



SUPERBRANDS

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Beyond the Tile

Akij Ceramics

Akij Ceramics is Bangladesh's leading ceramic tiles brand, renowned for innovation, quality, and design excellence. established in 2012 as part of the AkijBashir Group. With a nationwide network of more than 380 showrooms and 4,700 retail points, Akij Ceramics aims to enhance modern living spaces while promoting inclusive and eco-friendly solutions. Guided by its tagline, "Promise of Perfection", the brand values innovation, durability, social responsibility, and customer trust.

DEFINING ACHIEVEMENTS

Akij Ceramics' most significant achievement lies in its dual leadership in industry excellence and social innovation. As one of Bangladesh's prominent tile brands, it has consistently set benchmarks in quality, design, and technological advancement, earning the Superbrands Award 2023-24 & 2025-26 and the Best



Brand Award in the Ceramic Tiles Category for six consecutive years. Beyond these accolades, the brand's pioneering initiative the introduction of Braille Imprinted Tiles for the visually impaired, has positioned Akij Ceramics as a socially responsible innovator.

Akij Ceramics, with its extensive production capacity and one of the country's widest ranges of sizes, finishes, and formats, continues to redefine modern living spaces. Its achievements also encompass sustainability, with energy-efficient manufacturing, solar power generation, wastewater recycling, and zero solid waste disposal. Collectively, these milestones demonstrate Akij Ceramics' commitment to innovation, quality, and societal impact.



WHAT SETS AKIJ CERAMICS APART

Akij Ceramics distinguishes itself through a unique combination of innovation, quality, and social responsibility. It offers one of the country's most diverse product portfolios, featuring over 980 designs across finishes such as Mirror Polished, Sugar Matt Carving, Diamond Glaze, and Salt & Paper, catering to both modern and lifestyle-oriented spaces.

Technologically, Akij Ceramics leverages advanced manufacturing, Digital Decoration & Glazing (DDG), and large-format innovations like Panora Porcelain Plank Tiles and Sierra 40x80 cm wall tiles, ensuring both aesthetic appeal and durability. Sustainability is embedded in its operations, with solar power generation, wastewater recycling, energy efficiency, and zero solid waste reuse, setting environmental benchmarks.

Akij Ceramics maintains one of the country's largest showroom networks with more than 380 exclusive outlets, supported by extensive retailer engagement through its Aponjon program and nationwide training for tile fitters to ensure excellence in installation and customer experience.

PERCEPTION OF THE CURRENT MARKET SITUATION

Bangladesh's ceramics industry is expanding steadily, driven by rapid

urbanisation, modern housing demand, and infrastructure growth. The market has become increasingly competitive, with local brands meeting most of the country's needs while also exploring opportunities abroad.

Technological innovation is a key driver, with advanced glazing and digital printing creating more realistic and diverse designs. At the same time, sustainability has become central to production. Challenges remain in the form of fluctuating raw material prices and slower export performance.

FUTURE PLANS

Akij Ceramics is committed to shaping the future of Bangladesh's ceramics industry through continuous innovation, sustainability, and market leadership. The brand plans to expand its product portfolio with new formats, larger sizes, and lifestyle-oriented collections that align with global design trends. Future launches will focus on digital glazing, precision printing, and surface innovation to deliver unmatched elegance and lasting durability.

On the sustainability front, Akij Ceramics aims to increase renewable energy adoption, enhance wastewater recycling, and further reduce carbon emissions, reinforcing its commitment to environmentally responsible manufacturing.

Market expansion remains a priority, with a focus on strengthening the domestic network of showrooms and retailers, while also exploring new export opportunities to position Bangladeshi ceramics on the global stage. Additionally, the brand will continue investing in skill development programs for tile fitters and retailers, ensuring excellence from production to installation.



NO. 1 CERAMIC TILES BRAND

RECOGNIZED WITH THE **Superbrands** AWARD
FOR THE **2ND** TIME

