

Regency Ceramics Unveils New Brand Identity Inspired by Nature, amid Revival after a Decade



REGENCY

NATURAL TI: FS

Regency Ceramics - a legacy ceramic manufacturing company has announced the implementation of its new corporate identity in its physical assets such as products, dealership, and other customer touchpoints. In a strategic rebranding initiative, the company is ensuring a unison in communication and imagery across all the company's touchpoints such as customer interface and dealer branding. The new Regency logo is inspired by the groove-like marks left behind by the trowel on the adhesive layer during laying of a tile. The logo is inspired by Pantone's Color of the Year 2023 - Viva Magenta. The shade is rooted in nature descending from the red family and expressive of a new signal of strength.

The company's core values - Design, Innovation, Imagination and Sustainability will drive its commitment to providing customers with quality products. Aligned with the vision of a new evolving India, Regency Ceramics has taken an approach to business that acknowledges a new renaissance in art, design and style. The rebranding signifies a transformation that emphasizes the strong revival of the brand after a decade of hiatus in operations

"We recognize that a strong corporate brand is crucial for success in today's competitive business environment. The new brand architecture is a representation of our commitment to corporate excellence, setting the stage for enhanced trust and recognition among our stakeholders. All customer touchpoints shall be ready with the new brand Identity in time for the launch of Regency's new range of products." said Satyendra Prasad Narala, Managing Director of Regency Ceramics.

Regency's modern manufacturing facility, located in Yanam, will have state-of-the-art equipment to ensure that the tiles meet benchmark standards for quality, reliability, and design in line with the company's vision. The company's strength lies in its strong focus on innovation.