

CERA News

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From the Desk of CMD



3rd November, 2011 was an historic day for CERA. After more than three decades, CERA entered a new phase of its life with a new logo and corporate identity being unveiled by renowned architect, Mr. Hafeez Contractor along with our Executive Director, Mr. Vidush Somany.

The new CERA television ads featuring charming actress, Dia Mirza, are on air already on a host of national news and business channels.

As usual, this year too, the CERA dealers enjoyed their vacations in exotic foreign destinations like New Zealand, France, Greece, etc.

Several new CERA Bath Galleries have come up recently—a testimony to the fact that CERA is growing from strength to strength in retail as well. Read on and you will find how exciting the happenings have been at CERA of late.

With best wishes for a happy and prosperous 2012!

Vik Somany
Vikram Somany
Chairman and Managing Director

Cera unveils new logo

CERA unveiled its new logo making the most sweeping transformation of its corporate identity in the Company's three decade history. The new logo is designed to reflect CERA as a modern brand that continues its tradition of trendsetting innovations.

The new logo, designed by Aakriti Promotions and Media Ltd., an affiliate of Grey Group was unveiled by renowned architect Mr. Hafeez Contractor at the ACE Tech Exhibition in Mumbai along with Executive Director, Mr. Vidush Somany on 3rd November, 2011. A television campaign was also unleashed on national news and business channels along with print ads in trade journals to inform the trade associates and customers about the transformation of the logo.

Not only the logo of the brand is being re-designed to give it a more contemporary look, CERA has planned a massive media campaign using the celebrity endorsement route. The new TV commercial, featuring svelte actress, Dia Mirza, is on air on several national channels.

The new CERA logo is infused with a sense of dynamism and openness. Freed from its boundaries, it signifies exploration of new avenues with limitless ambition. The new and modern typeface indicates a strong sense of purpose and confidence. Retaining the colour blue keeps CERA connected with its rich heritage of design and innovation for which it is immensely popular. While remaining rooted, it also inspires to adhere to core values of stability and sincerity.



Renowned Architect, Mr. Hafeez Contractor along with Mr. Vidush Somany, after unveiling the new CERA logo

Dia Mirza is new brand ambassador of CERA



The new brand ambassador of CERA: Dia Mirza, photographed by Jatin Kampani for CERA's print campaign

The former Miss Asia Pacific turned acclaimed actress, Dia Mirza, is the new brand ambassador for CERA for the next two years. The new television commercial, directed by Marlon Rodriguez and produced by young team, Gul and Kunal Bhatia, is already on air. CERA, a household name for over 30 years in India, is poised to enter the next level of luxury with the new ad campaign. The television ads are complemented by print ads, shot by ace photographer, Jatin Kampani.

ACE Tech Exhibition

CERA displayed its latest range in the recent ACE Tech Exhibition in Mumbai. The 200 square metre stall was aesthetically designed by Ar. Kunal Panchal and meticulously executed by JMD Design Desk Pvt. Ltd. Mumbai. The CERA Stall was inaugurated by ace architect, Mr. Hafeez Contractor.



Renowned Architect, Mr. Hafeez Contractor inaugurates CERA Stall in ACE Tech.



The spic and span stall, with CERA's sales team at their respective positions to brief visitors on each and every product displayed

Performance matters

Yes. Not just in your competitive exams. It matters in CERA sales for CERA Kerala dealers. Every year it is a fiercely fought battle for the top three positions. This year the accolades were taken by Vikas Sanitary Stores, Brothers Hardwares & Agencies and Saraswathy Enterprises. Also, joining the winners was JK Traders.



Mr. C V Varkey of Vikas Sanitary Stores, Kochi receives the award for outstanding sales done for CERA in 2010-11 from Mr. Vidush Somany



Mr. Sinooy Salilan of Brothers Hardwares & Agencies, Kochi receives the award for outstanding sales done for CERA in 2010-11 from Mr. Vidush Somany



Mr. Ramankutty Nair of J K Traders, Nooranad receives the award for best CERA Bath Gallery in Kerala from Mr. Vidush Somany



Mr. V Mohandas of Saraswathy Enterprises, Thiruvananthapuram receives the award for outstanding sales done for CERA in 2010-11 from Mr. Vidush Somany



CYBER
6000 Multifunction Electronic Toilet

Simply Mesmerizing - CYBER 6000

Experience a very advanced concept of personal hygiene. The electronic toilet is a sensor driven marvel that pampers you with automatic cleaning and drying functions. Use the remote control to set the right temperature and flow pressure.

- Hands-Free Automatic Flush
- Manual Override Flush
- Temperature Adjustable Heated Seat (adjustable between 30 and 40 degree celsius)
- Temperature Adjustable Water (with 1 + 4 presets)
- Adjustable Warm Air Dryer (with 1 + 4 presets)
- Two Cleansing Modes (posterior and feminine wash) with Self-Cleaning Ceramic Disc Nozzle
- Adjustable Spray with Precision Positioning and Oscillation
- Swirl Siphon Jet Flushing System
- LED Night Lamp

CERA Sponsors IIA Kerala Meet

CERA is closely associated with Indian Institute of Architects' various chapters across India. The feedbacks from architects have been useful for CERA's product design team.

Recently CERA sponsored the event of Indian Institute of Architects Kerala Chapter. The meet, aptly called *Strides - Designs through Innovations & Technology*, was hosted at Kollam.



A view from Strides

A2Z opens CERA Style Centre in Thiruvananthapuram

A2Z Group in Kochi founded in 1983 by Mr. E. S. Jose has been a pioneer in making CERA popular in Kerala from early 1980s. Today, both A2Z and CERA have grown together in Kerala by leaps and bounds. Mr. Jose, who devotes more time for social, cultural, educational and philanthropic activities like chairing Kerala Sports Council, presiding over Kerala Chamber of Commerce & Industry, etc., recently opened a CERA Style Centre at his Pattom showroom in Thiruvananthapuram.



Mr. Abbey Rodrigues, Vice President (Sales) of CERA inaugurates A2Z's new showroom in Thiruvananthapuram. To his right is A2Z Group's Chairman & Managing Director, Mr. E. S. Jose along with his wife, Mrs. Soonam Jose

Onam Bumper Prize from KPK Agencies

“Customer delight through competitive, professional, personalised, transparent and ethical transactions” is the business policy of KPK Agencies, Kannur, established in 1982, which now has branches in Payannur and Mahe too. KPK Agencies had a bumper lucky draw for its customers. The winner was truly delighted and walked away with a Suzuki Access.



Mr. Suresh Babu, Deputy Manager (Sales) of CERA picks the lucky winner. To his right is KPK Agencies' Managing Partner, Mr. P. Vakaruddin

Made for each other

CERA launches a versatile range of cabinets designed by renowned architect Ms. Ismet Khambatta. The cabinets made to fit Cera's counter/semi recessed wash basins are made from solid wood. The cabinets are also available with various accessories such as mirrors, shelves and mirror cabinets to suit modern homes.

Cabinets designed by JWA, have an impeccable finish. Made of high quality marine grade plywood for extended life in bathroom conditions, the designer cabinets come with a multiple finishes like natural veneer and environment friendly PU coating etc.



CAB 1005 Cabinet
850 x 330 x 450 mm
1052 Craig Semi-recessed Wash Basin with extended counter 900 x 340 mm



CAB 1006 Cabinet
970 x 330 x 600 mm
1054 Crawford Semi-recessed Wash Basin with extended counter 1000 x 460 mm



CAB 1080 Cabinet
1095 x 460 x 535 mm
1080 Cushman Double Bowl Wash Basin 1220 x 485 mm



CAB 1003 Cabinet
560 x 310 x 600 mm
1067A Cabinet Semi-recessed Wash Basin large 600 x 430 mm



CAB 1004 Cabinet
800 x 550 x 400 mm
1059 Chester Over Counter Wash Basin 615 x 465 mm



CAB 1054 Cabinet
965 x 350 x 685 mm
1054 Crawford Semi-recessed Wash Basin with extended counter 1000 x 460 mm

Foreign Jaunts

In September, most CERA dealers were holidaying outside India. Soon, there would be no place left to be seen on earth for CERA dealers! But the good news is: soon NASA may send tourists to outer space. Jokes apart, the exotic countries visited by CERA dealers this year are: Greece, France, New Zealand, etc. to name just a few apart from the regular favourite locations like Hong Kong, Dubai, Malaysia, etc.



CERA Maharashtra and Goa dealers during their trip to France, Belgium and Netherlands



CERA Gujarat dealers during their trip to New Zealand, flanked by Mr. Vikram Somany and Mrs. Smiti Somany



CERA Kerala dealers during their trip to Greece, flanked by Mr. Vidush Somany and Mrs. Pooja Somany. Background: Olympia-one of the Seven Wonders of the World, where the first Olympics were held.



CERA Delhi dealers during their trip to Hong Kong



CERA Upper North dealers during their trip to Hong Kong



CERA Karnataka retailers during their trip to Dubai

More CERA Bath Galleries opened

During the past few months, an array of CERA Bath Galleries—now changed to CERA Style Galleries—opened in different towns. The latest was at Navrangpura in the heart of Ahmedabad city, at Sweet Home, established by trade veteran Mr. Ramesh Shah. Three CERA Bath Galleries were opened in a row in Delhi. And another one in Bangalore.



A view of the display of CERA Bath Gallery at Hindustan Hardware and Sanitary Stores, Delhi



CERA Bath Gallery at Delhi being opened by Mr. Atul Sanghvi, President (Sales & Marketing)



A view of the display of CERA Bath Gallery at Ishaan's Bath & Kitchen



CERA Bath Gallery at Delhi being opened by Mr. Atul Sanghvi, President (Sales & Marketing)



CERA Bath Gallery at Delhi being opened by Mr. Atul Sanghvi, President (Sales & Marketing). Also seen is Mr. Parthiv Dave, Vice President (Sales)



A view of the display of CERA Bath Gallery at MD & Sons



CERA Bath Gallery - TILEPRINT at Koramangala, Bangalore being opened jointly by Mr. Atul Sanghvi, President (Sales & Marketing) and Mr Lal of TILEPRINT. Architect Itty Zachariah and Plumbing Consultant Mr B S A Narayan were among the dignitaries who graced the occasion



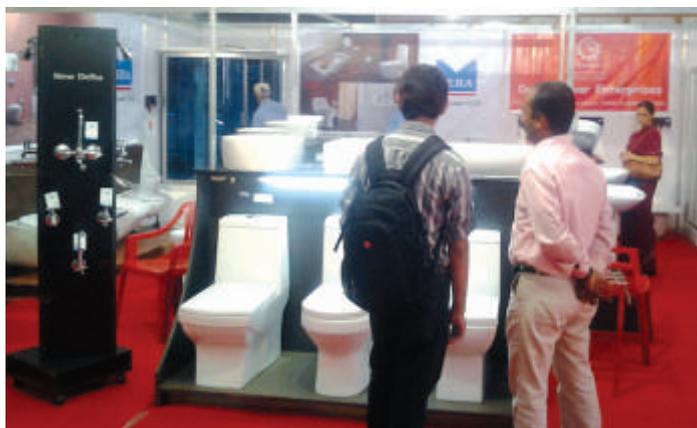
CERA Bath Gallery at Ahmedabad being opened by Mr. Atul Sanghvi, President (Sales & Marketing)



Veteran Architect Mr. B V Doshi with Mr. Ramesh Shah of Sweet Home and CERA Team

Meets and Exhibitions

Exhibitions and meets are avenues for interacting directly with customers. Such events also help impart product knowledge. With this in view, CERA holds regular meets, especially of plumbing technicians and also participates in exhibitions, mainly organised by associations of builders or architects.



A view of CERA's stall at the Build Tech Exhibition held at Belgaum



The Winning Team: CERA AP Team after successful completion of the BWA Exhibition held at Guntur



A view of CERA's stall at the CREDAI Exhibition held at Kochi



A view of CERA's stall at the CREDAI Exhibition held at Mysore



A view of CERA's stall at the Exhibition held at Kakinada



A view of CERA's stall at the Vanitha Exhibition held at Kochi



A view of CERA's stall at the MES Meet at Agra



A view of the plumber meet held at Vidya Sales Corporation, Ballabgarh



From the plumber meet held at Bhagwati Enterprises, Faridabad



From the plumber meet held at Gandhinagar

The all new impressive single lever range from CERA



Style now thinks
out of the box



CERA

Cera, synonymous with stylish ranges and innovative designs, reflects this thought with a new logo. Cera, the creator of imaginative bathroom solutions, starts an exciting new journey, where the spirit of freshness crafts waves of spectacular style. Cera. Same innovative spirit. Fresh new look.

www.cera-india.com