



Honorable Deputy Chief Minister of Gujarat, Shri. Nitinbhai Patel along with Mrs. Smiti Somany and Mr. Vikram Somany inaugurating the "Vidush Somany Ward" at Bhagyoday General Hospital in Kadi.

## Vidush Somany ward opened in Bhagyoday Hospital

Gujarat Deputy Chief Minister Mr. Nitinbhai Patel along with CERA's CMD Mr. Vikram Somany and Mrs. Smiti Somany opened Vidush Somany Ward at Bhagyoday General Hospital in Kadi. This ward consists of 100 beds out of which are 6 rooms are fully air conditioned with 14 beds each. In addition to this 16 beds are in VIP sections. CERA Foundation funded Rs.2.10 crores towards the establishment of this section

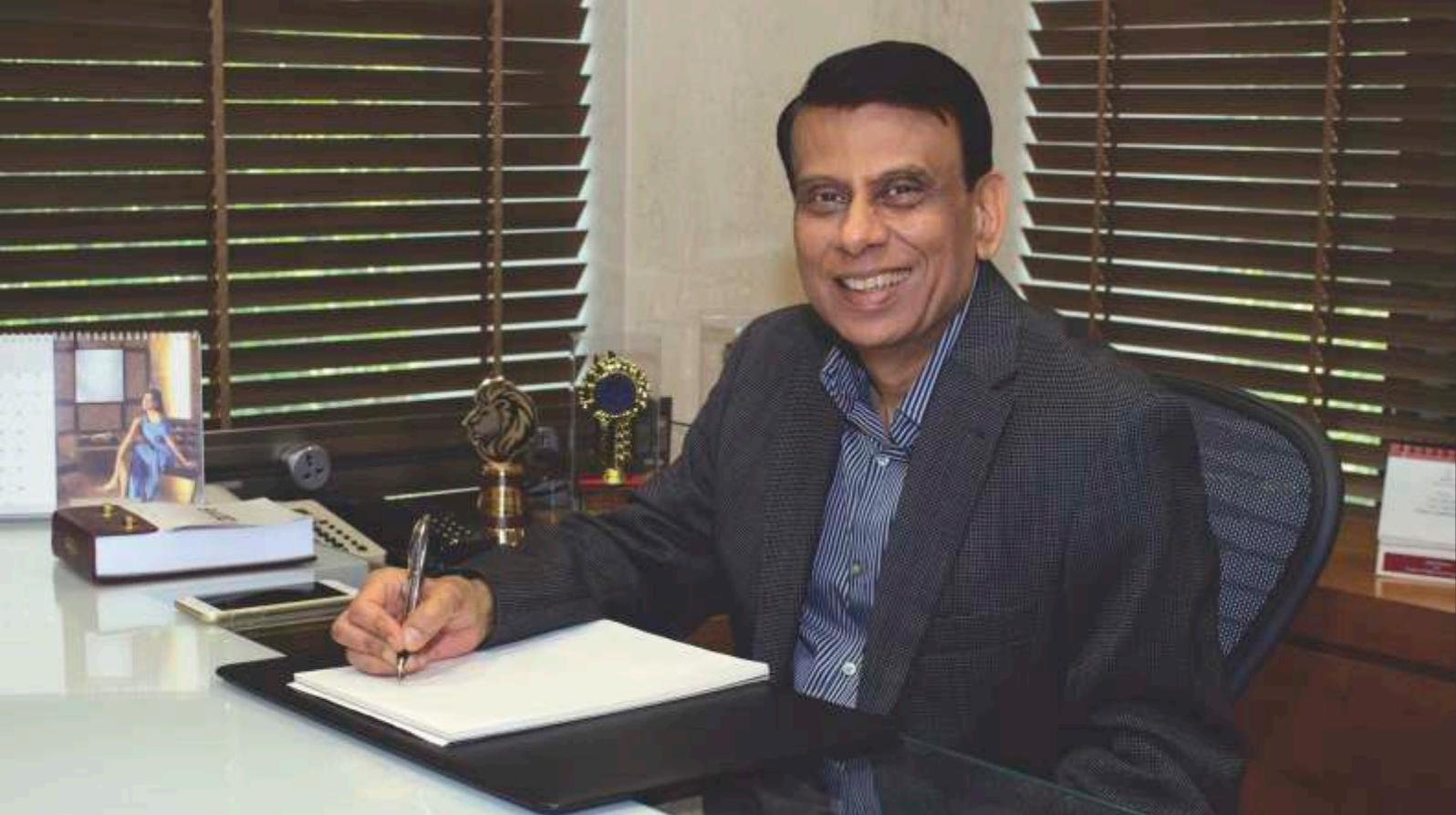
aimed at providing quality health care to the people of Kadi and nearby areas where CERA's Sanitaryware and Faucetware plants are situated. The hospital is managed by Shri Kadi Taluka Public Charitable Trust. Mrs. Deepshikha Khaitan, Mrs. Pooja Jain Somany, Mr. Shreekanth Somany etc were present in the ceremony along with a large number of invited guests.

## CERA wins Gujarat Gaurav Samman

CERA recently received Gujarat Gaurav Samman award instituted by Zee Group for CERA's contribution to the industrial development of Gujarat.

Gujarat Chief Minister Mr. Vijaybhai Rupani presents Gujarat Gaurav Samman to CERA's Mr. P.K. Shashidharan. Also seen are Mr. Nitin Patel, Deputy Chief Minister and Mr. Subhash Chandra, Chairman, Zee Group.





## From the desk of CMD

Dear Patron,

We are thankful to you for giving us yet another year of growth and full of exciting events. CERA surpassed another milestone of Rs.1,000 crore benchmark.

This year too, CERA bagged several accolades.

CERA also launched a new vertical, CERA Home Upgrade, to cater to the growing needs of renovation segment in select towns.

CERA tied up with yet another European brand SIAMP concealed cisterns after its successful launch of ISVEA, Italian luxury designer sanitaryware.

We also launched an exclusive designer collection of tiles for both floor and wall. Over 500 dealers attended the launch.

This year's CERA Chairman's Club and sales meets, were special with the 1000 crore achievement celebration held in God's own country.

CERA Style Studio in Kochi moved to a premium location in the posh Marine Drive area.

Technology upgradation continues at both sanitaryware and faucetware plants with a view to providing designs and quality on par with international standards.

Read on to find out more on these and all the exciting events at CERA.

With best regards

Vikram Somany  
Chairman and Managing Director

## CERA wins Trusted Brand Award 2017

The Reader's Digest Trusted Brand Survey is the ultimate seal of consumer approval on a wide range of leading brands of goods and services. According to the Reader's Digest, a brand that has an international appeal, yet upholds a strong local connection is a trusted brand. CERA's commitment to innovation and excellence has been a deciding factor in winning this award. CERA won the Gold award in the categories of 'Bathroom Fittings and Sanitaryware' and 'Floor and Wall Tiles' at the Reader's Digest Trusted Brand Award 2017.

Mr. P.K. Shashidharan, receiving the Reader's Digest Trusted Brand Award 2017 for CERA from Mr. G K Pillai, former Home Secretary. Also seen is Mr. Raj Chengappa, Group Editorial Director, India Today



# CERA launches SIAMP concealed cisterns in India



## Actuator Knob options for CERA Siamp



Square Knob White Shine



Lemon Knob Shine Finish



Globe Knob Shine Finish

CERA formed a strategic alliance with SIAMP, leading manufacturer of concealed cisterns from Europe for marketing its concealed cisterns in India exclusively. Founded in 1947, SIAMP is a world leader in the designing, manufacturing and distribution of sanitaryware equipment. With SIAMP's world-class technology and CERA's wide distribution and service network, the alliance is a sure shot winner.

**CERA**  
Tiles

What do your tiles say about you?

That you know your colours and shades?

And that you have a style all your own?



CERA reflects my style.

Cera's range of tiles for your home speaks volumes about you and your discernment. While you could be left speechless at their stunning beauty, the tiles, be rest assured, will say a lot about you.

# New launches from CERA

One piece EWCs with duroplast soft close seat cover

Duroplast  
seat cover



## Wall hung EWCs with duroplast soft close seat cover



## One piece EWC with Bidet seat cover

CERA has launched Cruse, one piece EWC, with an option of Bidet seat cover in addition to the existing PP seat cover. The Bidet seat cover has features such as:

- Separate jets for rear and female hygiene operated by a single knob
- Soft close mechanism for noiseless closure
- Top fixing with sliding base plate for easy installation & easy cleaning.



## New launches from CERA Faucets



Perla Single Lever Range



Valentina Single Lever Range



Drive Quarter Turn Range

# CERA Style Studio Inauguration in Kochi

CERA Style Studio inauguration in Kochi was a star-studded affair with leading luminaries from architectural and housing construction fraternity cutting the ribbon for different areas of display.



*Ar. B. Sudhir inaugurating the Kitchen Sinks & Mirrors display area*



*Dr. Najeed Zackeria, Managing Director of Abad Builders inaugurating the Sanitaryware display area*



*Ar. N.M. Salim inaugurating the Faucet display area*



*Ar. Jose K. Mathew inaugurating the Tiles display area*



*Ar. Jabeen L. Zacharias inaugurating the Isvea display area*

*Mr. K. Lava, Managing Director, SFS Homes inaugurating the Office area*

*Ar. S. Gopakumar inaugurating the Wellness display area*





*Seen above are the large format book match designs and other large format tiles.*

## CERA launches new collection of designer tiles

CERA launched the new collection of designer tiles in the presence of over 500 dealers in their factory in Kadi. The collection included 450 designs in floor tiles and 150 design concepts in wall tiles. The sizes of tiles of new collection in various categories are:

1. Lucido range – digital glazed vitrified tiles in 800x1200mm, 800x800mm, 600x1200mm and 600x600mm
2. Eterno range – digital porcelain tiles in 600x600mm
3. Digitale range – digital wall tiles in 300x600mm
4. Passion Range – third fired tiles in 300x600mm
5. Hardrock series – for high traffic areas like showrooms

All the designs are unique and break the current clutter of tile designs in the industry. Lucido, the glazed vitrified range, which includes the new book match series are in vogue in both residential and commercial constructions. The marble series and rustic stone series have been designed keeping in mind the consumers' changing tastes. The new highlighter series in the glazed vitrified tiles are truly unique designs that can be used both for floor as well as wall. Passion - the third fired wall tiles range is designed in such a way so as to enhance the aesthetics. Apart from the third fired designs,

one can also select from a range of regular wall tiles. Designed by a team of well-known tile designers, the new range gives a refreshingly different look from the present designs available in the market currently.



*Mr. K.V. Vishnu Raju, Chairman, Anjani Vishnu Holdings Ltd. inaugurating the Tiles launch held in Kadi. Also seen are Mr. S C Kothari, Chief Executive Officer, Mr. Atul Sanghvi, Executive Director, Mr. Abbey Rodrigues, Senior Vice President Sales and Mr. Manish Agrawal, Deputy General Manager Sales, CERA*

*Top dealers of CERA at the tile launch along with Mr. S C Kothari, Chief Executive Officer, Mr. Atul Sanghvi, Executive Director, Mr. Abbey Rodrigues, Senior Vice President Sales and Mr. Manish Agrawal, Deputy General Manager Sales*





# 1000 crore Celebration

Welcoming to

# CERA

## Chairman's Club

2017



Mr. E S Jose



Mr. Sanjeev Bansal



Mr. Ashok Goyal



Mr. Jacob K. George



Mr. Valsarajan



Mr. Shameem Ahammed



Mr. Varghese K K



Mr. S L Jagadish



Mr. Kartik Maheshwari



Mr. Manish Kumar



Mr. Deepak Goyal



Mrs. Renu Singh



Mr. Govind Prajapati



Mr. Tarun Gupta



Mr. Subhash Singla



Mr. Vakaruddin Panakkat



Mr. Theekinam Rearaja



Mr. Ashok Gupta



Mr. Mukesh Garg



Mr. Shiv Kumar Agarwal



Mr. Venugopal



Mr. Suresh Kumar Ghadiya



Mr. Pawan Gupta



Mr. Amith Gupta



Mr. Parth Khandelwal



Mr. Pinal Shah



Mr. KPT Nawshad



Mr. Fooaaram Chowdhary



Mr. Madhusudan Reddy



Mr. Harminder Singh Tuteja



Mr. Gajanan Dukle



Mr. Rajiv Mehta



Mr. B Saseendran



Mr. Sandeep M



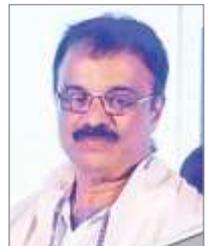
Mr. Kachrual G



Mr. Shamsundar Goyal



Mr. Rakesh Kumar Dewasi



Mr. Jose George



Mr. Mitesh Shah



Mr. S. Muthuraman



Mr. Simon Joseph



Mr. Hassan Faizal



Mr. Motaram Choudhary



Mr. Ramankutty Nair



Mr. V. Mohandas



Mr. Vivek George



*Mr. S.C. Kothari, Chief Executive Officer, receiving the silver jubilee plaque from Mr. Vikram Somany, Chairman and Managing Director*

## CERA applauds silver jubilants

During the 2017 CCC meet, those who completed 25 years of service in CERA were honoured. Mr. S C Kothari, Mr. P K Shashidharan, Mr. Gaurang Bhatt, Mr. Bhagirath Desai, Mr. Suresh Babu, Mr. K Subramanian, Mr. N M Bhandari and Mr. P Radhakrishnan were recipients of the Silver Jubilee Plaque.



Mr. K Subramanian



Mr. N M Bhandari



Mr. P Radhakrishnan



Mr. P K Shashidharan



Mr. Gaurang Bhatt



Mr. Bhagirath Desai



Mr. Suresh Babu

# Top Teams



Team Uttar Pradesh and Uttarakhand



Team Kerala

Team Andhra Pradesh and Telangana



# Individual Performance Award

CERA believes in honouring those who have spent the whole year in achieving one sole motive to reach 1000 crore, by giving them awards and cash rewards.



Mr. G.V. Chowdary, Deputy General Manager Sales



Mr. Shashank Srivastava, Senior Manager Sales



Mr. Ajaya Kumar Dash, Deputy Manager Sales



Mr. Devraj G.B., Senior Officer Sales



Mr. Chintan Patel, Senior Executive Branding and Mr. Munish Mittal, Senior Executive Branding



Ms. Remya Sebastian, Deputy Manager Business Development



Mr. Sandeep Nair, Assistant Manager Sales Operations



Mr. Pratik Vasavada, Manager Sales Operations



Mr. Jagadeesan M., Senior Manager Administration

# Trade Awards

CERA's dealers and sub dealers have always been considered as a part of CERA's extended family and the best performers are awarded with recognition and prizes. This year also they were honoured at the CCC meet. For these dealers were a part of the 1000 crore milestone.



Mr. Rakesh Kumar Dewasi of Gourav Marketing, Hyderabad won Honda WR-V



Mr. Shamsundar Goyal of Sapphire Sales Corporation, Pune won Volkswagen - Ameo



Mr. Vikas George of Vikas Sanitary Stores, Cochin won Mahindra KUV



Mr. Kachrulal G. of Krishna Enterprises, Bengaluru won Bajaj Avenger



Mr. Sandeep M. of Nandanam Sanitarries, Trichur won Renault KWID



Mr. Rakesh Kumar Dewasi of Gourav Marketing, Hyderabad won Renault KWID



B. Saseendaran of Chaithanya Marble Distributors, Anchal won Bajaj Dominor



Mr. Shamsundar Goyal of Sapphire Sales Corporation, Pune won Bajaj Dominor



Ms. Mona Mehta of Sweet Home, Ahmedabad won Bajaj Avenger



Mr. P K Shashidharan, Senior Vice President Marketing alongwith actress Urvashi Rautela presenting Viewer's Best Choice award to Dangal team

## ZEE Cine Awards 2017 co-sponsored by CERA

ZEE Cine Awards with the reputation of being the biggest viewer's choice awards show is a magical celebration of Hindi Cinema. It is lit up by the glittering presence of talented creative minds and starry performances. CERA co-sponsored the event which was telecast on 16 channels of Zee Group.



## CERA bags Power Building Award

CERA won the Power Building Brand award instituted by Realty Plus in the Bathroom & Designer Accessories category. The Awards recognise, encourage and promote excellence in the Real Estate profession and highlight important elements of real estate practices. It honours and showcases the top brands of the building and construction industry in India. This award brings into focus CERA's reputation of providing high quality products and services.

## CERA is the diamond sponsor of Dhanam Business Summit and Award Night

Annual Dhanam Business Summit and Award Nite is the most prestigious gala programme hosted by Dhanam, the largest-circulated business fortnightly in Kerala. In this event, it celebrates business excellence by honouring outstanding entrepreneurs of Malayali origin. CERA was the Diamond Sponsor at the event. The programme was telecast on Asianet News.

Mr. Abbey Rodrigues, Senior Vice President Sales presenting Annual Dhanam Business Summit Award



# CERA opens Style Galleries at multiple locations



Mr. Atul Sanghvi, Executive Director and Mr. Mithilesh Pandey jointly inaugurating the CERA Style Gallery in Kanpur. Also seen are Mr. Lokesh Kumar Verma, Assistant General Manager Sales and Mr. Ravi Pandey, Senior Executive Sales

CERA opened Style Galleries across the country to bring its products closer to the customers.

Owing to the demand in the Tiles segment, exclusive Tile Galleries were also opened.



Actress Sneha inaugurating the CERA Style Gallery in Kanyakumari. Also seen are Mr. Devarajan and Ms. Chandrika Devarajan of Chandirika Granites & Tiles



Mr. Abbey Rodrigues, Senior Vice President Sales inaugurating the CERA Style Gallery in Kochi. Also seen are Mr. Manmohan Bagiri, Mr. Vittal Bagiri of Krishna Marbles and Mr. Jayadeep N, General Manager Sales



Mr. G.V. Chowdary, Deputy General Manager Sales, inaugurating the CERA Style Gallery in Visakhapatnam. Also seen are Mr. Rajkumar Ravula and Mr. Sandeep Reddy of Sri Sai Tile Home



Mr. Ramkrishna Reddy, Mr. Jayachandra Reddy of SLV Ceramics, Mr. Abbey Rodrigues, Senior Vice President Sales, Mr. Ajaya Kumar Dash, Deputy Manager Sales, Mr. Atosh Paul, Assistant Manager Sales, Mr. Srinivasulu, Deputy Manager Sales, during the inauguration of CERA Style Gallery in Bengaluru



Mr. Pulavarthy Raju, President, Kakinada Hardware, Paints and Sanitaryware Welfare Association inaugurating the CERA Style Gallery in Kakinada in the presence of Mr. G.V. Chowdary, Deputy General Manager Sales and Architect Chandrasekhar



# CERA opens Style Galleries at multiple locations



Mr. Rahul Bajaj of Bajaj Traders, Sonapat and Mr. Mrigendra Singh Kushan, Deputy General Manager Sales, during the inauguration of CERA Style Gallery in Sonapat



Mr. Ratheesh Kumar Nair, Assistant General Manager Sales, Mr. Babula, Mr. Govindlal Prajapati of Hindustan Hardware, Mr. Gangadharaiah K.B., Senior Executive and Mr. Ajaya Kumar Dash, Deputy Manager Sales, during the inauguration of CERA Style Gallery Hindustan Hardware, Bengaluru



Mr. Mrigendra Singh Kushan, Deputy General Manager Sales, inaugurating the CERA Style Gallery in Bhatinda. Also seen are Mr. Neeraj Jindal, Mr. Raj Kumar Jindal, Smt. Usha Rani and Smt. Rekha Rani of Shree Balaji Sanitary House and Mr. Manohar Sharma, Manager Sales, Mr. Girish Gumber, Senior Manager Sales, Mr. Ajay Bansal, Deputy Manager Sales and Mr. Manoj Kumar, Senior Executive Sales



Mr. Ratheesh Kumar Nair, Assistant General Manager Sales, and Mr. Deepak Goyal of Easy Build inaugurating the CERA Style Gallery in Bengaluru. Also seen are Mr. Ronit Gupta and Mr. Bhavani Shankar of Easy Build



Mr. Mrigendra Singh Kushan, Deputy General Manager Sales inaugurating the CERA Style Gallery in Kotkapura. Also seen are Mr. Vishal Goyal, Mr. Ved Parkash Goyal and Mr. Sandeep Goyal of Sandeep Marble Ind., Kotkapura and Mr. Manohar Sharma, Manager Sales and Mr. Amit Bajjal, Assistant General Manager Sales



Mr. Om Khandelwal, Mr. Govind Khandelwal of Govind Prasad & Brothers, Pratapgarh, Mr. Abhinav Bajpai, Senior Executive Sales, Mr. Lokesh Verma, Assistant General Manager Sales, Mr. Arunesh Pandey, Manager Sales, Mr. Shashank Srivastava, Senior Manager Sales, during the inauguration of CERA Style Gallery at Pratapgarh



Mr. Abbey Rodrigues, Senior Vice President Sales, inaugurating the CERA Style Galley in Kochi. Also seen are Mr. Binoy Salilan, Mr. Sinoy Salilan, Ms. Sujatha Salilan of Brothers Hardwares and Agencies, Mr. Jayadeep N, General Manager Sales, Mr. Pradeep M P, Senior Manager Sales, Mr. Harish Embanath, Senior Manager Sales, Mr. Ajith Kumar, Deputy Manager Sales and Ms. Remya Sebastian, Deputy Manager Business Development



Mr. Abbey Rodrigues, Senior Vice President Sales, inaugurating the CERA Style Galley in Calicut. Also seen are Mr. Hassan Faizal Kurikkal, Mr. Hassan Moideen Kurikkal, Mr. Hameed Kurikkal of Kurikkal Tile Studio, Mr. Jayadeep N, General Manager Sales and Mr. Suresh Babu, Manager Sales



Mr. Mrigendra Singh Kushan, Deputy General Manager Sales, inaugurating the CERA Style Galley in Talwara, Punjab. Also seen are Mr. Balraj Thakur, Mr. Naseeb Singh & Smt. Sandhya Devi, Mr. Balram Thakur, Mrs. Shruti Thakur of Thakur Marble & Sanitary Store, Mr. Manohar Sharma, Manager Sales, Mr. Shaminder Singh, Senior Executive Sales



Mr. Mrigendra Singh Kushan, Deputy General Manager Sales, inaugurating the CERA Style Galley in Batala. Also seen are Mr. Rakesh Puri, Mr. Sanju Puri, Mrs. Manu Puri of Amit Traders, Mr. Manohar Sharma, Manager Sales, Mr. Amit Baijal, Assistant General Manager Sales, Ms. Sheelky Mahajan, Senior Executive Sales

## CERA is Engineers' Choice

CERA received The Engineers' Choice Award 2017 from Metro Man Mr. E Sreedharan at a function held recently in Kochi.

Mr. Jayadeep N, General Manager Sales receiving The Engineers' Choice Award 2017 from Mr. E Sreedharan. Also seen is (extreme right) Ar. L Gopakumar, President Engineers Club



# CERA hits BIGG BOSS across states

CERA was the Powered by sponsor of Bigg Boss Telugu on Maa Tv that was recently ended and was a huge success with an optimal brand recall for brand CERA. Going to the success, CERA decided to sponsor Bigg Boss Kannada as a special partner on Colors Super TV which started from 15<sup>th</sup> October 2017 and will continue till January 2018.



# CERA is the title sponsor of Vanitha Veedu Exhibitions

CERA is the title sponsor of Vanitha Veedu Exhibitions 2017 that is being held at Thrissur, Palakkad, Kochi, Trivandrum, Kottayam, Kannur, Kozhikode, Thiruvalla, Kollam and Malappuram starting 22nd of September. The stall designed by Ar. Manoj won the best stall award. The product display includes apart from the Sanitaryware and Faucets range the new range of exclusive designer Tiles. ISVEA products are displayed at an exclusive area at the CERA stall.



Mr. Sabareesh V, Executive Branding, CERA receiving the best stall award from Mr. V Sajeew George, CEO, MM Publications Limited, Mr. K V Thomas, Member of Parliament, Ernakulam, Ar. V N Ramachandran, President, IIA Ernakulam Chapter



# ISVEA sponsors Mathrubhumi My Home Exhibitions

Isvea is the title sponsor of Mathrubhumi My Home 2017 which is being held at 4 centres namely Thrissur, Cochin, Trivandrum and Calicut.



# Shri Vidush Somany's Birthday celebrated at Manthan

CERA celebrated the birthday of Mr. Vidush Somany, the guiding force behind CERA at Manthan. Manthan, an NGO for differently abled girls situated at Hajipur, Gujarat. A number of cultural programmes performed by girls of Manthan. The children were happy to see Mr. Abbey Rodrigues, who had left a lasting memory through his renditions of melodious songs.



Mr. P K Shashidharan, Senior Vice President Marketing with the office bearers of CREDAI at the NATCON 2017 held in London

## CERA is preferred partner of CREDAI for the fifth consecutive year



Credai Exhibition Kurnool



Credai Property Show, Tirupati



Credai Property Show, Rajahmundry



Credai Hyderabad



Credai Calicut



Credai Trichur

CREDAI office bearers at the CREDAI Biznet held in Gandhinagar which was sponsored by CERA





Credai Trivandrum



CREDAI Statecon, Kochi



Credai Karnataka Care Awards 2017



Credai Biznet Mumbai



Credai Statecon, Hubli



IIA Telangana chapter meet

### IIA festivals sponsored by CERA

The Indian Institute of Architects plays a major role in promoting the profession of architecture by organising and uniting the Architects of India to promote aesthetic, scientific and practical efficiency of the profession both in Practice and in Education. CERA offered sponsorship for its multiple events held at Kochi for Onam, the monsoon festival and the Telangana chapter meet. It also had a special display of its premium products.



IIA Monsoon festival

## Display vehicle inaugurated at Chandigarh



CERA Display Van at Chandigarh was inaugurated to connect with the consumers, plumbers and trade from rural areas. A plumber meet was conducted, at each stop of the vehicles route.



*Ar. Hafeez Contractor being felicitated by Mr. P K Shashidharan of CERA at the World Architecture Day Celebrations*

### World Architecture Day Celebrations in Ahmedabad

The range of global challenges are growing, hence the role of architecture, planning and design are becoming ever more critical to ensuring a better future for all people. An event was held at Tagore hall in Ahmedabad, organized by IIA and IIID that was sponsored by CERA. Ar. Hafeez Contractor discussed the importance of reminding the world about the collective responsibility of architects in designing the future cities and settlements. Discussions were based on the theme "Design a Better World" in quest of reducing planetary burdens and enhancing the quality of life.



### New Team takes over the reigns of IIID Kerala Chapter

Ar. B Sudhir took over the Chairman of IIID Kerala Chapter recently at a glittering investiture event held in Trivandrum. CERA was the sponsor of the event.



### CERA sponsors Indo-German workshop on Smart City 2017 held in Shimla

Shimla was selected as Smart City in Himachal Pradesh. After Dharamshala, Shimla, the state capital is the second city to receive smart city status.

### The Bathinda Architects & Engineers Association

Bathinda Architects & Engineers Association conducted an event to bring all qualified architects and engineers on a common platform to discuss on how to provide healthy and eco-friendly environment. This event, sponsored by CERA, also had a display of its latest range of CERA products.



### Association of Consulting Civil Engineering Meet- Hubli

Association of Consulting Civil Engineers Meet held at Hubli. CERA was the gold sponsor for the event and Mr. Ajaya Kumar Dash was the guest of honour at this annual event.



# CERA Retailers' Meets



Mumbai retailer meet



Hyderabad retailer meet



Ludhiana retailer meet



Kolkata retailer meet



Mr. S C Kothari, Chief Executive Officer, CERA addressing the gathering at the Ahmedabad retailers meet.



Mysore retailer meet

# CERA CARES



Care is consciousness of the soul, it reveals our belief and actions, values our society and resources, it makes the world a better place. Care is the foundation of CERA's brand philosophy.



RKSM Matri Bhavan Hospital aims to secure women and children from economically weak sections and minimises the mortality rate. It also gives an affordable treatment to all classes of people. Mr. Vikram Somany's family donated neonatal intensive care equipments, that would save the lives of children.

## CERA CSR Activities

Under the Educational Programme of Cera, currently 1540 children are enrolled from various schools in and around Kadi and Kundal villages. Owing to the digital needs for today's generation, CERA has donated 125 computers to various schools.

Like "Kaushalya Vardhan Kendra", Cera Foundation also believes in enhancing life of women through skill development and vocational training programmes which includes stitching, beauty parlor, hand embroidery, cookery, computer, english speaking etc. Currently 204 women are undergoing these courses.

20 women are trained in basic knowledge under the "Divya Nagari - A Great Transformation Project" organised by Brahma Kumaris to transform the lives of children from the slum areas. Currently 150 children are enrolled under this program at Kadi.

Women from remote villages are trained to produce and distribute low cost sanitary napkins. Under this program, lady supervisors/workers educate the needy and poor women about the hygiene and its role for a better life.



CERA foundation is about to successfully complete the development of Bhagyoday Hospital that will support majority of lower and middle earned public in and around Kadi.

CERA provides expert lectures, plant visits, training program for the students enrolled in Diploma in Ceramic Technology. The course is associated with BVOC program at SV College.

Around 200 children at Bhavpura centre and 400 from other schools performed yoga on the International Yoga Day. On the eve of National Environment Day, children at Divyanagri took out rally to spread the importance of saving trees. They also planted a few plants.

A medical camp was organised for the children studying in Coaching Centre of Jain boarding, Bhavpura in which a total of 300 students were examined for their physical fitness and were also educated on symptoms and remedies of swine flu.





*Karnataka dealers in front of the San Diego Zoo, USA*

## Investing in the dealer's happiness

CERA dealers were taken to exotic locations as a reward for their hard work and dedication throughout the year.

*Orissa dealers in front of White Christmas Movie World, Australia*



*Karnataka dealers in front of Opera House, Sydney, Australia*





*CERA Karnataka sub dealers enjoy the Safari World during their trip to Bangkok*

*CERA Karnataka dealers in front of St. Basil's Cathedral, Moscow during their trip to Russia*



*CERA Kolkata dealers in front of Leaning Tower of Pisa, Italy*



*CERA Kerala dealers trip to Canada*





*CERA Pune dealers at Dubai*



*CERA Tamil Nadu dealers on their desert safari trip at Dubai*

*CERA Kerala dealers in front of Heineken Breweries, Norway*



# CERA CCL rejuvenates the mind spirit of Ceraites

Against long working hours and work pressure, fun and frolic was on the menu on 8th of October, when CCL-Cera Cricket League was played at Adani Cricket Stadium, Ahmedabad. 4 teams - Cera Eagles, Cera Lions, Cera Blasters and Cera Riders played the match with the spirit of the game.

Final victory went on to the CERA Riders. Ceraites attended the event with their families who also had a day filled with events like musical chair, four corner, housie, lock n key, tongue twister, treasure hunt, etc.



CERA Riders



CERA Eagles



CERA Blasters



CERA Lions



**CERA**  
Tiles

CERA reflects my style.

*Rohan Kapoor*

CERA



CERA, the leading complete home solution provider, and **Washrooms and Beyond**, the only magazine focusing on washrooms in India, present the All India **CERA Wb. Washroom Design Challenge**.

New age architects and designers, below the age of 40 working with architectural or designing firms or having independent firms are invited to compete for the washroom design challenge in two different categories:

- **Luxury washrooms for residences**
- **Washrooms for affordable housing**

### REGISTRATION

- Online registration can be done at [www.washroomsandbeyond.com/cerawbwashroomdesignchallenge](http://www.washroomsandbeyond.com/cerawbwashroomdesignchallenge)
- Upon registration, the contestant will be allotted a registration id with a password and contestants can upload the designs by logging in with the same
- The contestant can participate in both the categories.

The last date for uploading the design for challenge would be **3rd November, 2017**

### JURY AND THE PROCESS

- The entries will be judged by a jury of eminent architects & interior designers in different zones. There would be felicitation nights for zonal winners in 9 cities.
- The zonal winners across the 9 zones will compete nationally for the grand prize. This would again be judged by eminent jury panel of national and international architects & interior designers.
- All zonal winners will be special invitees and will be hosted at the venue of the Grand Finale on 18th Jan 2018 at Taj GVK, Mumbai.

### ZONAL FELICITATIONS

5 <sup>th</sup> Dec, 2017	-	Pune - Crown Plaza
8 <sup>th</sup> Dec, 2017	-	Cochin- Gateway Taj
9 <sup>th</sup> Dec, 2017	-	Chennai- Crown Plaza
12 <sup>th</sup> Dec, 2017	-	Chandigarh- JW Marriott
13 <sup>th</sup> Dec, 2017	-	Delhi- The Lalit
15 <sup>th</sup> Dec, 2017	-	Kolkata- The Lalit Eastern
18 <sup>th</sup> Dec, 2017	-	Bangalore- The Lalit Ashok
19 <sup>th</sup> Dec, 2017	-	Hyderabad- Taj Deccan
21 <sup>st</sup> Dec, 2017	-	Ahmedabad- Novotel

### THE GRAND FINALE

18<sup>th</sup> Jan, 2018 - Taj GVK, Mumbai

### GRAND PRIZES

**1st Prize:** The national winners in each category:

A trip to Salone, Milan 2018, with 3 night hotel accommodation and travel fare, economy class ticket.

**2nd Prize:** The first national runner up in each category:

Rs. 50,000 cash prize.

**3rd Prize:** The second national runner up in each category:

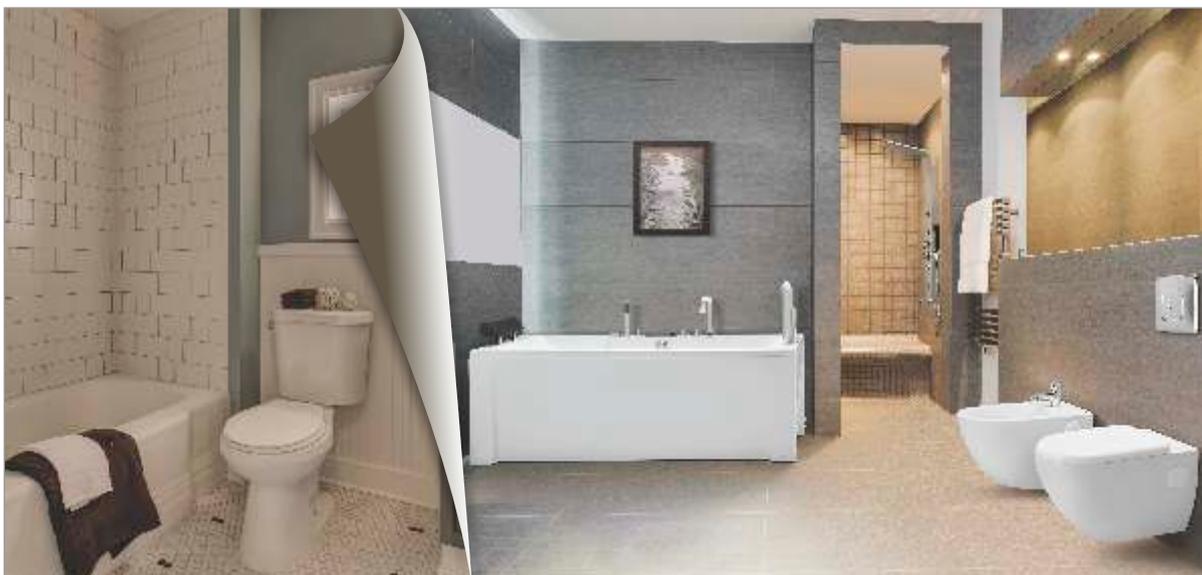
Rs. 25,000 cash prize.



## CERA launches CERA Home Upgrade

A house that reflects your style is the true meaning of a home. Every home-owner strives to create the perfect ambience in his home but he is also sensitive about making changes to it. Renovating a home has always been a very tedious process. From conception to implementation – the sheer amount of effort required in planning, visualising, searching and finalising the agencies, selecting the right product from the myriad options, dealing with workmen becomes very exhausting. By the end of it, the excitement of the new space is lost in all the hustle and bustle.

Understanding the need, CERA, this year, introduced CERA Home Upgrade, a turnkey bath solution provider. For a hassle free service, the customer just needs to make one call to CERA Home Upgrade and rest will be taken care of by the home upgrade team and that too in just 5 days, saving a lot of time and stress.



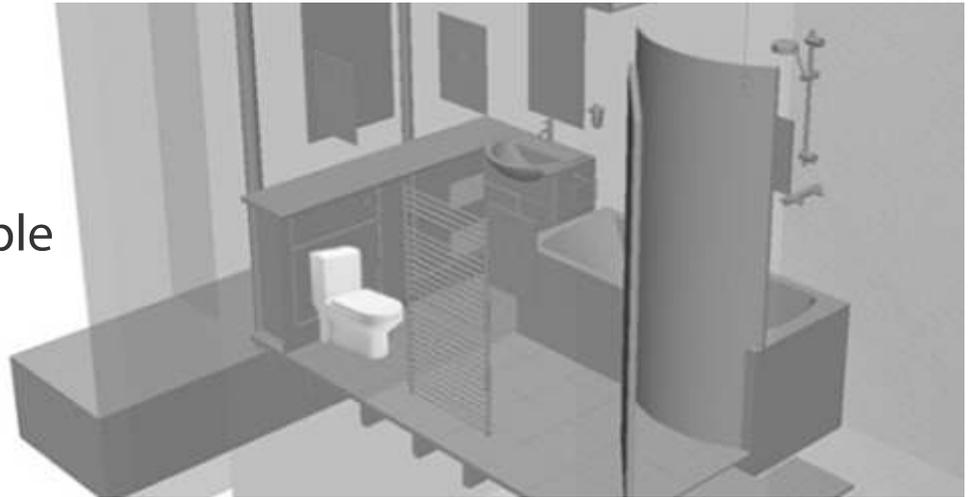
# CERA introduces BIM compatible products technical files

Cera Sanitaryware known for setting trends in the industry repeated it, this time by introducing BIM compatible products technical files.

BIM (Building information modeling) is a platform created by reputed software manufacturers which integrates hundreds of components that make a construction project. The products files that are compatible with BIM are easily placed in the project and do not require any appropriation.

CERA presently has over 175 products from sanitaryware and faucets ranges that are compatible to BIM. The BIM compatible files can be downloaded from the site.

CERA products,  
now **BIM** compatible



  
**ISVEA**  
 1962 ITALIA  
 brought to India exclusively by  
**CERA**

Lunna  
WC



*Deputy Chief Minister of Gujarat Mr. Nitinbhai Patel along with CERA CMD Mr. Vikram Somany and CERA Team member and Trustees of Bhagyoday General Hospital, Kadi after the inauguration of Vidush Somany Ward.*

## CERA opens its largest Style Studio in Kochi

CERA opened its new Style Studio at a spacious and premium location in Kochi. Spread over an area of 12,000 square feet, the new CERA Style Studio showcases almost the entire range of CERA's products including Italian luxury designer sanitaryware ISVEA. Located in the prime area of Marine Drive in the Bay Pride Towers and Mall, it was inaugurated by Mr. Vikram Somany, Chairman and

Managing Director in the presence of an august gathering. The inauguration of CERA Style Studio was followed by an award ceremony where the top performing dealers from Kerala were honoured. CERA Style Studio provides a one-stop solution to all the needs of the customers helping them in making an informed decision for their home solution requirements.



*Mr. Vikram Somany, Chairman and Managing Director, lights the lamp at the inauguration of the new CERA Style Studio in Kochi. Also seen are (from L to R) Mrs. Deepshikha Khaitan, Vice Chairman, Mr. Abbey Rodrigues, Senior Vice President Sales, Mr. Atul Sanghvi, Executive Director, Mr. Jayadeep N., General Manager Sales, Mr. P.K. Shashidharan, Senior Vice President Marketing, Mr. K.V. Vishnu Raju, Chairman, Anjani Vishnu Holdings Ltd. and Mr. S.C. Kothari, Chief Executive Officer*