption: $\leq 11\%$

CLADDING

Size: 228 X 68 X 20 MM	Weight: 0.7 KG	Per Sqft Coverage: 5.5 Pcs
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Bath Blend Facing Brick
E-07 | CBE-07



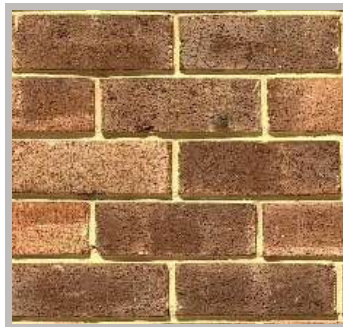
Smoke House Blend
Facing Brick
E-08 | CBE-08



Tradesman Light
E-09 | CBE-09



Country Blend
Drag Faced
ED-01 | CBED-01



Dark Blend Drag Faced
ED-05 | CBED-05



Tradesman Light
Drag Faced
ED-09 | CBED-09



Country Blend Facing (SOLID)
ES-01

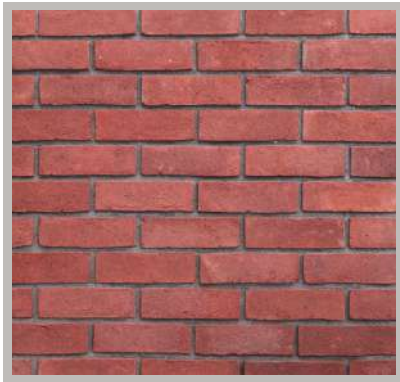
IMPERIAL

Size: 228 X 108 X 68 MM | Comp. Strength : ≥ 25 N/MM²

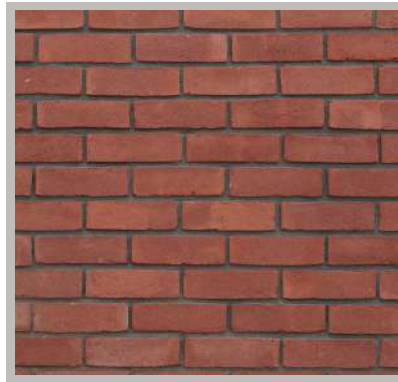
Weight: 2.2 KG | Water Absorption: $\leq 11\%$

CLADDING

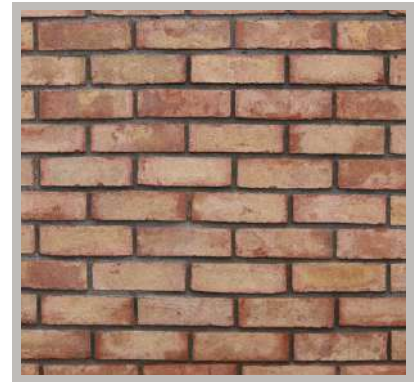
Size: 228 X 68 X 20 MM | Weight: 0.7 KG | Per Sqft Coverage: 5.5 Pcs



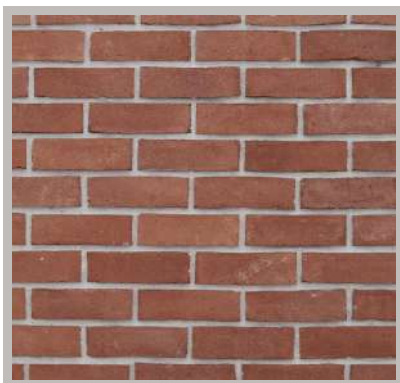
Tettenhal Red Soft
T-01 | CBH-01



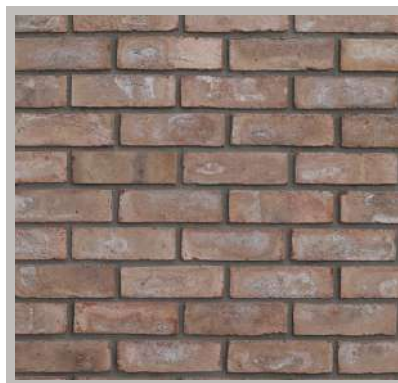
Tettenhal Red Multi
T-02 | CBH-02



Rustic Yellow
T-04 | CBH-04



Dark Blend
T-05 | CBH-05



Matte Cream
T-06 | CBH-06



Matte Grey
T-07 | CBH-07

METRIC

Size: 215 X 102 X 65 MM	Comp. Strength : ≥ 20 N/MM ²
Weight: 2.4 KG	Water Absorption: $\leq 12\%$

CLADDING

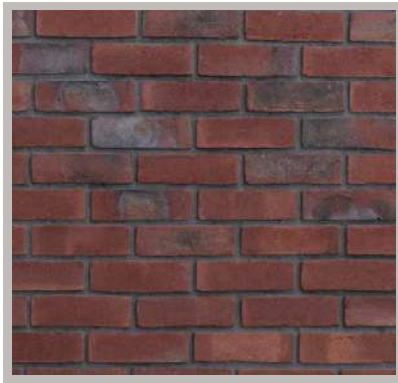
Size: 215 X 65 X 17 MM	Weight: 0.5 KG	Per Sqft Coverage: 6 Pcs
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IMPERIAL

Size: 228 X 108 X 68 MM	Comp. Strength : ≥ 25 N/MM ²
Weight: 2.8 KG	Water Absorption: $\leq 12\%$

CLADDING

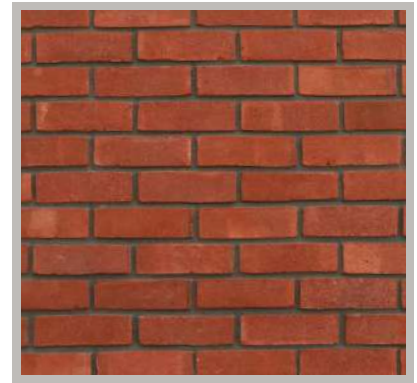
Size: 228 X 68 X 17 MM	Weight: 0.6 KG	Per Sqft Coverage: 5.5 Pcs
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Kingspark Red Multi
T-08 | CBH-08



Old English Blend
T-09 | CBH-09



Perton Orange
T-10 | CBH-10



Morville Light Weathered
T-11 | CBH-11



Light Weathered
T-12 | CBH-12



Compton Weathered
T-13 | CBH-13

METRIC

Size: 215 X 102 X 65 MM	Comp. Strength : ≥ 20 N/MM ²
Weight: 2.4 KG	Water Absorption: $\leq 12\%$

CLADDING

Size: 215 X 65 X 17 MM	Weight: 0.5 KG	Per Sqft Coverage: 6 Pcs
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IMPERIAL

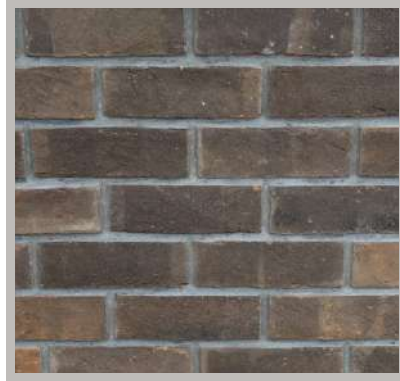
Size: 228 X 108 X 68 MM	Comp. Strength : ≥ 25 N/MM ²
Weight: 2.8 KG	Water Absorption: $\leq 12\%$

CLADDING

Size: 228 X 68 X 17 MM	Weight: 0.6 KG	Per Sqft Coverage: 5.5 Pcs
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Emerald Red Multi
T-14 | CBH-14



Dark Weathered
T-15 | CBH-15



Lambeth Multi Blend
T-16 | CBH-16



London Stock
T-17 | CBH-17



London Stock Weathered
T-18 | CBH-18



Old Gault Blend
T-19 | CBH-19

METRIC

Size: 215 X 102 X 65 MM	Comp. Strength : ≥ 20 N/MM ²
Weight: 2.4 KG	Water Absorption: $\leq 12\%$

CLADDING

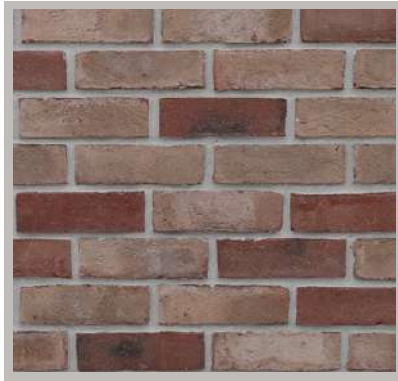
Size: 215 X 65 X 17 MM	Weight: 0.5 KG	Per Sqft Coverage: 6 Pcs
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IMPERIAL

Size: 228 X 108 X 68 MM	Comp. Strength : ≥ 25 N/MM ²
Weight: 2.8 KG	Water Absorption: $\leq 12\%$

CLADDING

Size: 228 X 68 X 17 MM	Weight: 0.6 KG	Per Sqft Coverage: 5.5 Pcs
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Old Farmhouse Stock
T-20 | Cbh-20



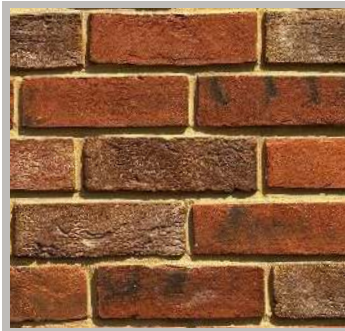
Georgian Rustic
T-21 | CBH-21



Old London Town
T-23 | CBH-23



Smoke House Blend
T-24 | CBH-24



Monsoon Blend
T-25 | CBH-25



Tradesman Light Blend
T-26 | CBH-26



Old Castle Blend
T-122 | CBH-122

METRIC

Size: 215 X 102 X 65 MM	Comp. Strength : ≥ 20 N/MM ²
Weight: 2.4 KG	Water Absorption: $\leq 12\%$

CLADDING

Size: 215 X 65 X 17 MM	Weight: 0.5 KG	Per Sqft Coverage: 6 Pcs
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IMPERIAL

Size: 228 X 108 X 68 MM	Comp. Strength : ≥ 25 N/MM ²
Weight: 2.8 KG	Water Absorption: $\leq 12\%$

CLADDING

Size: 228 X 68 X 17 MM	Weight: 0.6 KG	Per Sqft Coverage: 5.5 Pcs
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Tettenhal Red Linea
TL-01 | CBL-01

Old English Blend Linea
TL-09 | CBL-09

Light Weathered Linea
TL-12 | CBL-12



Matte Cream Linea
TL-06 | CBL-06

Compton Weathered Linea
TL-13 | CBL-13

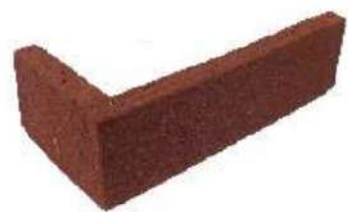
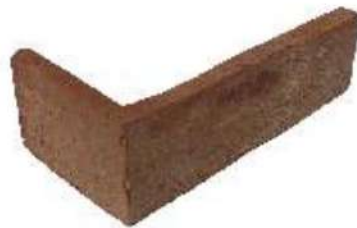
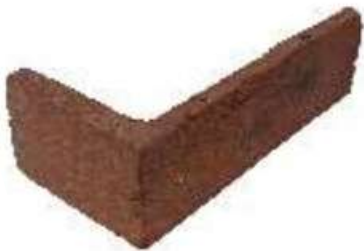
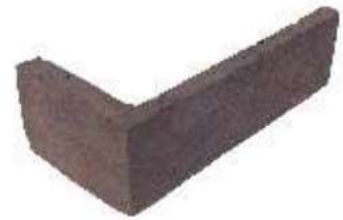
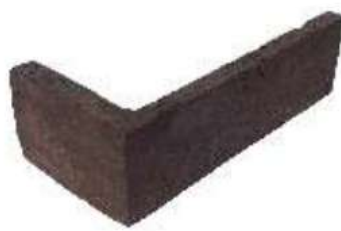
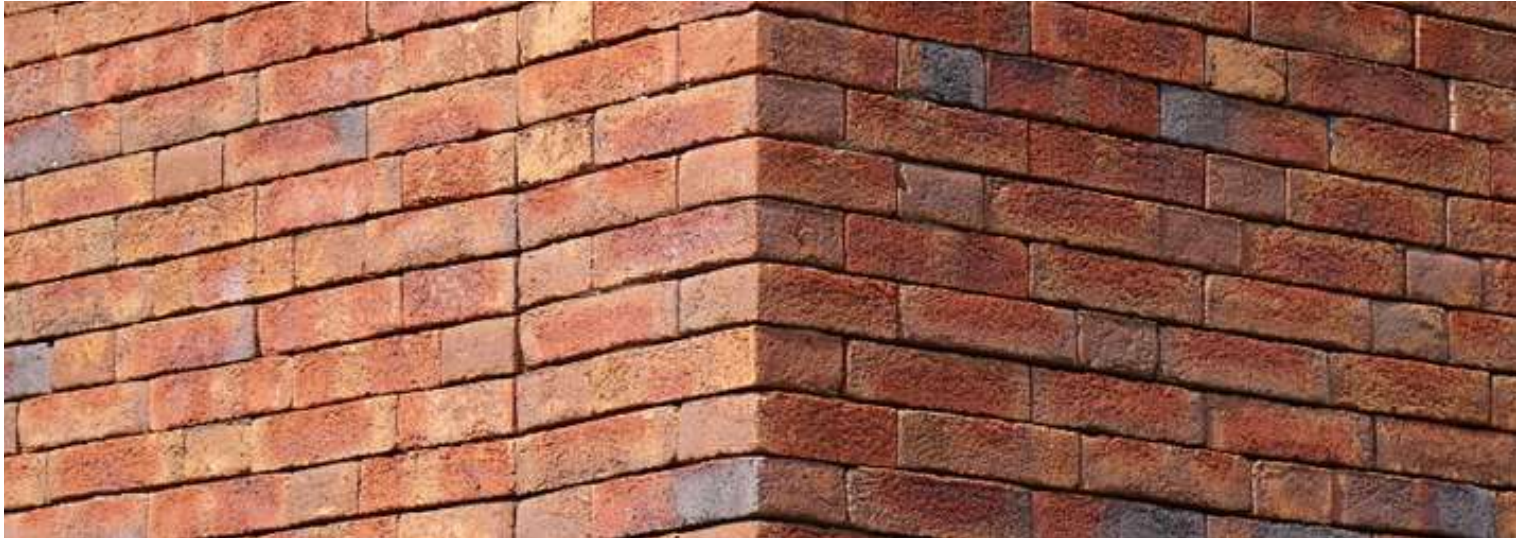
Dark Weathered Linea
TL-15 | CBL-15

LINEA

Size: 300 X 100 X 40 MM	Comp. Strength : ≥ 20 N/MM ²
Weight: 2.2 KG	Water Absorption: $\leq 12\%$

CLADDING

Size: 300 X 40 X 17 MM	Weight: 0.5 KG	Per Sqft Coverage: 6 Pcs
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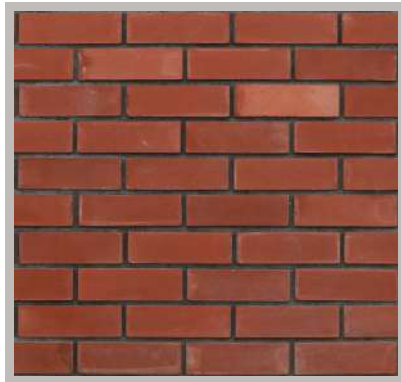
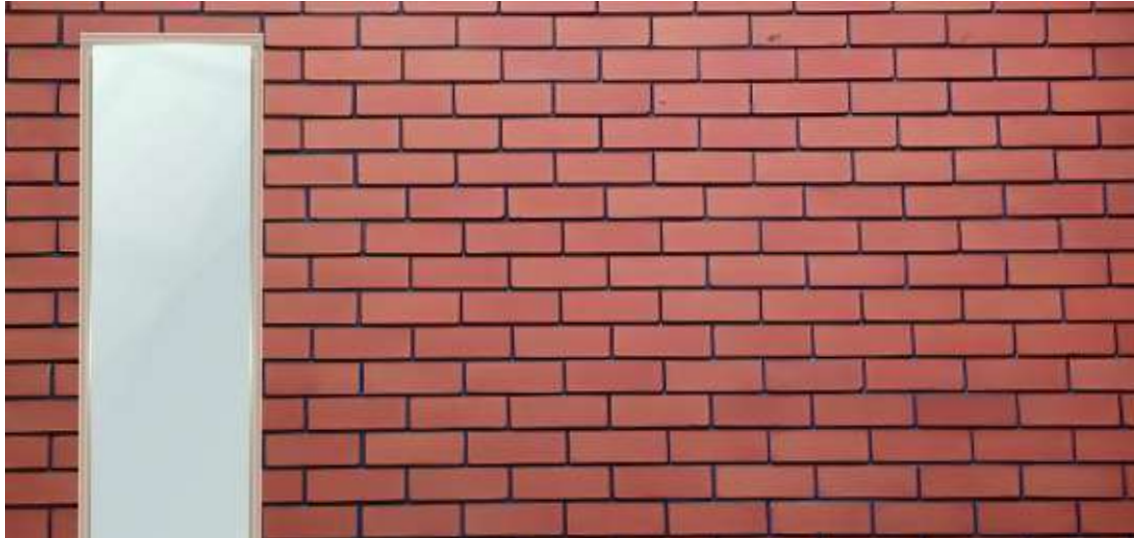


AVAILABLE FOR ALL BRICK SIZES & COLOR BLENDS

Comp. Strength: NA

Weight: 0.7 KG

Water Absorption: $\leq 12\%$



Natural Red
CBP-01



Choco Brown
CBP-02



Weathered Pressed
CBP-04

CLADDING

Size: 215 X 65 X 22 MM

Weight: 0.5 KG

Per Sqft Coverage: 6 Pcs



FPE-01



FPH-01



FPH-02



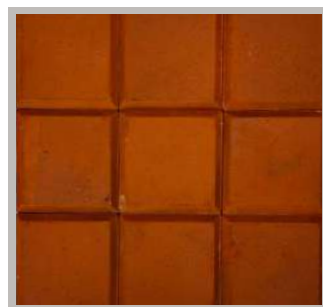
FPP-01



FPP-02



FPP-02 (DARK)



FPP-04



FPP-05

FPE-01

Size: 230 X 110 X 32 MM	Comp. Strength : ≥ 20 N/MM ²
Weight: 2 KG	Water Absorption: : 11%

FPH-01

Size: 215 X 60 X 35 MM	Comp. Strength : $\geq 7,5$ N/MM ²
Weight: 0,9 KG	Water Absorption: : 14%

FPH-02

Size: 215 X 100 X 35 MM	Comp. Strength : ≥ 17 N/MM ²
Weight: 1,4 KG	Water Absorption: : 14%

FPP-01

Size: 200 X 200 X 20 MM	Comp. Strength : ≥ 8 N/MM ²
Weight: 1,3 KG	Water Absorption: : 11%

FPP-02

Size: 200 X 100 X 20 MM	Comp. Strength : ≥ 17 N/MM ²
Weight: 1 KG	Water Absorption: : 11%

FPP-02 (DARK)

Size: 200 X 100 X 20 MM	Comp. Strength : ≥ 18 N/MM ²
Weight: 1 KG	Water Absorption: : 11%

FPP-04

Size: 100 X 100 X 20 MM	Comp. Strength : ≥ 8 N/MM ²
Weight: 0,5 KG	Per Sqft Coverage: 9 Pcs

FPP-05

Size: 100 X 100 X 20 MM	Comp. Strength : ≥ 8 N/MM ²
Weight: 0,5 KG	Per Sqft Coverage: 9 Pcs



Triple Rajwadi



Rajwadi Bamboo



M Channel



Round Channel



Royal Channel



Ridge

TRIPLE RAJWADI

8 X 5.5 Inch	Per 100 Sq. Ft : 330 NOS
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RAJWADI BAMBOO

9 X 3 Inch	Per 100 SQ. Ft : 504 NOS
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M CHANNEL

8 X 4 Inch	Per 100 Sq. Ft : 450 NOS
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ROUND CHANNEL

8 X 5.5 Inch	PER 100 SQ. FT : 330 NOS
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ROYAL CHANNEL

8 X 5.5 Inch	PER 100 SQ. FT : 330 NOS
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RIDGE

8 X 4 Inch	Per 100 Sq. Ft : 450 NOS
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**Ridge Tile Uncapped
 (RGUE01)**



**Ridge Uncapped Smoke House
 (RGUE08)**



**Tettenhall
 Red Soft (HRF 01)**



**Classic Tettenhal
 Red Weathered (HRF 12)**



**Dark Weathered
 (HRF 15)**

RGUE 01

Length: 17.5 Inches	Angle: 105°	2.2 Ridge Tiles Per Running Meter
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RGUE 08

Length: 17.5 Inches	Angle: 105°	2.2 Ridge Tiles Per Running Meter
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HRF 01

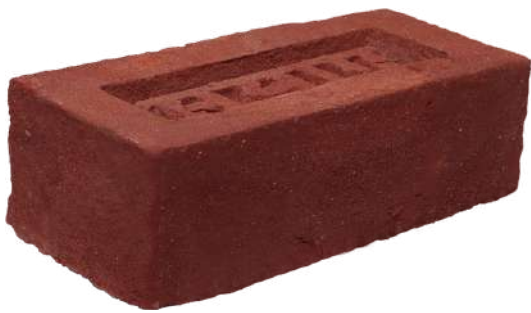
10.5 X 6.5 X 0.5 Inches	60 Pieces Per Square Meter
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HRF 12

10.5 X 6.5 X 0.5 Inches	60 Pieces Per Square Meter
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HRF 15

10.5 X 6.5 X 0.5 Inches	60 Pieces Per Square Meter
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Prayag



Puja

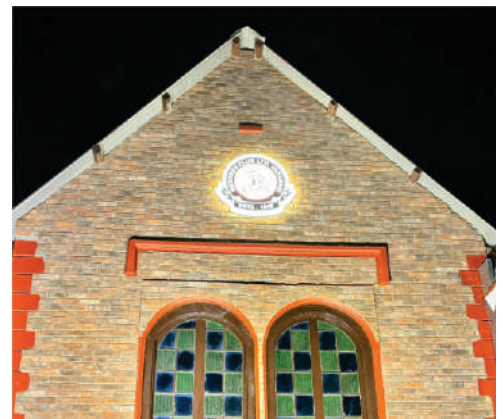
Our journey began with the introduction of Prayag and Puja, our flagship traditional brick products that have set industry standards. Prayag was launched in 1974, followed by Puja in 1984. Initially crafted by hand, these traditional bricks ensured exceptional quality and durability. As we embraced modern manufacturing methods, Puja transitioned to mechanical production, resulting in enhanced strength and consistency.

PRAYAG

Size: 230 X 110 X 70 MM	Comp. Strength : ≥ 18 N/MM ²
Weight: 3 KG	Water Absorption: $\leq 14\%$

“PUJA” SOFT MUD MOULD

SIZE: 230 X 110 X 70 MM	COMP. STRENGTH : ≥ 25 N/MM ²
Weight: 3 KG	Water Absorption: $\leq 12\%$



Brick by brick, we lay the foundation for homes that embody love, tradition, and a vision for tomorrow.



Bricks are the building blocks of architectural dreams,
shaping spaces that inspire and endure.



Today, modern techniques and materials have further advanced brick making, while still maintaining its importance in construction



The world's oldest brick structure, a temple in the ancient city of Jericho, is estimated to be over 10,000 years old.



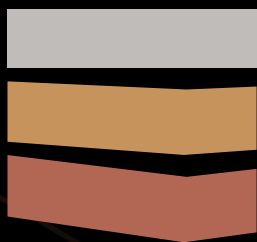
Architectural Marvel is not just about towering structures; it's about crafting spaces that stand the test of time.



Homes that last generations are not just built with materials; they're crafted with love, fortified by tradition, and designed for the future.

PCPL is dedicated to providing unequalled customer service and unsurpassed product value in the construction industry while maintaining the highest commitment to its employees and operating in a safe and environmentally responsible manner.


DISCLAIMER: We also make the product as per special designs and specification of the customers. Due to their inherent nature, clay products may have minor variations in color & dimensions as well as minor chipping and cracks. Actual colors may be different from the pictures shown here due to printing, photography and scanning of picture. We recommend checking samples before purchasing.




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