

## A stepping “tile” to success - RAK Ceramics Flagship Showroom in Gurugram, Haryana, India



Often known as a city of local joys and global amenities, Gurugram is indeed a city with amazing choices. Which is why when it came to making a choice to open an Orientation center in Q3 this year, Gurugram was the first choice of RAK Ceramics. With the launch of this center, RAK Ceramics intends to target the Delhi NCR market, which is mindful of the quality it chooses. Spread across two floors on an area of 6,000 sq.ft. RAK Ceramics Orientation center covers markets of Gurugram, Manesar, Delhi & Noida.

Strengthening the company’s vision to have a production facility in the Northern part of the country, RAK Ceramics also intends to enhance its imprint by opening company-owned Flagship Showrooms, Premium Partners and Official Partners and seeping further into multi-brand outlets across the country. RAK Ceramics is also delighted to invest further in modernizing its plant at Samalkot, Andhra Pradesh. With the inception of two plants in Morbi, Gujarat that have been functional since 2017, RAK Ceramics has strengthened its countrywide presence.



Gurugram Showroom

“With our presence in Gurugram, we are targeting the Delhi NCR market, which is a quality conscious one, and that being our forte will help us add to our target to reach revenue of Rs 900CR, this

year” exclaimed Mr. Anil Beejawat CEO, RAK Ceramics India. With more than 8000 designs up their sleeves, RAK Ceramics offers the largest range of products globally. Glancing over the photographs & videos of some well-known architects over the launch, it is inevitable that the Flagship Showroom is going to be a grand success.

During the launch, it was delightful to hear Architect Charu Shukla burst myths about choosing tiles for flooring. “People always tend to choose stone as a flooring option. It is a traditional belief. Tile designs that mimic the effects of cement, wood, stone, metal are anything but boring. RAK Ceramics have done a wonderful job in mimicking this effect! Congratulations!!” quoted Architect Shukla.

With the launch of Maximus Floor & Wall Collection, & the huge varieties, it offers, RAK Ceramics bring to you larger than life options to make your home or office, a special place. Did you know that RAK Ceramics’ Maximus Megaslabs can be used for kitchen tops, vanity tops and stairs that can be made from a single piece of porcelain? Close your eyes and you will realise that with RAK Ceramics, there is always room for imagination !!!



Kitchen Top: Flury Floor: Fashion Grey