

CERA News

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From the Desk of CMD



It has been a year since the sad, sudden and untimely demise of my son, Vidush. As Executive Director of CERA, he steered the Company to newer realms for over six years. Mr. S. C. Kothari, Chief Executive Officer, assisted by Mr. Atul Sanghvi, Chief Operating Officer carries the mantle of Vidush's vision in the Company.

CERA's topline growth of over 50% in the last fiscal is due to the entire production and sales teams' untiring efforts and the unstinted support by one and all—dealers, architects, designers, consultants, developers and end users, to which we are grateful. CERA stock price reached an all-time high of Rs. 570 recently, which re-affirms the investor confidence in the Company.

All activities initiated by Vidush go on—be it the expansion plans, promotional plans or the corporate social responsibility initiatives.

This issue is a concise compendium of almost one year of CERA's activities.

With regards

Vikram Somany
Chairman and Managing Director

CERA NDTV Profit Property Awards

CERA has relentlessly received the support of property developers since its inception. Recently, CERA and NDTV Profit jointly held an event at Taj Palace, Delhi, to confer awards on property developers in recognition of their exceptional work. Urban Development Minister Mr. Ajay Maken was the chief guest, and the event was attended by many renowned developers like Mr. Niranjn Hiranandani, Mr. PNC Menon, etc. The award ceremony was anchored by NDTV Profit's Ms. Manisha Natarajan and was aired on NDTV Profit.



Mr. Vikram Somany, Chairman & Managing Director along with Shri Ajay Maken, Minister for Urban Development at the NDTV Profit Property Awards function
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Style gets bigger in 4 cities

CERA's style is getting bigger all over the country. The CERA Style Studio gives a unique opportunity to customers to browse through its entire range of products and enables them to choose the product after a touch and feel experience. Delhi, Hyderabad, Ahmedabad and Bengaluru recently witnessed the grand inauguration of CERA Style Studios by Mr. Vikram Somany. "The new CERA Style Studios will cater to the emerging segment of modern consumers who are looking for the latest trends, innovation and high quality," says Mr. Vikram Somany. Each CERA Style Studio is located at a premium location and is already becoming a hub to explore the expansive range of CERA products.



Mr. Vikram Somany, Chairman and Managing Director opening the CERA Style Studio in Bengaluru. Also seen are Mr. P. K. Shashidharan, Vice President Marketing, Mr. Atul Sanghvi, Chief Operating Officer, Mr. Ramchandra Reddy of Hemadri Ceramics, Bengaluru, Mr. Lal Achhwani of Tile Print, Bengaluru and Mr. S.C. Kothari, Chief Executive Officer, CERA



Mr. Vikram Somany, Chairman and Managing Director interacting with Ar. Vidyadhar Wodeyar, Chairman, IIA - Karnataka Chapter and Ar. Itty Zachariah, Principal Architect, Zachariah Consultants at the opening of CERA Style Studio, Bengaluru. Also seen are Mr. S.C. Kothari, Chief Executive Officer, Mr. P. K. Shashidharan, Vice President Marketing, CERA



Mr. S.C. Kothari, Chief Executive Officer, CERA interacting with Mr. Rajiv Budhiraja



A view of the CERA Style Studio in Bengaluru



Mr. Vikram Somany, Chairman and Managing Director inaugurating the CERA Style Studio in Hyderabad. To his left is Mr. Prem Kumar, President of APREDA. Also seen are Mr. G.V. Chowdary, Senior Manager Sales, Mr. Abbey Rodrigues, Vice President Sales, Mr. S.C. Kothari, Chief Executive Officer, Mr. Atul Sanghvi, Chief Operating Officer and Mr. P.K. Shashidharan, Vice President Marketing, CERA

CERA



Mr. G.V. Chowdary, Senior Manager Sales, CERA welcomes Mr. Vikram Somany, Chairman and Managing Director, CERA, Mr. Kranthi Kiran Reddy and Mr. Prem Kumar, President of APREDA at CERA Style Studio in Hyderabad. Also seen is Mr. Abbey Rodrigues, Vice President Sales, CERA.

Mr. Vikram Somany, Chairman and Managing Director and Mr. Vineet Kumar Gupta Director of Ajnara India Ltd., opening the Faucet Style Zone at CERA Style Studio, Delhi.



Mr. Vikram Somany, Chairman and Managing Director opening the CERA Style Studio in Delhi. Also seen are Mr. S.C. Kothari, Chief Executive Officer, Mr. Atul Sanghvi, Chief Operating Officer, Mr. Abbey Rodrigues, Vice President Sales and Mr. Rakesh Sambyal, General Manager Sales, CERA

CERA dealers at the inauguration of CERA Style Studio, Delhi



Ar. Hireen Patel and Ar. Anand Tatu lighting the lamp during the inauguration of CERA Style Studio at Ahmedabad. Also seen are Mr. S.C. Kothari, Chief Executive Officer, Mr. Atul Sanghvi, Chief Operating Officer, CERA and Ar. Devendra Shah



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Mr. Vikram Somany, Chairman and Managing Director inaugurating the CERA Style Studio in Ahmedabad. Also seen are Mr. S.C. Kothari, Chief Executive Officer, CERA and Ar. Devendra Shah. Behind them are Ar. Hireen Patel and Ar. Anand Tatu



*Dr. Amit Gajjar sharing his views during the inauguration of CERA Style Studio, Ahmedabad.
Also seen are Ar. Devendra Shah, Mr. Rushabh Patel and behind them is Ar. Hiren Patel*



A view of the CERA Style Studio in Ahmedabad



A view of the CERA Style Studio in Delhi

CERA expanding its style network

CERA deepens its reach in order to cater to customers' demand in tier-two and tier-three cities. Making a style statement in nineteen cities, new CERA Style Galleries were introduced in Kurukshetra, Payyanur, Hoshiarpur, Allahabad, Indore, Rohtak, Chennai, Vellore, Vijayawada, Nellore, Bengaluru, Madurai, Palanpur, Baroda, Vishakhapatnam, Patna, Anand, Gurgaon and Kozhikode. Displaying the vast range of stylish products, the Style Galleries present new destinations for style. "CERA Style Galleries are attracting customers with their stylish value-added products," says Mr Atul Sanghvi. With a strong and dedicated sales, marketing and service team, CERA is poised to become the most favoured sanitaryware company in India.



Mr. Atul Sanghvi, Chief Operating Officer, inaugurating the CERA Style Gallery in Hoshiarpur. To his left is Mr. Bipan Gupta and right Mr. Tarun Gupta



Mr. Atul Sanghvi, Chief Operating Officer, inaugurating the CERA Style Gallery in Kurukshetra. Also seen are Mr. Ramesh Garg and Mr. Lajpat Rai Verma



Mr. P K Shashidharan, Vice President Marketing, inaugurating the CERA Style Gallery in Payyanur. Also seen are Mr. Vakaruddin Panakkat, Mr. Naziruddin and Mr. Sirajuddin of CERA Style Gallery, Payyanur, Mr. Suresh Babu, Dy. Manager Sales and Mr. N Jayadeep, Asst. General Manager Sales, CERA



Mr. Rakesh Sambyal, General Manager Sales inaugurating the CERA Style Gallery in Allahabad. Also seen are Mr. Karan Valecha, Mr. Devesh Valecha, Mr Raj Kumar Valecha of CERA Style Gallery, Allahabad and Lokesh Verma, Senior Manager Sales, CERA



Mr. P K Shashidharan, Vice President Marketing, inaugurating the CERA Style Gallery in Indore. Also seen are Mr. Satish Patni, Mr. Rajeev Patni and Sanjeev Patni of CERA Style Gallery Indore, Mr. Abhay Sapre, General Manager Sales, and Mr. Satish Mudaliar, Deputy Manager Sales, CERA



Mr. Abbey Rodrigues, Vice President Sales inaugurating the CERA Style Gallery in Chennai. Also seen are Mr. Thyagarajan of CERA Style Gallery Chennai, Mr. C.A. Mahadevan, Deputy Manager Sales, and Mr. M. Anand, Deputy Manager Sales, CERA



Mr. Rakesh Sambyal, General Manager Sales and Mr. Rajkumar Gupta during the inauguration of the CERA Style Gallery in Rohtak



Mr. K K Vijayan, Manager Sales, inaugurating the CERA Style Gallery in Vellore. Also seen are Mr. P. Karthikeyan, Ex. Mayor, Mr. Meghji Patel of CERA Style Gallery, Vellore and Mr. M. Anand, Deputy Manager Sales, CERA



Mr. P K Shashidharan, Vice President Marketing, inaugurating the CERA Style Gallery in Vijayawada. To his left is Mr. K. Ajay Kumar I.R.S., Commissioner of Income-Tax and to his right is Mr. G V Chowdary, Senior Manager Sales, CERA



Mr. Atul Sanghvi, Chief Operating Officer, inaugurating the CERA Style Gallery in Nellore. Also seen are Mr. B. Subramanyam, Managing Partner, Mr. B. Surendra Babu, Managing Partner and Mr.T. Viswanath, Managing Partner of CERA Style Gallery Nellore



Mr. P K Shashidharan, Vice President Marketing, inaugurating the CERA Style Gallery in Bengaluru. Also seen are Mr. Badrinath with his son, Mr. Aniruddha along with Mr. Ratheesh Nair, Manager Sales and Mr. Ajay Dash, Assistant Manager Sales, CERA



Mr. Atul Sanghvi, Chief Operating Officer, along with Mr. Bhupendrabhai Chaudhary, Mr. Haribhai Chaudhary, Member of Parliament from Palanpur and Dansinghbhai Chaudhary inaugurating the CERA Style Gallery in Palanpur



Mr. Atul Sanghvi, Chief Operating Officer, along with Mr. Tribhovan Prajapati, Mr. Jivraj Bapu and Mr Kalubhai Prajapati inaugurating the CERA Style Gallery in Vadodara



Mr. Atul Sanghvi, Chief Operating Officer, at the CERA Style Gallery in Vishakhapatnam. Also seen from left are Mr. Krishna Kumar Mundhra, Mr. Haribhai Daga, Mr. Govind Lal Mundhra, Mr. G.V. Chowdary, Senior Manager Sales, CERA and Mr. Viswanath



Mr. Abbey Rodrigues, Vice President Sales, along with Mr. KPT Naushad and Mr. Gopiraj, partners of Casamia, Kozhikode inaugurating the CERA Showroom



Mr. Atul Sanghvi, Chief Operating Officer, along with Mr. Krishna Kant Kumar opening the CERA Style Gallery in Patna. Also seen is Mr. Jayant Kumar Mishra, Assistant Manager Sales, CERA



Mr. Atul Sanghvi, Chief Operating Officer, opens the CERA Style Gallery in Anand. To his left is Mr. Ramesh Patel. Also seen are Mr. Chirag Solanki, Deputy Manager Sales, Mr. Nehal Golwala, Senior Manager Sales, Mr. Kanti Patel of CERA Style Gallery, Anand, Mr. P K Shashidharan, Vice President Marketing, Mr. Abbey Rodrigues, Vice President Sales and Mr. Abhay Sapre, General Manager Sales



Mr. Rakesh Sambyal, General Manager Sales, and Mr. Vijay Ahuja of Modern Bath World, Gurgaon, during the inauguration of CERA Style Gallery

Exhibiting style across the country

CERA made its presence felt at various exhibitions across India. CERA's stalls at the renowned exhibitions presented the stylish products ranging from sanitaryware and faucets to wellness and tiles. The newly launched range of digital vitrified tiles garnered much attraction from the visitors.



A view of the CERA Stall in ACE Tech, Mumbai



A view of the CERA Stall in ACE Tech, Bengaluru



CERA NDTV Profit Property Award Winners posing for a group photograph. Also seen is Mr. Vikram Somany, Chairman and Managing Director, CERA.

CERA is now preferred Sanitaryware brand for CREDAI

CERA participated in the 13th CREDAI NATCON held in Moscow from 26th to 29th July. CERA has now been annointed as the preferred brand of Sanitaryware for all members of CREDAI all over India. The event was attended by over 800 members of CREDAI from all over India.



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CERA's Chief Operating Officer Mr. Atul Sanghvi and P K Shashidharan with CREDAI's Mr. Getamber Anand, Mr. Jaxay Shah and Mr. C Shekar Reddy

CERA's Chief Operating Officer Mr. Atul Sanghvi receiving memento from Hon'ble Minister for Housing and Urban Poverty Alleviation Dr. Girija Vyas. Also seen are Mr. C Shekar Reddy, President CREDAI and Mr. P K Shashidharan, Vice President Marketing, CERA

CERA brings together various stakeholders for synergy

CERA organized an array of meets across various states – Architects and Builders Meet recently at Indore; CREDAI-NSDC, Pune; IPA Meet; and IIA Kerala chapter meet to name just a few to synergise the thoughts between its various stakeholders. The meets endorsed CERA's position and future plans for the year 2013-14.



Mr. P K Shashidharan, Vice President Marketing, speaking at the Architect and Builders Meet at Indore. Also seen are Mr. Abhay Sapre, General Manager Sales and Mr. Satish Mudaliar, Dy. Manager Sales, CERA



Ar. Rajiv Arya, Ar. Dilip Jain, Ar. Siddarth Tongya, Ar. Nitin Mule, Ar. Sanjay Goyal, Ar. Mittlesh Gupta, Ar. Vinit Diwan and Ar. Anand Garg in the Architect and Builders Meet at Indore



Mr Alok Ranjan, Mr Ankit Chandrakar, Mr Naveen Nawathe, Mr Amit Goyal, Sapphire Sales Corporation, Pune, Mr Saurabh Suman, Mr Anil Pendurkar, Miss Meeta Kamothi, Mr Prakash Ramnani, Jodimal Agency, Pune, Mr Kamlesh Patel, Patel Distributors, Pune during the Cricket match arranged by CREDAI, Pune and supported by CERA

Interacting with the dealers in Punjab

Dealers are the connection between CERA and its customers. CERA conducted meets in Bhatinda, Amritsar and Ludhiana to increase interactions with its dealers. The meets were attended enthusiastically by the dealers and the financial goals were discussed, "The quality assurance and good designs of CERA products makes selling them an easy task for us," says Mr. Jogi Ram, a CERA dealer in Jalandhar.



From the CERA Bhatinda Dealer Meet



From the CERA Amritsar Dealer Meet



From the CERA Ludhiana Dealer Meet

CERA sponsors CREDAI meet

CERA and CREDAI, the apex body of housing developers, have been closely associated for a long time. Recently, when the CREDAI conference was held in Kochi, CERA was the principal sponsor.



Chief Minister of Kerala, Mr Oommen Chandy speaks at the CREDAI meet.

The bigwigs in the housing construction industry on the dais during the CREDAI meet, from left to right: Mr. K.A Padmakumar, Mr. Varkey John, Dr. Najeeb Zackeria, Mr. K.V Abdul Azeez, Mr. Lalit Kumar Jain, Mr. S.N Raghuchandran Nair, Mr. M.V Antony and Mr. M.A Mehaboob

CERA sponsors IPA meet



The CERA stall in the IPA meet

CERA and IPA (Indian Plumbing Association) have been working closely. Recently, IPA held its plumbing conferences in Kochi as well as Ahmedabad and CERA was one of the sponsors.

CERA sponsors IIA Kerala Chapter Meet

CERA and Indian Institute of Architects (IIA), the association of practising architects have been working closely ever since its inception. Recently, when IIA Kerala Chapter met at Thrissur, CERA was the title sponsor.



On the dais during IIA Kerala Chapter meet (from left to right): Ar. George K Thomas, Hon. Secretary, IIA Kerala Chapter, Ar. Lalichan Zacharias, Mr. Siddique Ali, Malayalam Film Director, Ar. B Sudhir, Chairman, IIA Kerala Chapter, Ar. Pramod Kumar, Chairman, IIA Thrissur Centre and Ar. Jeff Antony, Vice Chairman IIA Kerala Chapter

Establishing common goals with retailers

CERA in its continuous effort for retailers' and company's progressive growth organised retailer meets at Angul, Rourkela and Pune. Retailers of varied magnitude met at one place and interacted. It was also used as a platform to acknowledge the best performers who have registered outstanding sales in past financial year. "The meet was inspirational for new retailers", says Mr. Rakesh Sambyal, General Manager Sales. A sub-dealer meet was also organised at Srinagar.



From the CERA retailer meet held at Angul



From the CERA retailer meet held at Rourkela



From the CERA retailer meet held at Pune

HDFC ATM at CERA's factory



To facilitate withdrawal of cash by workers and staff of CERA, HDFC installed an ATM at CERA's factory in Kadi. Mr. M K Bhandari, Director Technical, CERA was the first customer to use the new ATM

CERA continues its association with Vanitha Film Awards

Continuing its long association, this year too, CERA sponsored the Vanitha Film Awards. Recognizing the talents in the Malayalam film industry, the event was attended by the glitterati of the industry. The award ceremony was held at Chandrashekharan Nair Stadium, Thiruvananthapuram.



Mr. P K Shashidharan, Vice President Marketing, handing over the Vanitha Film Award to Mr. Dulqar Salman. Also seen is popular singer Ms. Usha Uthup

CERA is now a POWERFUL BRAND

CERA was selected Power Brand for the year 2012 by IIPM Think Tank and Planman Media, in association with the Indian Council for Market Research. The Power Brand Award enlists the top 100 most powerful brands in India, based on parameters such as high recall value, brand following and brand connect, garnered through marketing activities conducted by organizations to promote their brand. The Power Brand Award for CERA was received by Mr Atul Sanghvi, Chief Operating Officer from actor Pratik Babbar, in a glittering function held recently at Gurgaon, which was attended by the glitterati and top corporate honchos. Close on the heels of the award received for the Product of the Year, the Power Brand award to CERA once again re-affirmed the inherent strength of Brand CERA, which has been built over a period of three decades.



Mr Atul Sanghvi, Chief Operating Officer receiving Power Brand award from actor Pratik Babbar.

CERA bags Power Brand Award second time in a row



Most powerful brands, with high recall score, brand loyalty and brand connect are recognised with the prestigious Indian Power Brand Awards every year. CERA has bagged the award consecutively for two years now, as one of the top power brands in India. Mr. Atul Sanghvi, Chief Operating Officer, Cera Sanitaryware, received the prestigious award at a glamorous event in Las Vegas on 25th June 2013.

From left Mr. Bruce Spottleson, Senior Executive, Greenspun Media, Dr. Ruby Dhalla - Indian Canadian Politician & Brand Ambassador, Power Brands Glam, Mr. Atul Sanghvi, Chief Operating Officer, Cera Sanitaryware Ltd., Prof. Arindam Chaudhuri, Chairman & Editor-in-Chief, Planman Media and Mr. Stavros Anthony, Las Vegas City Council Mayor Pro-Tem

CERA dealers' foreign trips

Foreign trips of CERA dealers to exotic destinations year after year have become a much-awaited event. This year, the incentive trips were to the USA, Australia, Europe, Malaysia, UAE, Thailand.... the list goes on and on..



Maharashtra dealers trip to Australia from left to right

Mr. Chandraprakash Jain, Mangalam Traders, Mumbai , Mr. Naveen Nawathe, Assistant General Manager Sales,CERA, Mr. Amit Goyal, Sapphire Sales Corporation, Pune, Mr. Sanjay Chhajed, Modern Ceramics, Nagpur, Mr. Manoj Chordia, Jay Traders, Pune, Mr. Mahendra Vora, Modern Ceramics, Mumbai, Mr. P K Shashidharan, Vice President Marketing, CERA, Mr. Shamsundar Goyal, Sapphire Sales Corporation, Pune, Mr. Prakash Khokhawar, Park Ceramics, Mumbai, Mr. Dinesh Jain, Shree Shanti Enterprises, Mumbai, Mr. Ankit Vora, Vora & Sons, Mumbai, Mr. Sandeep Goyal, Gopal Pipes, Aurangabad, Mr. Babulal Jain, Max Ceramics, Mumbai, Mr. Ashwin Damaniya, Pipe Centre, Mumbai



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Celebrating 10 years of IIID Ahmedabad Regional Chapter. CERA was gold partner of the IIID celebrations in Ahmedabad in July 2013. Seen here is Mr. Abhay Sapre, General Manager Sales making the presentation to IIID members during the meet.



Kerala dealers trip to US

Standing- left to right: Mr. Pradeep MP, Manager Sales, CERA, Mr. Kurikkal Faizal, Kurikkal Tile Studio, Kozhikode, Mr. Shafvan Mohammed, M H Associates, Kozhikode, Mr. Pribin Jacob, Bhavana Traders, Thiruvananthapuram, Mr. C V Varkey and family, Vikas Sanitary Stores, Kochi, Mr. P. T. Pappachan, Popular Hardwares & Paints, Mala, Mr. T E Azad and family, Universal Sanitary House, Kochi, Mr. Sebastian Mathew and family, Modern Sanitary, Thrissur, Mr. George Baby and family, Geroge Sons & Co. Adoor, Mr. Varghese Mathew and family, Ceramic Centre, Thrissur, Mr. Hajay Kumar and family, Shalimar Marbles & Granites, Changanassery, Mr. Varghese Paul and family, Janatha Agencies, Angamaly, Mr. George Kizhakil Jacob and family, Bhavana Traders, Thiruvananthapuram, Mr. Ayooob, Sha Impex, Kozhikode, Mr. Abdul Jaleel, Valluvanadu Tiles, Perinthalmanna, Mr. Mohammed Shaijal, Kurikal Tile Studio, Kozhikode, Mr. KPT Naushad, Sha Impex, Kozhikode, Mr. Ismail, Classic Traders, Chokli, Mr. Mohandas V and family, Saraswathy Enterprise, Thiruvananthapuram

Sitting- left to right: Mr. Pradeep Kumar and family, Pipes & Pipes, Kottayam, Mr. Hassan Khaleem Kurikkal - Kurikkal Tile Studio, Kozhikode, Mr. Akshay Ramankutty, JK Traders, Nooranad, Ms. Sunu Mathew, CEO, C-World, Holidays India Pvt. Ltd., Mr. Abbey Rodrigues, Vice President Sales, Mr. Jayadeep N, Deputy General Manager Sales, CERA, Mr. Vikas George, Vikas Sanitary Stores, Kochi



Maharashtra dealers trip to Hong Kong

Mr. Mukesh Madnani, Deep Traders, Nashik
Mr. Vicky Parmar, Shree Shanti Constructions, Pune
Mr. Akshay Goyal, Sapphire Sales Corporation, Pune
Mr. Viren Soneji, Shree Sadguru Enterprises, Mumbai
Mr. Deepak Bhonsale, Supernova Enterprises, Goa
Mr. Ankit Vora, Vora & Sons, Mumbai
Mr. Jagdish Patel, Shivam Trading Co., Nashik
Mr. Naresh Ahuja, P M Ahuja, Miraj
Mr. Ashwin Damaniya, Pipe Centre, Mumbai
Mr. Dinesh Jain, Shree Shanti Enterprises, Mumbai
Mr. Bhubanesh Kumar, Sai Leela Enterprises, Goa
Mr. Naveen Nawathe, Assistant General Manager Sales, CERA
Mr. Puneet Patel, Balaji Enterprises, Pune



North dealers trip to Switzerland

Mr. Ahmad Bafandanisar, Gashi Brothers, Jammu, Mr. Dinesh Mittal, Banarsi Dass & Co., Zirakpur, Mr. Ashok Kumar, Bharat Sanitary Store, Panchkula, Mr. Sunil Singla, Durga Trading Co., Panchkula, Mr. Kapil Jain, Empire Building Store, Chandigarh, Mr. Subhash Mittal, Luxmi Building Store, Chandigarh, Mr. Mamanram Garg, Luxmi Building Store, Chandigarh, Mr. Amit Kumar Bhardwaj, Bright Sanitary Corporation, Patiala, Mr. Suresh Kumar, B.S.Sales Corporation, Hoshiarpur, Mr. Sanjeev Chopra, Ram Prakash Narindra Kumar, Nawanshahr, Mr. Raj Kumar Jindal, Bharat Sanitary Store, Bhatinda, Mr. Sanjeev Kumar, Jain Sanitary Store, Mansa, Mr. Ram Swarup, Jagdamba Marble and Sanitary House, Hamirpur, Mr. Sudhir Singla, Impact Enterprises Pvt. Ltd., Panchkula, Mr. Tarun Gulati, Kimmy Sanitation, Ambala, Mr. Sanjay Kumar, Choudhary Sanitary and Tiles, Kaithal, Mr. Ritesh Kumar, Pramod Trading Co., Rohtak



Delhi, UP and Haryana dealers trip to Switzerland

Mr. Amit Gupta, Ishan Bath Concepts, Delhi, Mr. Anshul Hurla, Marvel Sanitary House, Dehradun, Mr. Anil Goel, Bath Selection, Gurgaon, Mr. Manoj Kumar, Bhagwati Enterprises, Faridabad, Mr. Parmod Kumar Pathak, Pathak and Sharma, Delhi, Mr. Sonic Gaba, Gaba Sanitary Pvt. Ltd., Delhi, Mr. Amit Agarwal, Bharat Trading Company, Delhi, Mr. Vijay Ahuja, Modern Bath World, Gurgaon, Mr. Krishan Kumar Mittal, Om Prakash Krishan Kumar, Delhi, Mr. Ramesh Garg, Modern Marble House, Kurukshetra, Mr. Bhushan Lal Juneja, Hindustan Hardware Store, Delhi, Mr. Ramesh Chander Goel, Dinesh Sanitary Store, Delhi, Mr. Manohar Singh, National Trading Company, Delhi, Mr. Balraj Kumar, Thakur Marble & Sanitary, Talwara, Punjab, Mr. Manish Khandelwal, Khandelwal's Bath Décor, Uttarakhand



North dealers trip to Dubai

Mr. Akhilesh Awasthi, Subham Traders, Lucknow, Mr. Shashank Garg, G S Trading Co., Lucknow, Mr. Sanjay Kumar Agarwal, Agarwal Hardware Store, Lucknow, Mr. Shashank Chaurasia, New Kripa Traders, Lucknow, Mr. Akash Khetspal, Bajrang Sanitary Stores, Lucknow, Mr. Pankaj Soni, Soni Sons, Karnal, Mr. Pramod Kumar, Pramod Trading Co., Rohtak, Mr. Mahendra Kumar, Taneja, Shakti Marbles, Haridwar, Mr. Akash Goel, Goel Bath Palace, Meerut, Mr. Navneet Nagpal, Geeta Sanitation, Ambala, Mr. Ankur Aggarwal, Munnilal and Sons, Yamuna Nagar, Mr. Anurag Gupta, Deepak Marble Store, Sirsa, Mr. Shashi Bhushan, Assistant Manager, Sales, CERA, Mr. Rahul Bajaj, Bajaj Traders, Sonapat, Mr. Tarsem Lal, Goyal Sales Corporation, Bhatinda, Mr. Ashish Jindal, Shri Ram Sales, Rohtak, Mr. Rakesh Khurana, Rangoli Paints, Panipat, Mr. Amit Jain, K C Building Store, Karnal, Mr. Nitin Jain, Jain Sanitary Store, Chandigarh, Mr. Bhaga Chandra, New Sarvjanik Pipe, Aligarh, Mr. Diljeet Singh Sachdeva, Sachdeva Sanitation, Jalandhar, Mr. Tarun Gupta, B S Sales Corporation, Punjab, Mr. Rajeev Kumar, Sohan Iron Store, Punjab, Mr. Ashish Gupta, Dakhi Sanitary, Allahabad, Mr. Devendra Singh, Dharamdev Tank Agency, Muzaffarnagar, Mr. Atul Bansal, Lakshmi Marbles & Tiles, Chandigarh, Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, CERA, Mr. Amish Gupta, Mayur International, Meerut, Mr. Ravi Goel, Agarwal Traders, New Delhi, Mr. Yogender Vashist, Vashist Sanitary Emporium, New Delhi, Mr. Rajeev Kumar, Gupta, Vijay Enterprises, New Delhi, Mr. Mohammad Waseem Laway, Peer & Co., Srinagar, Mr. Ashish, Agarwal Home & Bath Creation, Kashipur, Mr. Sumit Gupta, Ganpati Trading Co., Patiala, Mr. Dheeraj Chawla, Senior Manager Sales, CERA, Mr. Manish Gupta, Manish Technocast Ind. Delhi, Mr. Yogendra Bhagwari, Assistant Manager Sales, CERA, Mr. Pawan Kumar, Agarwal, O. P. Agarwal & Co. Kanpur, Mr. Satinder Singh Sawhney, Sawhney Hardware, Kanpur, Mr. Rohit Agarwal, Agarwal Sanitary House, Kanpur



West Bengal, Bihar and Odisha dealers trip to Malaysia

Mr. Amit Kumar Bansal, GCL Enterprise, Gangtok, Mr. Jagannath Saha, Sarada Builder, Siliguri, Mr. Pradip Kumar Chatterjee, Chatterjee Sanitation, Kolkata, Mr. Probhat Goldar, Shri Krishna Traders, Basirhat, Mr. Pijush Agarwal, Midnapur HW Store, Medinipur, Mr. Gautam Kedia, Bathware, Kolkata, Mr. Ghanyshyam Prasad Shaw, Ganga Prasad, Kolkata, Mr. Pinaki Banik, Banik Hardware, Durgapur, Mr. Subal Kundu, Ms. Ananda Moyee, Kolkata, Mr. Bimal Kumar Singh, Kamakshya Enterprise, Patna, Mrs. Rekha Singh, Kamakshya Enterprise, Patna, Mr. Tarun Kumar Sahela, Arihant Enterprises, Bhagalpur, Mr. Subrat Mohapatra, Babu Suppliers, Puri, Mr. Bhabani Shankar Pattanayak, Subhadra Sani Plaza, Bhubaneswar, Mrs. Smruti Ram Pattanayak, Subhadra Sani Plaza, Bhubaneswar, Mr. Santosh Kumar Pal, Pal Agencies, Angul, Mr. Sujit Kumar Sahu, Pal Agencies, Angul, Mr. Praveen Goyal, Konark - Rourkela, Mr. Himanshu Khandelwal, Jharsuguda Pipe N Tiles, Mr. Asish Khandelwal, Jharsuguda Pipe N Tiles, Jharsuguda, Mr. Vineet Khandelwal, Durga Sanitile Pvt Ltd, Baripada, Mr. Arijit Basu, Deputy Manager Sales, CERA, Mr. Saroj Kumar Mohapatra, Assistant Manager Sales, CERA



West Bengal, Bihar and Odisha dealers trip to Malaysia

*Mr. Randeep Narsaria, Balaji Hardware, Bankura, Mr. Nand Kishore Goenka, Durga Sanitation, Kolkata, Mr. Nitin Khandelwal, Prem Industries, Bokaro Steel City, Mr. Kewal Kishore Tainwala, Sanitary Corner, Ranchi
Mr. Umang Tainwala, Ranchi Sanitary, Ranchi, Mr. Govinda Gopal Satapathy, Satapathy Construction, Soro, Mr. Ravi Kumar Agarwal, Bharat Corporation, Rourkela, Mr. Deepak Sehgal, Prakash Supply Agency, Bhubaneswar, Mr. Karunanidhi Hota, Senior Manager Sales, CERA*



Gujarat dealers trip to Singapore

Mr. Rakeshbhai Shah & Family, Shantinath Traders, Surat, Mr. Rigneshkumar Shah & Family, Amar Enterprise, Surat, Mr. Manojbhai Kulchandani & Family, Construction House, Bharuch, Mr. Himmatbhai Patel, Patel Corporation, Ankleshwar, Mr. Miteshbhai Shah & Family, Ajit Trading Co., Surat, Mr. Anilbhai Jethwa, Ladecor, Diu, Mr. Vaibavkumar Shah & Family, Vaibhav Ceramics, Gandhinagar, Mr. Bipinbhai Bavarva & Family, Shri Shivam Enterprise, Baroda, Mr. Rajkumar Jain & Family, Evergreen Bath Avenue, Jaipur, Mr. Manish Mehta, Mehta Engineers & Contractors, Chittorgarh, Mr. Pradhuma Jain, Arihant Sanitary, Banswara, Mr. Vijaybhai Patel & Family, Ashok Sanitary, Palanpur, Mr. Narsinhbhai Patel, Uma Marble, Anand, Mr. Nagendra Agarwal & Family, Daga Marketing, Ahmedabad, Mr. Paresh Pindhoria & Family, A to Z Building Material, Bhuj, Mr. Utsav Shah, Saradchandra Ceramic, Vadodara, Mr. Apoorav Talera, Shree Gautam Traders, Vapi, Mr. Rajeshbhai Ghanshyam Enterprise, Gandhidham, Mr. Samir Patel, Senior Executive Sales, CERA



Karnataka dealers during their trip to Thailand

Mr. Rajan of Ennar Trading with his family, Mr. Ramakrishna Reddy of SLV Ceramics, Mr. Nagendra from Durga Ceramics, Mr. Kishore from Pavitra Hardware with their family members, Mr. Rathesh Nair, Manager Sales, CERA.



Gujarat and Rajasthan dealers boarding the cruise in Italy during their Europe trip

*Mr. Shiv Agarwal, Mangal Sales Corporation, Jaipur
Mr. Sanjay Agarwal, Hindustan Sanitary Store, Udaipur
Mr. Vimal Soni, Soni Traders, Jodhpur
Mr. Naveen Sharma, S & S Enterprises, Jaipur
Mr. Adarsh Jalan, A. J. Enterprises, Ahmedabad
Mr. Raju Patwari, Arihant Enterprises, Ahmedabad
Mr. Dushyant Pandit, Deep Traders, Ahmedabad
Mr. Mitesh Shah, Vikram Ceramica, Ahmedabad
Mr. Bharat Varia, Shri Imarat Trading Company, Vadodara
Mr. Nehal Golwala, Senior Manager Sales, CERA
Mr. Abhay Spare, General Manager Sales, CERA*



Karnataka dealers trip to Switzerland

Along with Chairman and Managing Director (in the centre), Ratheesh Nair, Prasanna Kumar and Ajay Dash, others in the group are:

From left: (Standing) Capt. Ajay Sood & family, Sandeep Ceramics, Bengaluru, Mr. Jagadish & family, Classic Distributors, Bengaluru, Mr. Badrinath & family, Neeladhri Ceramics, Bengaluru, Mr. Ravindra Pandit, Pandit Sanitations, Belgaum, Mr. Anurag Darla, Darla Ceramics, Mysore, Mr. Gulshan Bajaj & family, Gulshan Ceramics, Bengaluru, Mr. Siva Rajan & family, Ennar Trading Co., Bengaluru Mr. B.K. Patodia & family, Kolkata Office, Ms. Dipanwita Roy, Kolkata Office, Mr. Hansraj Baid, Kolkata Office, Mr. Madhavan Rajan & family, Nandi Marketing, Bengaluru, Mr. Harjee Ram, Mataji Traders, Bengaluru, Mr. Mohammed Farooq & family, Bath Store, Bengaluru, Mr. Ravi Agarwal, Vaishno Ceramics, Bengaluru, Mr. Ramachandra Reddy, Hemadri Ceramics, Bengaluru {Sitting (back row)} Mr. Mohan Kumar, Ekambaram Sanitary Stores, Bengaluru, Mr. Nagaraj, Pallavi Hardware, Kolar, Mr. Lal Achwani & family, Tileprint, Bengaluru, Mr. Ramakrishna Reddy, SLV Ceramics, Bengaluru, Mr. Sharan Allamaprabhu, J.M. Ceramics, Bagalkot, {Sitting (front row)} Mr. Saravan Kumar, Ekambaram Sanitary Stores, Bengaluru, Mr. Ramesh Kalidas Shah (extreme right sitting front row)



Mr. Rakesh Sambyal, General Manager Sales and Shri Surendra Mohan Agarwal of Agarwal Sanitary House inaugurating the CERA Style Gallery in Kanpur.



'Heroine' adds glamour and glitz to CERA

CERA goes to Bollywood. Brand CERA raised its style quotient with the in-film placement of Madhur Bhandarkar's latest release 'Heroine'. Based on the life of a film actress, played by Ms. Kareena Kapoor, the movie received rave reviews from the audiences and critics. Ms. Kareena Kapoor was shown inaugurating the CERA Style Studio at Mumbai in the film. CERA also arranged special screenings of Heroine for its trade partners all over India.

Cochin Style Studio welcomes actor Anoop Menon

CERA Style Studio at Kochi became the centre of attention when famed actor Anoop Menon visited the Studio recently. The award-winning Malayalam actor/director was impressed by the vast range of stylish products that suit modern living.



Actor Anoop Menon at Cera Style Studio in Kochi alongwith Mr. Benny K John Assistant Manager Sales, Mr Jayadeep N, Deputy General Manager Sales and Ms. Remya Sebastain, Deputy Manager and Business Development, CERA

CERA amongst the 30 fastest growing companies in India

Outlook Business, May 2013, has brought together a list of 30 fastest growing companies with robust management and accelerating financial revenues in India. CERA, with high brand visibility, rising sales with a CAGR of 28% and profits going over 34% in the past 5 years, is ranked 20th in the exclusive list of companies. With a robust demand and 53% revenue growth, CERA is committed to be a Rs.1500 crore company by 2015.

Outlook BUSINESS
May 25, 2013 | ₹40
www.outlookbusiness.com

Think beyond. Stay ahead.

30
Fastest

- KAVERI SEEDS: The agri input company is nurturing a green revolution
- JUBILANT FOODWORKS: Delivering sizzling growth, but will it last?
- MAYUR UNIQUOTERS: The synthetic leather major that won't weather
- TECHNOFAB ENGINEERING: The turnkey specialist with a difference
- MANJUSHREE TECHNOPACK: The PET packaging player is on a roll

CHECK OUT OUR LISTING OF INDIA'S FASTEST GROWING COMPANIES

70

20
CERA
SANITARYWARE

India's second-largest sanitaryware major with a marketshare of 23%, competes with leader Hindustan Sanitaryware & Industries (41% share). High marketing spends have ensured good brand visibility with sales clocking a CAGR of 28% and profits doing over 34% in the past five years. Over 55% of its products are produced in-house. That demand has been robust is evident from the 53% revenue growth Cera clocked in FY13 with operating margins of 15.4%, despite higher raw material costs. It is now foraying into the tiles segment and is eyeing revenues of ₹20 crore in the first year of launch.

25 May 2013 / Outlook BUSINESS

SALES:	488
PAT:	46
SALES 5-YR CAGR:	31
PAT 5-YR CAGR:	36
ROCE 5-YR AVG:	30
DIVIDEND 5-YR AVG:	56
CASH:	40
DEBT:	55
D/E:	0.31
ASSETS:	192
M-CAP:	576
CMP:	455
TIM PE:	12
FY13 RETURN:	89
YTD RETURN:	12

Courtesy: Outlook Business

Analysts' Meet

CERA organised a Financial Analysts' Meet in Mumbai recently which was well attended by well known analysts. Mr. Vikram Somany, Chairman and Managing Director addressed the analysts and explained the future growth plans.



Mr. Bharat Mody, Strategic Advisor, CERA speaking to the analysts



A view of the analysts who attended the meet

CERA paves the road to style with launch of tiles

Style got a new manifestation with CERA. Foraying into a new arena, CERA launched digital vitrified tiles and took one step further towards becoming a complete bath solutions provider. Featuring an array of high quality tiles, the range also includes special effects HD digital tiles.



Mr. Vikram Somany, Chairman & Managing Director inaugurating the CERA Tiles Style Zone in Kochi

POY - CERA scores a hat-trick



CERA won the Product of the Year award for the third consecutive time. This year, the award was presented for the innovative range of faucets launched by CERA. Manufactured at the advanced state-of-the-art facility in Kadi, the stylish faucets of CERA set the benchmark for performance and quality.

Mr. Atul Sanghvi, Chief Operating Officer receiving the POY Award from actor Dalip Tahil

Yoga classes promote healthy living at CERA

CERA has always focussed on the well-being of its employees. With the aim of encouraging good health and fitness, CERA organized yoga classes at its Kadi facilities for the employees. "The classes are very refreshing and relaxing," says one of the employees.



A view from the Yoga classes at Kadi

CERA family gets together at Bangkok

CERA conducted the National Sales Meet at Bangkok, Thailand. The mega event celebrated company's achievements and thanked the entire CERA team for putting up a wonderful team effort in the year 2012-13. It also acknowledged the contributions of the sales teams and dealers.

Awards were given to individuals and sales teams who excelled in their sales performance. Best sales awards were given to Mr. Jayadeep N, Deputy General Manager Sales, Kerala, Mr. Pradeep M P, Manager Sales, Kochi and Mr. H N Prasanna Kumar, Assistant Manager Sales, Bengaluru and the best sales teams were Team Kerala, Team Gujarat and Team Upper North.



Mr. Jayadeep N, Deputy General Manager Sales, Kerala at Bangkok after receiving the best performance award



Mr. Pradeep M P, Manager Sales, Kochi at Bangkok after receiving the best performance award



Mr. Prasanna Kumar, Assistant Manager Sales, Bengaluru at Bangkok after receiving the best performance award

Three top performing sales teams



Team Kerala



Team Gujarat



Team Upper North

Grand Inauguration of CERA Chairman's Club in Bangkok



The elite CERA Chairman's Club members held their first exclusive meeting in Bangkok, Thailand in April, 2013. There was a grand opening with jubilation on achieving close to the benchmark figure of Rs. 500 crores turnover. This privilege Club provides a rare opportunity to top CERA dealers across India for priority supplies and services, among other benefits. The top five dealers were also given special awards at the event.



CERA Chairman's Club members with Mr. Vikram Somany, Chairman and Managing Director and Mr. S C Kothari, Chief Executive Officer at the event held in Bangkok



Mr. C V Varkey of Vikas Sanitary Store, Kochi with his special award of Honda City car

Awards - Best dealers



Mrs. Sujatha Salian of Brothers Hardware & Agencies, Kochi with her special award of Honda Jazz car



Mr. Shamsundar Goyal of Sapphire Sales Corporation, Pune with his special award of Honda Brio car



Mr. V Mohandas of Sarswathy Enterprises, Thiruvananthapuram with his special award of 50 grams of gold



Mr. Rakesh Kumar Debashi of Gourav Marketing, Hyderabad with his special award of 50 grams of gold

Acknowledging exceptional talent in architecture: CERA Architecture + Design Awards

CERA has always been on the forefront to acknowledge and nurture young talent in the industry and beyond. True to its passion, in association with Architecture+ Design magazine, it is bestowing excellence awards in architecture for the year 2013, to exceptionally talented architects whose work has been out-of-the-box and inspirational. The awards will honour those who aspire to shape new spaces, structures and give a new dimension to the world at large.



Celebrity Mr. B C Patil visits CERA Style Studio at Bengaluru

Basavanagowda Channabasavanagowda Patil popularly known as B.C. Patil, is a Kannada actor and is the second time MLA from Hirekerur assembly constituency. A former cop, actor, producer and director in the Kannada Film Industry, he has acted in more than 25 films so far which includes Premachari, Kaurava, Shivappa Nayaka, Jogula etc.



Mr. B C Patil interacting with Mr. Ratheesh Kumar during his visit to CERA Style Studio

CERA organises blood donation camps

CERA has always placed importance on social contribution. Blood donation is a noble cause that can help a person in need and save a life. CERA recently held blood donation camps at Ahmedabad and Kadi, where a number of employees donated blood voluntarily. The blood donation camp was organised in the memory of Mr. Vidush Somany on his birthday.



A view from the Blood donation camp at Ahmedabad
Cera News July - September, 2013



A view from the Blood donation camp at Kadi



The No. 1 reflection of style

Superior styling, sterling performance, enduring quality and trendsetting innovation of Cera Faucet now makes it the No. 1 choice of discerning consumers across the country.



Sanitaryware & Bathroom Fittings
Cera Single Lever Faucet
2013

CERA
Reflects your style

New Waterless Urinal from CERA



5023 Waterless Urinal with Key Valve



Waterless urinal saves water



Easy to handle and maintain Key Valve

Stylish No flush Technology: Waterless Urinal

Cera's Waterless Urinal works on the contemporary technology that replaces water with high-end no flush technique. This innovative technology ensures that the system is tamper-proof and air tight. It uses gravity and a specially designed Key Valve, to send waste cleanly down the drain. Without the use of water, the Key Valve seals the drain opening to prevent the emission of odour from the drain. Saves atleast 18250 liters of water per annum per urinal (this is based on the calculation: half litre/flush x 100 times/day x 365 days).

Product Features

- Technology replaces water
- Easy to handle and maintain
- Environmentally safe chemicals used in the ring
- Valve allows flow into drain only, prevents backflow of gases
- Cleanser keeps the valve clean and the diaphragm flexible
- Ensures free flow of waste and prevents blockages
- Saves users thousands of litres of water over standard models
- Optical indicator for valve replacement

New arrivals from CERA

CERA presents a new range of washbasins crafted in striking contemporary and modern designs that reflect your style. Innovation has driven the company to create new benchmarks and award-winning products that are unusual and delightfully inspirational.



CROFTON
1205 One Piece Wash Basin
with Integrated Half Pedestal
485 x 430 mm
Installation: Wall Hung



CIRO
1207 Wall Hung Wash Basin
580 x 460 mm
1307 Half Pedestal
Installation: Wall Hung



CRESS
1204 Wall Hung / Cabinet Wash Basin
with Utility Counter
910 x 450 mm
Installation: Wall Hung / Cabinet



CLUNY
1210 Semi-recessed Wash Basin
580 x 510 mm
Installation: Wall hung / Cabinet



CRAMER
1203 Semi-recessed Wash Basin
520 x 360 mm
Installation: Semi-recessed / Cabinet



CLARE
1206 Table Top / Wall Hung Wash Basin
540 x 470 mm
Installation: Table Top / Wall Hung



CAVAN
1208 Table Top / Wall Hung Wash Basin
595 x 435 mm
Installation: Table Top / Wall Hung



CLINT
1201 Table Top Wash Basin
600 x 385 mm
Installation: Table Top / Over the Counter



CELSO
1202 Counter Top Wash Basin
590 x 425 mm
Installation: Over the Counter



CHITTO
1209 Counter Top / Semi-recessed Wash Basin
605 x 485 mm
Installation: Over the Counter

नैनं छिन्दन्ति शस्त्राणि नैनं दहति पावकः ।
न चैनं क्लेदयन्त्यापो न शोषयति मारुतः ।

Weapons cannot cut the soul, fire cannot burn it,
water cannot drench it nor can wind dry it.



Shri Vidush Somany

09-03-1981 - 25-08-2012

Your guiding spirit will give us the strength to
fulfil your vision into eternal reality.

Deeply mourned by

CERA Family