



INDIA FASHION ICON MAGAZINE

The Brick House™: Redefining Construction with Eco-Friendly Terracotta Solutions

Published on 30 Jan 2026 | By IFI Correspondent



In an era where sustainability is no longer optional but essential, Irfan Ahmed, founder of **The Brick House™**, has emerged as a strong advocate for eco-friendly construction in India. Founded in March 2018, The Brick House™ has become a trusted pan-India brand in terracotta-based building materials, blending tradition with innovation.

With over a decade of hands-on industry experience, Irfan Ahmed's entrepreneurial journey reflects a fusion of technical expertise, relentless effort, and a deep belief in natural construction methods. What began as a focused manufacturing unit has today evolved into a comprehensive construction solutions company, serving residential, commercial, and architectural projects across the country.

Redefining Construction Through Clay

The Brick House™ specializes in a wide range of terracotta products, including **wire-cut clay bricks, cladding tiles, weathering flooring tiles, Mangalore roofing tiles, ceramic roofing tiles, clay pavers, and hollow blocks**. These products stand out for **excellent thermal insulation, high durability, minimal maintenance**, and most importantly, the **elimination of plaster or paint requirements**.

Post-installation, the exposed clay walls enhance both the aesthetic and functional value of the building. The natural properties of clay help regulate indoor temperatures, keeping interiors cool in summer and warm in winter, significantly reducing energy consumption. These advantages have made The Brick House™ a preferred choice for architects and environmentally conscious clients alike.

Beyond Manufacturing: End-to-End Solutions

What sets Irfan Ahmed's company apart in the infrastructure sector is its **holistic approach**. Alongside product manufacturing, The Brick House™ provides **architectural design services and skilled labor contracting**, ensuring seamless solutions from planning to execution. With a pan-India presence, the company maintains consistent quality standards across projects of any scale or location.

Challenges that Shaped Success

The journey has not been without challenges. From the unpredictable nature of clay to major disruptions like the COVID-19 lockdown, the company faced multiple operational hurdles. Ensuring safe long-distance transportation, innovative packaging, consistent quality supply, customer awareness about proper usage, and labor management were constant challenges.

Through **systematic processes, packaging innovation, continuous client education, and strong team leadership**, Irfan Shaikh turned these challenges into learning opportunities, strengthening the company's foundation.

Growth Backed by Reliability

Today, The Brick House™ boasts experience with **over 400 projects, more than 220 product varieties**, and access to international terracotta materials from **Vietnam and Sri Lanka**. Participation in three national exhibitions and international conferences in Sri Lanka and the UAE highlights the company's commitment to global learning and innovation.

With **two offices, four warehouses**, and most importantly, **repeat clients and strong referrals**, The Brick House™ has not just built structures—it has built trust.

Towards a Sustainable Future

By continuously raising awareness about the benefits of clay-based construction, Irfan Ahmed is shaping a **more responsible and sustainable future for the construction industry**. His journey demonstrates that when traditional materials meet modern approaches and precise execution, the results are enduring.

From clay to credibility, **The Brick House™ is more than a business—it is a movement towards responsible and sustainable architecture**.

Selected for Maharashtra's Prestigious Awards

Recognizing his dedication and achievements, he has been selected for the prestigious **"Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025"** awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

The selection marks a proud moment not only for him, but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers, and creative talent.

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