

AWR Trading appoints Praxis Advertising as Agency of Record

United Arab Emirates, Dubai, Jul 29, 2021 ([IssueWire.com](https://www.issuewire.com)) - One of the most strategic units within the AWR Group, AW Rostamani Trading has appointed Praxis Advertising as its new creative agency on record. Following a competitive pitch that included several agencies in the Middle East, Praxis was awarded the account for its extensive experience in the automotive industry.

Praxis Advertising will be responsible for managing the business's social media pages, implementing a fresh content strategy and designing creatives for marketing across various customer touchpoints.

Amitabh Swarup, CEO, Praxis Advertising, was quoted as saying, "We go a long way servicing the automotive industry, having worked on every aspect of automotive – from dealerships, car rentals, accessories, aftermarket products, garages to insurance. With AWR Trading, we look forward to creating another benchmark in the industry and a success story to write home about".

About AWR Trading

Since AW Rostamani Group's inception in 1954, it has grown to become one of the largest, privately-owned family businesses in the Middle East. AWR Trading is an ISO 9001 certified company that further diversifies AW Rostamani's automotive services by offering various leading Automotive Allied Products and Services.

With a portfolio of world-renowned brands like TOTAL Lubricants, CEAT tires, AMARON batteries, FORTRON automotive treatments, and X-Cool heat control films, AWR Trading caters through an extensive network of dealers and has established a commendable market presence. The company is engaged in distributing these products in the UAE market.

About Praxis Advertising

Priding in fostering boutique agency culture in the region, Praxis has been instrumental in shaping the marketing success of local, regional and international brands for the past 22 years with creativity, content & strategy.

A turnkey marketing solutions company with a strong team across the UAE and India, Praxis creates thumb-stopping content. From snackable to shoppable, their content strategy covers every aspect of the customer journey - awareness, engagement, intent to purchase. In a nutshell, from mind to heart to cart.

Read more at www.praxisadvertising.com

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