



RAK Ceramics (Bangladesh) Ltd.



www.rakcerambd.com

RAK Ceramics is the market leader in Ceramics Tile and Sanitary ware manufacturing industry of Bangladesh. "Organizational DNA" of RAK Ceramics has been technology and quality. Astute leadership, a clear vision with regards to product positioning in the global arena, and a strong resolve to have the best results driven by a well conceived strategy have been the hallmarks of success.

Market

RAK Ceramics has strong brand equity in the local market being a multinational entity and delivering quality products at affordable prices. The company is continuously penetrating new markets and developing new products to minimize the risk. The real estate developers have contributed immensely to the growing urbanization of the country which is expected to continue in the foreseeable future. Therefore, the demand for tiles & sanitary ware in the country will continue to increase significantly. The company primarily focuses on local market where it gained 1/4th of tiles and 3/4th of sanitary ware market share in Bangladesh. RAK Ceramics distributes its products through company appointed dealers. The strength of RAK Ceramics lies in its professional expertise, unrelenting pursuit of excellence and a deep and profound knowledge of the business environment.

Achievements

RAK Ceramics has been recognized as the world's largest ceramic tile manufacturer by the 'Ceramic World Review', the best known and most widely circulated international magazine devoted to ceramic tile and sanitary ware production technologies. It dominates the rankings of the top



25 ceramic tile manufacturers in 2009 with a total production output of 115 million square meters from 15 manufacturing facilities located in six countries. The company had first ever IPO under book building method in Bangladesh, which was highest in collection in terms of amount and number of applications. The company was rated AA+ in long term and ST-1 for short term, which was highest rating in manufacturing sector in Bangladesh.



Product

The Bangladesh plant of the company is situated at Dhanua, Sreepur, Gazipur with the production capacity of 22,000 sqm tiles and 3,000 pieces of sanitary ware per day. In Bangladesh RAK Ceramics has over 1000 unmatched tiles models and globally it has over 6000 models and over 40 sanitary ware models; and it adds several new designs to its product portfolio regularly. In the ceramic tiles category, the company produces wall tiles, floor tiles, matching border & decor as well as GP (homogenous) tiles, rustic surface, slate, wooden finish, soluble salt & double charge mirror polish tiles and cladding tiles. RAK Ceramics exported ceramic & GP (homogenous) tiles to India, Nepal & Sri Lanka. Ceramic tiles are produced in a wide





range of sizes from 13 cm x 13 cm up to 60 cm x 60 cm in Bangladesh. In Gres Procellanato, the company produces glazed and unglazed porcelain, covering finishes such as polished, semi polished, unpolished, rustic, stone, travertine etc. In sanitary ware various models are produced in wash basins (mounted as well as pedestal), water closets, bathroom sets as well as single set Symphonic Water Closet, "P" Trap Water Closet in both Marble Shade & Deep Color. In accessories the company introduced Soft Closing Seat & Cover and Hydraulic Hinges. RAK Ceramics exported a huge amount of sanitary ware to USA through UAE.



Soon the company is going to launch Fire Clay Sink for exporting to UK market as the only manufacturer in Bangladesh to do so by using advanced technology. Most of the production is consumed in local market and the balance gets exported to UAE. RAK Ceramics (Bangladesh) Limited is an ISO 9001:2008 certified organization.

Recent developments

RAK Ceramics has always invested in the latest machineries to manufacture innovative and unique products. The company employs the latest Italian technology for production, using computerized kilns, Italian and British design consultants for the latest designs, highest quality raw materials from Europe; a computerized modeling facility to design fascinating models and an in-house quality control and testing laboratory of the highest standards. The company has set up large scale Effluent Treatment Plants (ETP) to maintain environmental compliance.

Promotion

RAK Ceramics (Bangladesh) Ltd. targets mainly architects, project developers and retail clientele. It focuses on the customers who are fashion oriented and who look for world class brands. RAK Ceramics' promotional strategy revolves around supporting high level events of architects and property developers and several other sporting events. The brand is promoted continuously through a broad range of media including radio, trade and popular magazines, outdoor advertising events sponsorship and through high profile exhibition stands. In order to maintain its market share, in today's highly competitive ceramics business RAK Ceramics carries on these innovative approaches in local and regional markets which allow the company to reach as broad a base in public as possible and ensures that the brand has distinctive points of values above the other players from the same category. Efforts in all these areas have resulted in increased revenues and market share.

Brand value

The core values of the RAK Ceramics brand are its fashionable and trend setting designs. "Trend Setters" is the tag line for the brand. The brand is considered as a pioneer in the field of ceramic and porcelain tiles and sanitary ware design and sets the benchmark standards. Aggressive brand identity programs launched in the last few years helped the brand to have a better recognition and loyalty among its consumers who appreciate RAK Ceramics' commitment to fulfilling its brand promise and the quality standards & value for

money it guarantees. RAK Ceramics brand is now the brand champion within its category by the very recent recognition as the world's largest ceramic tile manufacturer by the 'Ceramic World Review'.

Things you didn't know

1. RAK Ceramics Bangladesh is a subsidiary of RAK Ceramics PSC, UAE, and is just 10 years old.
2. It is the largest ceramic brand in Bangladesh, entire Middle East and in most of the countries worldwide.
3. Market Leader in ceramic industry of Bangladesh
4. The manufacturing facility is spread over an area of 140,000 sqm, employing 1500 persons directly/indirectly.
5. In Bangladesh, 3 out of every 4 sanitary ware fixed is RAK & every 4th tiles fixed is RAK.
6. The range of RAK Ceramics' products is unmatched.

History

1998

Company established in Bangladesh with majority stake of RAK Ceramics PSC, Ras Al Khaimah, UAE.

2000

- First tiles plant commenced production with capacity of 8,000 sqm/day.
- Started distribution of products through company appointed dealers.
- First company to bring international quality product in Bangladesh at affordable prices.

2004

- First sanitary ware plant commenced production with capacity of 1,000 pieces/day
- Expansion for second tiles plant with production capacity of 8,000 sqm/day

2008

- Expansion of third tiles plant with production capacity of 8,000 sqm/day
- Expansion of second sanitary ware plant with production capacity of 1,500 pieces/ day

2010

- First ever IPO in Bangladesh under book building method, with highest ever collections in terms of amount subscribed and number of applications received.
- Expansion of sanitary ware plant with production capacity of 1,000 pieces/ day.
- Exclusive producer of porcelain tiles / models 60x60.