

June 28 - 2023

## RAK Ceramics - Dealer Clubs Launch



The launch of the exclusive Dealer Clubs was a momentous occasion for RAK Ceramics. It provided a great opportunity for the company to connect with its dealers, share its vision for the future, and build relationships that will help drive the company's growth. The event was also historic, being the first time such an event was held on such a grand scale.

The highlight of the event was the launch of the RAK Upper Crust exclusive Dealer Clubs for select partners and the display of ceramics, bathware, and sanitaryware. The company's top executives unveiled the clubs - Diamond, Emerald, Sapphire, and Pearl and applauded the efforts of various dealers and their contribution to the company's growth.

It was a very enjoyable event, with renowned musicians and comedians from the entertainment industry performing and enthraling the audience. The event also allowed the dealers to interact with each other and discuss the challenges they face in the market.

As the event drew to a close, the CEO and other officials talked about expanding the footprint of RAK Ceramics, providing insights into the company's future plans and strategies. The dealers were excited about the possibilities and were inspired to take their partnership with RAK Ceramics to the next level.

Overall, the launch of the Dealers' Upper Crust was a resounding success, providing a platform for RAK Ceramics to strengthen its relationship with its dealers and showcase its innovative products. The event was a celebration of the company's growth and success and a promise of a bright future ahead.