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## **RAK Ceramics bags two awards for Brand Revitalization and Most Innovative company in Middle East.**



RAK Ceramics won two awards for Brand Revitalization and Most Innovative company at a special event organized under The middle east Branding and Marketing leadership awards held at the Address, Dubai.

The awards represent the huge effort by the company on its ambitious Rebranding project titled "Room for Imagination" and on its product development strategy of last year. The rebranding campaign has helped the company see a rise in Brand Recognition in the global market and it is committed to bring the best of innovations in the Tiles and Sanitaryware product range in the coming years.