RAK CERAMICS INDIA

# Goal 2015

AS 2000 CR. COMPANY

RAKnext TEAM: Chief Mentor Mr. Rajeev Singh | Coordinated By Suyash Gogate | Designed By Prakash Pawar

rakceramicsindia

www.rakindia.com/downloads/raknext.pdf


RAK CERAMICS
Tiles | Sanitaryware | Faucets
*Close to you worldwide*

**RAK CERAMICS INDIA PVT. LTD.**

www.rakindia.com

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**Company Showrooms** : **Mumbai:** Santacruz : 022-26605704, Mulund : 022 - 25923233 / 34, Balngaluru: 040 - 41710394 / 95
Coimbatore : 0422-6464858, Nagpur : 0712-6637598, Pune : 020-40028694/95



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Tiles | Sanitaryware | Faucets
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# RAKnext

VOL. 1 | QUARTERLY UPDATES FROM **RAK INDIA** | JAN-MAR 2013


VOTED Superbrands 2012 UAE's Choice

**1 Billion** square meters of tiles supplied worldwide

Supplying to landmarks in over **160 Countries**

# A 600 CRORE TURNOVER ENTERPRISE




www.rakindia.com

## World Brand Congress 2012






Reaffirming its status as a global brand specialist, RAK Ceramics recently received 'Brand Excellence Award' 2012 in the durables category for exhibiting leadership and perpetual innovation at the 21st World Brand Congress that took place from 22nd-24th November, 2012 at Taj Lands End, Mumbai. The award was accepted by MD, Mr. Sunil Malesha on behalf of the company.

## 600 Cr. Turnover Success Celebration at RAK Head Office





**RAK Ceramics India** celebrated it's feat of entering the 600 Cr. turnover club and entered 2013 with a bang. A result of sheer team work and focused efforts, RAK takes pride in achieving this landmark. A big thank you to all the stake holders for their contribution towards this success. Watch this space for more such celebrations to come.



## From the desk of CEO



Dear Friends,

First of all I want to congratulate my colleagues for **"WOW!!! WE DID IT"**, a 50% sales growth over 2011. We have boarded **"The Train Of Life"** and it has gained speed. We have allowed ourselves to be taken over by the **"Storm of Passion"** and our next stop is now **INR 2000 Cr**. by 2015.

Those of us who find pursuing of goals difficult, may settle for the next best and start searching for nice excuses. On the contrary, believe me, when we pursue our goals with intense internal feeling, we are all pulled towards the success and the "Passion for Growth" takes over.

There are 3 types of vision and each one of us can discover his subconscious vision:

**V1** This stems from **"FEAR OF LOSING"** and we want to maintain **"STATUS-QUO"**

**V2** This stems from **"FEAR OF FAILURE"** and we look at our past evidence.

**V3** This stems from **"LOVE which fulfills our DREAMS"** about what future shall be. With V3 vision, a person is committed to giving whatever it takes to fulfill his dreams. It requires a **"Quantum leap of FAITH, COURAGE AND PASSION"** to shift to V3 vision.

And believe me it is possible. RAK India wants to progress through '**V3** Train" for all its LOBs.

I assure you; our company shall have its growth with all **V3** visionaries and reward them. So also is true with its honorable **V3** dealers and associates.

We are a **V3** vision company.



**SUDHIR K. MALESHA**
CEO
RAK Ceramics, India.



## Editorial & from the desk of **Sr. Vice President**

Dear Colleagues & Associates,

It gives me immense pleasure to launch the RAK news letter "**RAK NEXT**" for all of you. It's a quarterly news magazine indicating latest happenings, products and events at different locations in India for RAK Ceramics.

RAK Ceramics India witnessed some unprecedented growth in the last financial year and with all your efforts our company could register a handsome growth to the tune of 50% Year over year. Looking at the lower GDP growth and also the tough industrial scenario prevailing since last 2 quarters, getting such growth is really commendable by all means where your company crossed 600 crore mark in 2012. I really wish to thank each and every member from front and back team of Sales, Marketing, Production, logistics, HR, Admin and other functions. Congratulations and way to go.....!!!

Last 12 months at RAK India had been quite eventful with company stepping into meaningful collaborations at Gujarat to offer Venezia series, start of a new line of business for Ceramic division and launch of some best of products like 2x2 Wurtzite Series and 4x2 Slabs from AP-Samalkot Plant. This year other LOBs like Sanitaryware have also started giving positive results and established it strongly in the market. Coming days we have very ambitious plan to launch new range of Bath wares, Vanities and Allied items for the bathroom solutions. RAK India is heading for a complete bath and tiling Solution Company.

Way forward I as a leader would like to create a 3 year vision viz. **GOAL 2015** for all of us in the company where we all are committed to take our RAK India operations to a 2000 Cr. mark by 2015.

Wishing all of you and your family members a very happy, prosperous and eventful New Year 2013...

With warm regards,

**RAJEEV SINGH**
Sr. Vice. President,
RAK Ceramics, India.



**RAK Ceramics** is a known face when it comes to participation in various national and international events. The company has been actively showcasing its new product range in these events and gaining kudos every year due to the effective media coverage across India.

## WAD (World Architecture Day) - Mumbai






White Flag Publishing & RAK Ceramics organized The World Architecture Day – an event to celebrate the spirit of architecture in India for the first time at Renaissance Hotel, Powai on **8th October 2012.**

## ACETECH Exhibition - Mumbai





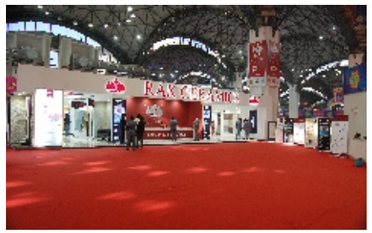






**RAK Ceramics India** participated in the **Acetech Exhibition – Mumbai** from **18th – 21st, October 2012**, an exhibition where all the major players from the field of construction, architecture and ancillary sectors gather to showcase their latest offerings which also receives many footfalls.

## ACETECH Exhibition - Delhi






**RAK Ceramics India** had an active presence at the **Acetech Exhibition – New Delhi** which held from **6th – 9th, December 2012.**

## Ceramic Tile Launch - Mumbai





**RAK Ceramics India** announced their foray into Ceramic Tiles Category on **13th July 2012** under the umbrella brand**, VENEZIA.** This range offers widest choice of designs from the sublime to the outrageously imaginative with a tadka of **I**ndian heritage**.**

## Eleganza Tile Launch - Delhi




**RAK Ceramics India** launched **ELEGANZA** series on **17th December 2012** at Delhi



## Local Events & Branding Activities

### EAST ZONE:





RAK participated in association with dealer M/S Shakti Marble & Handicrafts, Bolpur in traditionally renowned **"POUSH MELA" –** From **23rd December to 26th December 2012** at Shantiniketan, Bolpur.




**II**A Architect Meet arranged by RAK at Raipur on **12th December 2012** in association with S. V. Ceramics.






Branding Activities. ( Inshop & Outdoor Branding )

## WEST ZONE:










**RAK's** participation at **CREDAI** Event at Nashik on **17th December 2012** where some **120** eminent builders of Nashik participated for the event.













Branding Activities. ( Inshop & Outdoor Branding )

## NORTH ZONE:







Workshop organised by **RAK** for **CPWD** (Central Public Works Dept.) members at Indraprastha Bhawan, New Delhi.













Branding Activities. ( Inshop & Outdoor Branding )

## SOUTH ZONE:










Diwali celebration at RAK office & sponsorships for ABC Group .












Branding Activities. ( Inshop & Outdoor Branding )



Excerpts from the interview of renowned Architects, **Mr. Vikram Pannu** & **Ms. Anita Singh** of Chandigarh



Q. What is the customer`s perception about brand RAK?

A. RAK has a good client base. The awareness of it's global presence has to be emphasized more.

Q. What are the latest trends in the Indian tile industry?

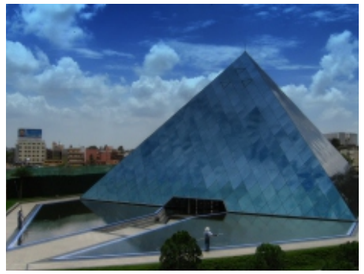
A. Full body Vitrified, Rustic Finishes, Large format, seamless and joint free tiles. Co-ordinated wall and floor tiles.

Q. What is the future of digital tile?

A. In lieu of using imported marble, these tiles have a fantastic growth potential. The seamless finishes and high gloss, satin, matt and rustic finishes add great value to the brand.

Q. What are the customer`s parameters while selecting tiles?

A. Ready availability, quick installation, price, sensitivity, durability and aesthetical appearance.



**INFOSYS OFFICE,** Bangalore



**AKSHARDHAM MANDIR,** Delhi



**INTERNATIONAL AIRPORT,** Mumbai



**MAURYA SHERATON,** Delhi



**ISKCON VILLAS, AIRPORT RD,** Ahmedabad



**ILD TRADE CENTER,** Gurgaon




**MAHINDRA SATYAM,** Hyderabad




**McDONALD'S JANPATH,** New Delhi

PRESTIGIOUS PROJECTS



**BRILLIANT ESTATE,** Indore



**COMMONWEALTH GAMES VILLAGE 2011,** Delhi




**ORACLE OFFICE,** Hyderabad



**DLF HOUSING,** Gurgaon




**IBM,** Bangalore



**L&T LTD,** Mumbai



**HINDUJA HOSPITAL,** Mumbai




**INORBIT MALL,** New Mumbai

SUPER PERFORMERS

**BEST ZONE AWARD**

**SIVARAMAKRISHNA & TEAM**

**BEST DEBUTANT OF THE YEAR**

**SANJAY SINGHAL & SANITARYWARE TEAM**

TURNAROUND PERFORMANCE **"ZERO TO HERO"**

**NORTH-UP**
**ARUN SINGH & TEAM**

**DELHI**
**SHASHI / ARUN K & TEAM**

**UPPER NORTH**
**SATNAM SANDHU & TEAM**

**HERCULEAN EFFORT AWARD**

**WEST**
**MANISH AGARWAL & WEST CERAMIC TEAM**

**SUPER ACHIEVER AWARDS**

**KARNATAKA**
**GURUDEV MALDE & TEAM**

**KERALA**
**SHERI NINAN & TEAM**

**MUMBAI**
**NIRAJ GANDHI**
**ROHIT KHANDELWAL & TEAM**

**COLLECTION & ADHERENCE TO "C" FORM LIABILITY**

**TEAM SOUTH**
**TEAM EAST**

**LITTLE WONDER AWARD** (SMALL REGION WHO HAS CONTRIBUTE EXTRA ORDINARY)

**UTTARAKHAND**
**VISHAL GUPTA & TEAM**

**WEST BENGAL**
**GAUTAM M & TEAM**

**GUWAHATI**
**RAJESH K & TEAM**

**RAJASTHAN**
**RAJA DUGGAL & TEAM**



## New Joinees

At RAK, we strive to attract & hire the best of the people available in the industry. There is a constant effort to treat employees with dignity and provide required training to sharpen their skills. The management recognizes the fact that the company growth is directly proportional to quality of talent that is hired. The rate at which RAK Ceramics India is growing, there was a need to expand the RAK family. Here are the new members who joined Team RAK.



**Aniruddha Chowdhury**
Asst. Regional Manager
Div: Sanitaryware
Kolkata
aniruddha.c@rakindia.com



**Tapan Mohanty**
Asst. Regional Manager
Bhubaneshwar
Div: Vitrified
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**Vijay Singh Parihar**
Asst. Regional Manager
Div: Vitrified
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**A. S. Subaraman**
Regional Manager
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**S. Venkatasubramani**
Sr. Regional Manager
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**Jayesh Sharma**
Area Sales Manager
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**Mr. Pallav Jyoti Deka**
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**Samik Ghosh**
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**Shailesh Maheshwari**
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**Satendra Singh Bhadauria**
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**Mukesh Misra**
Area Sales Manager
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## TILES:

Constant innovations in the product line coupled with quality have been the key parameters for the success of RAK Ceramics India. The company, thanks to the product development team, has managed to cater to the changing demands of the customers.

Nanopix
High Definition Digital Tiles





Nanopix series is a right blend of size and technology. Available in the size of 2' X 2' and 4'X 2' with high definition digital printing, the flooring comes to life due to its authentic marble feel. The range simply captivates you with its brilliant designs, vivid colours and lively textural patterns

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Eleganza VENEZIA
DIGITALLY PRINTED CERAMIC WALL TILES





Eleganza range is a part of the latest offering in the ceramics category. This range of ceramic wall tiles concepts takes the elegance of art to the next level. Available in the size of 400 X 800 mm these tiles combine a touch of traditional vibrancy and quality assurance from the house of RAK.



URBANO
DIAMOND EDGE FINE PORCELAIN TILES
by Venezia Classic

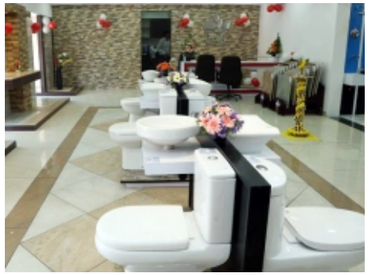




This range boasts of a revolutionary DEFPT (Diamond Edge Fine Porcelain Tiles) technology. The uniqueness of this tile is its ability to withstand abrasion due to the hard surface. It also offers wood inspired ethereal design patterns. Available in the size of 600 X 600 mm, this range is a combination of strength and beauty

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RAK Ceramics India, unveils it's new and exclusive showroom in Langford Town, Bangalore. Welcome and immerse yourself in the world of exotic tiles and bathware products that add gleam to your house.

## BATHWARE:

### New Products Launch: RAK Elegance

RAK elegance

RAK Ceramics have added new products to its kitty under the existing range of Elegance brand. Meticulously crafted and styled to perfection, each design is delight to the eye and sensual in touch.



Product Range: **Wash Basins, Water Closet & Wall Hungs**

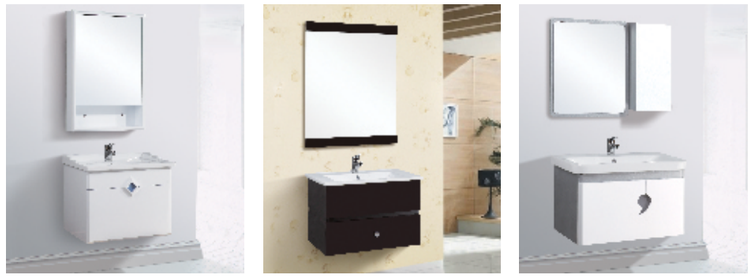
Elegant, Konca, Cosmo, Specto, Koral, Nox, Brill, Majestic, Bliss

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### RAK Elegance - Vanity Collection

Vanity COLLECTION

RAK Elegance bathroom, Vanity units combine form and function, design and durability and most importantly are neutral enough to complement your existing style. The thoughtfully designed mirrors add depth to your bathroom, and the sleek wall mounted designs make it easy to clean and maintain.



**Product Range:**

**Essence, Trinity, Kia, Maple, Kito, Elite, Coral, Champ, Elegant**



## RAK PRIVILEGE STORES:

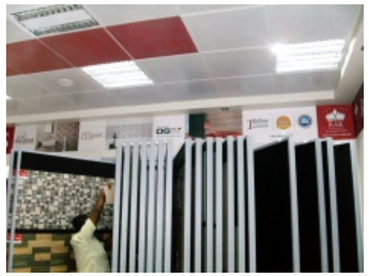










**MATHARUS,** Sakinaka, Mumbai