

CERA NEWS

For Private Circulation only

Volume 14, Issue 2, October - December 2014



A mélange of modernity and style

CERA, a mélange of style and modernity that gives a fresh perspective to any ambience.

Sonam Kapoor, an epitome of grace and panache that makes each ensemble natural and effortless.

Together, they embark on a journey exploring the new boundaries of aesthetics and style.

CERA invites all to experience this heady combination and go beyond the predictable.



A+D Design Talk brings popular architects to share their outlook about architecture. Seen here are Mr. Suneet Paul, Editor-in-chief, A+D, Mr. P K Shashidharan, Senior Vice President Marketing, CERA, Ar. Ole Bouman, Ar. Raj Rewal, H. E. Alphonsus Stoelinga, Ambassador of The Netherlands, Mrs. Deepshikha Khaitan, Director, CERA and Mr. Piyush Sharma, Chief Executive Officer, A+D at the A+D Design Talk, Delhi



CERA Tiles
reflect
my style

CERA
Digital Wall & Floor Tiles

From the Desk of CMD

As we emerge to the other side of the year, we are halfway there. I wish to congratulate you and express my pride of working alongside such an efficient and dedicated team of professionals. Our hard work has consolidated our position further and the name CERA is shining brighter than ever. In the wake of such a success we have another responsibility upon us – to continue down this lane together.

India is embarking on revamping its building and construction industry. To create international standard housing and commercial structures, care needs to be taken to design its every aspect. CERA is a name they can rely upon to deliver such a standard. CERA tiles and CERA faucets have recently added new ranges to its compendium to retain the freshness of the brand and to give more choice to modern consumers.

Brand perception enhancement is another vertical that will further us in our goals. To strengthen our brand image, new commercials have been launched. They are in sync with the company's stratagem and showcase the latest ranges of faucets and tiles. Sonam Kapoor, as our brand ambassador, continues to match our sophistication and style. Her presence and our ability to bring forth aesthetical and functional designs have garnered a special place in the segment.

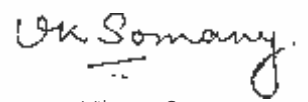
Architects and interior designers are the catalysts for the realization of India's dream to create world-class commercial and housing facilities. CERA organised various events where the architects and interior designers came together and shared their views about the latest developments and future requirements of the industry. Such events have helped us in bringing forth new ranges that meet the demands of both designers and end-users.

Our CERA team has also been extremely active in furthering the various CSR activities that were initiated at the start of this year. Many new schools were added under the Vidush Somany Education Program and various training programs were organised to empower women in villages.

Our Prime Minister, Shri Narendra Modi in his speech, given atop the Red Fort this Independence Day, mentioned the launch of 'Swachh Bharat Abhiyaan' campaign starting from 2nd October 2014 for the next 5 years. Such a campaign has been long overdue and we as a nation should do our best to make it a success. Under this campaign, government will equip village and district schools with proper toilets and also encourage people living in remote areas to build toilets and develop habits of better sanitation. Cities will be encouraged to practice cleaner habits. All these tasks require us to change our mindset and work together as a nation. CERA as member of INCOSAMA pledges to make the campaign a success.

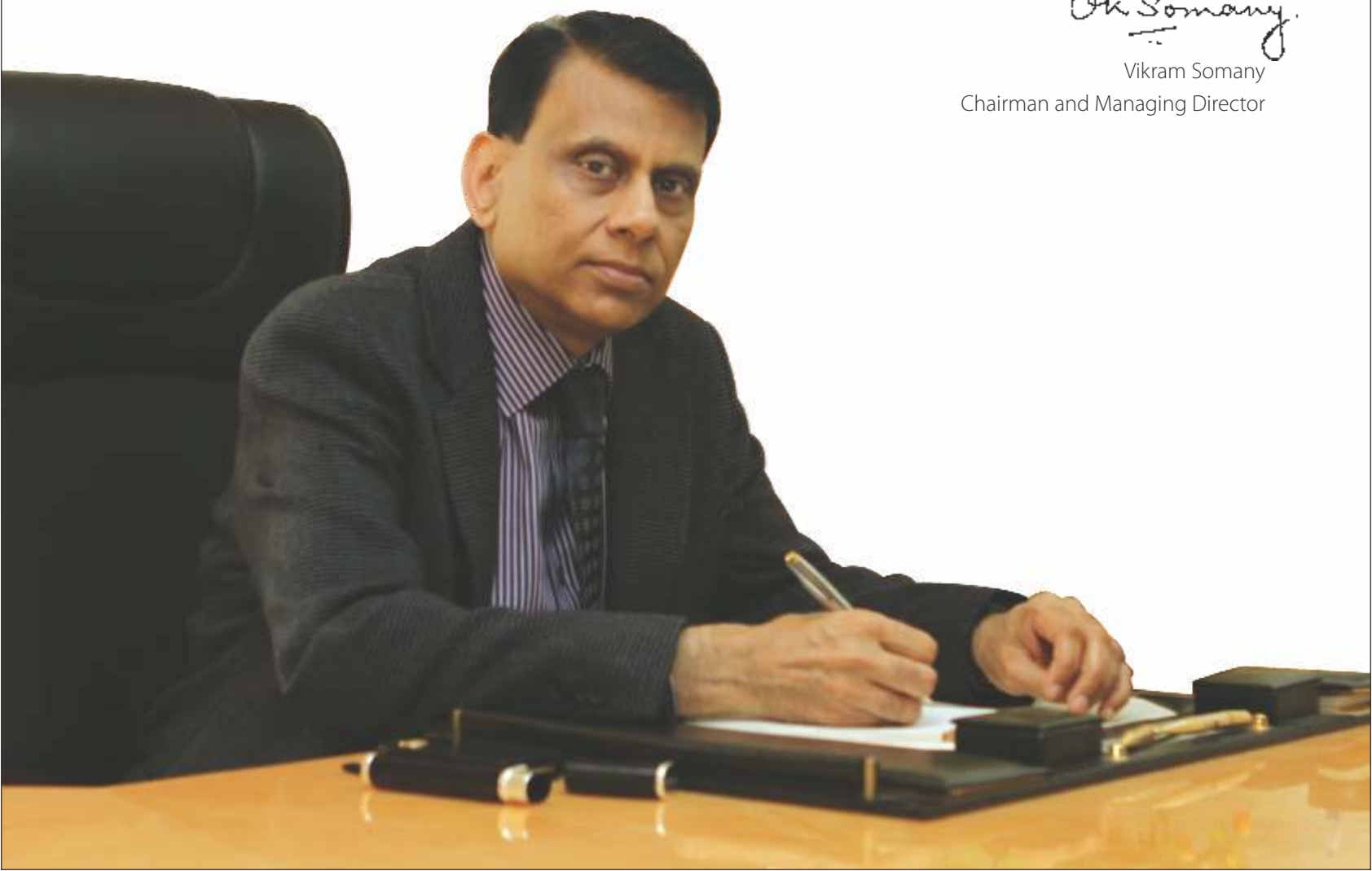
In summation, CERA is primed to embark upon a new journey - following a new target. With the might and expertise of CERA's management team at the helm, let's believe in our hearts that we can achieve our goals and complete the year with a new success story.

With regards,



Vikram Somany

Chairman and Managing Director



CERA contributing towards a better tomorrow

True empowerment occurs when people believe in themselves. This belief is at the core of all CERA's CSR activities. All the activities that CERA initiates strengthen the confidence of the people and make them believe that they can achieve their goals.

Shri Vidush Somany's birthday was celebrated on 9th March wherein sweets and chocolates were distributed at six schools near Ahmedabad and Manthan School for specially-abled children. For the new schools that came under the aegis of this program, special coaching classes from qualified teachers were conducted to facilitate learning. Apart from coaching the students on mainstream subjects, CERA, this year, also organised skill development classes for women from various villages like Bhavpura. They had to choose between tailoring and beautician courses. The ladies were taught the basics of craftsmanship and came to know about the contemporary practices and markets for tailoring. The beautician course provided them the knowledge and management skills required to open and operate a beauty parlor. With such training programs CERA intends to help the women become self-sufficient and enterprising.



Special classes for the education of the girl students under the aegis of the Vidush Somany Education Programme



Embroidery classes for skill development enabling an empowered financial future



Mrs. Deepshikha Khaitan, Director, CERA and Mr. Vikram Somany, Chairman and Managing Director, CERA getting apprised of the special training provided to the girls at a school in Kundal



Seen above a child being checked up at the health camp



Tailoring classes were organized by CERA as part of the CSR initiative



Lighting of the Lamp by Ar. N Mahesh in the presence of Ar Sameera Rathod; Ar. Prem Nath; Ar. Gopa Kumar, Ar. Karan Grover; Mr. P Ramachandran, Managing Director, G R Tech Services Pvt. Ltd.; and Mr Abbey Rodrigues Senior Vice President, Sales, CERA at Parikrama - Trivandrum



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA addressing the gathering at Parikrama - Trivandrum

Parikrama - A CERA initiative for igniting minds

Designer Publications Kerala Pvt. Ltd. initiated a design tour by the name of Parikrama. The objective of this event was to present the views of India's most popular architects to the architect and designer fraternity and students.

The event also provided a platform for the launch of "Design Detail" magazine with Ar. Karan Grover as its Editor. The highlight at the Trivandrum event was a Jugalbandi between Ar. Premnath, Ar. Karan Grover and Ar. Samira Rathod whilst at Ahmedabad it was a Jugalbandi between Ar. N Mahesh and Ar. Karan Grover. Parikrama will now proceed to Bangalore in November 2014.



Lighting of the Lamp by Ar. Karan Grover and Ar. N Mahesh in the presence of Ar. Anand Tatu; Ar. Gopkumar and Mr. Atul Sanghvi, Executive Director, CERA at the Parikrama event held at Ahmedabad

The crowd raptly attentive to Ar. Karan Grover's presentation at Parikrama held in Ahmedabad





Institute of Indian Interior Designers, Kerala Chapter trip to Scotland & Ireland in front of Blair Castle. Mr. P K Shashidharan, Senior Vice President Marketing, CERA was a special invitee for this trip of IIID.

CERA cheers the leading lights of IIID Kerala Chapter

CERA sponsored the IIID event wherein the investiture ceremony of the office bearers of Kerala chapter took place. This was held at the Taj Gateway Hotel, Calicut on 10th September, 2014.



The investiture ceremony took place in the presence of Chief Guest Mr. Pratap Jadhav, National President of the Institute of Indian Interior Designers. Mr. Roysten Abel, Theatre Artist and Director; Ar. Jabeen Zacharias; Ar. Sajan Pulimoodu and Ar. Sebastian Jose



CERA bonds with CREDAI

CERA is the preferred partner of CREDAI in 2014 too. Recently CREDAI held its NATCON at Jakarta, Indonesia to apprise the building fraternity about the latest developments and the future of Construction Industry. CERA participated in the programme and was felicitated for its contribution to the industry.

Seen here is Mr. Abbey Rodrigues, Senior Vice President Sales, CERA receiving memento from Mr. C Shekar Reddy, President CREDAI

CERA fuels the imagination through A+D Design Talk

CERA sponsors events that aim to generate interaction amongst architects and interior designers from across the globe as such events provide a platform to exchange ideas and views. One such recent initiative was Design Talk, promoted by A+D. The programme was held at the residence of the Ambassador of the Netherlands, H.E. Alphonsus Stoelinga.

Renowned architects and designers attended the event and shared their views on today's architecture and the architecture of the future.

A+D is a reputed magazine that features eclectic and innovative ideas of designers and architects from across the continent. Sponsoring such an august gathering was an honour.



Mrs. Deepshikha Khaitan, Director, CERA handing over a bouquet to Ar. Raj Rewal



Mr. Suneet Paul, Editor-in-Chief, A+D handing over a bouquet to Ms. Brinda Somaya



Mr. P K Shashidharan, Senior Vice President Marketing, CERA handing over a bouquet to Ar. Ole Bouman at A+D Design Talk



Mr. Suneet Paul, Editor-in-Chief, A+D handing over a bouquet to H.E. Alphonsus Stoelinga, Ambassador of The Netherlands

A view of the gathering engrossed in the programme





Mr. Vikram Somany, Chairman and Managing Director, CERA and Mr. S C Kothari, Chief Executive Officer, CERA sharing their views on the A+D Jury Meet with Mr. Piyush Sharma, Chief Executive Officer, A+D

CERA A+D Jury meet appraises the Design quotient

A+D awards annually recognize exemplary work in various categories. CERA is sponsoring the event in 2014 for the second consecutive year. A Jury meet was held on 21st August, 2014 at the Courtyard Marriott in Ahmedabad to select finalists. The entries were received for six different categories like The Young Enthused Architect, Recreational Architecture, Residence Architecture, Residence Interiors, Institutional Architecture and Commercial Interiors. The award ceremony is slotted in November 2014 at Istanbul, Turkey.



Mr. Suneet Paul Editor-in-Chief, A+D, Ar. Lalichan Zacharias, Cochin, Mr. P K Shashidharan Senior Vice President Marketing, CERA, Ar. Smita Khan, Nagpur, Ar. Bichitresh Saha, Kolkata and Ar. Ajit Nair, Vadodara



Ar. Ashutosh Kr. Agarwal, Chairman of IIA Northern Chapter, New Delhi, Ar. Rajeev Kathpalia, Ahmedabad, Ar. Sabeena Khanna, New Delhi, Ar. Sanjay Mohe, Bengaluru and Mr. Suneet Paul, Editor-in-Chief A+D



Mr. Suneet Paul, Editor-in-Chief A+D, Ar. KT Ravindran, New Delhi, Ar. Lillian Tay, Malaysia, Ar. Karan Grover, Vadodara, Ar. Tanuja Kanvinde, New Delhi and Mr. P K Shashidharan, Senior Vice President Marketing, CERA



Ar. Suneet Paul, Editor-in-Chief, A+D, Ar. Stephene Paumier, New Delhi, Ar. Prasanna Desai, Pune, Ar. Celal Abdi Guzer, Ankara, Ar. Sharukh Mistry, Bengaluru, Ar. Hiren Patel, Ahmedabad and Mr. P K Shashidharan, Senior Vice President Marketing, CERA



Jury at the discussion



Jury scrutinizing the entries



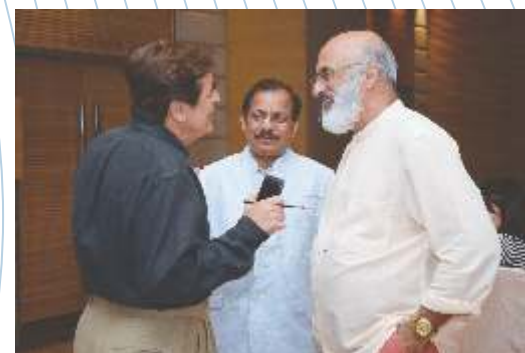
Ar. Sharukh Mistry exchanging views with Mrs. Deepshikha Khaitan, Director, CERA



Mr. P K Shashidharan, Senior Vice President Marketing, CERA, Ar. Harsh Fernando, Senior Vice President of SIA, Sri Lanka, Ar. Vipul Patel, Ahmedabad, Ar. Sonal Sancheti, Mumbai, Ar. Yatin Pandya, Ahmedabad, Ar. Raman Sikka, New Delhi and Mr. Suneet Paul, Editor-in-Chief, A+D



Jury during discussion



Ar. Kamal Mahik with Ar. Karan Grover



Jury in discussion



Jury in discussion

Jury in discussion



Mr. Atul Sanghvi, Executive Director, CERA, Mr. P K Shashidharan, Senior Vice President Marketing CERA and Mr. Piyush Sharma, Chief Executive Officer A+D

Together We Can

Indian Council of Sanitaryware Manufacturers (INCOSAMA) welcomes the Prime Minister's vision of Swachh Bharat. Together with its member partners INCOSAMA pledges its support to translate this vision into a reality and took a step forward on the auspicious occasion of Mahatma Gandhi's birth anniversary.



A PLEDGE

TO HONOUR OUR PRIME MINISTER'S PLEDGE.



INCOSAMA, an association of Indian sanitaryware manufacturers, stands committed to our honourable prime minister, Shri Narendra Modi's initiative of 'Swachh Bharat Mission'. We pledge that we will work wholeheartedly towards fulfilling this mission by 2019 as a befitting tribute to the Father of our nation, Mahatma Gandhi, on his 150th birth anniversary.

CERA

Celebrating Women Power the CERA way

CERA expressed solidarity with its female employees on International Women's Day by felicitating them. The women employees reciprocated by distributing sweets to one and all.





Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Jalandhar. Also seen are Mr. Mahinder Pal Gupta, Mr. Tarun Gupta, Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, CERA

Style explores new areas

CERA recently opened several Style Galleries across India taking the total count to 90. The CERA style Galleries display a wide range of products enabling the end users an experiential and informed selection. The rapid strides cover a vast expanse and ensure greater accessibility.



Mr. Abhay Sapre, General Manager Sales, CERA inaugurating the CERA Style Gallery at Ahmedabad. Also seen are Mr. Nimesh Shah, Legend Marketing and Mr. Nehal Golwala, Senior Manager Sales, CERA



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Bengaluru. Also seen are Mr. Ahmed, Mr. Farooq of Bath Store, Mr. Ratheesh Kumar Nair, Senior Manager Sales and Mr. H N Prasanna Kumar, Assistant Manager Sales, CERA



Mr. Mohammad Mohamood Ali, Deputy Chief Minister of Telangana inaugurating the CERA Style Gallery at Hyderabad. Also seen are Actor Siva Krishna, Mr. Srinivas Reddy and Mr. Sai Babu of Bath Stiles



Mr. K S Kumar, Senior Architect inaugurating the CERA Style Gallery at Vijayawada. Also seen are Mr. Mukesh of Sarayu Sanitary; Mr. Raman Rao, President CREDAI, Vijayawada



Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, CERA inaugurating the CERA Style Gallery at Jammu. Also seen are Mr. KR Gupta and Mr. Vikas Gupta of Vikas Marble



Mr. Atul Sanghvi, Executive Director, CERA inaugurating the CERA Style Gallery at Pune in the presence of Mr. Pradeep Patel of Patel Distributors and Mr. Naveen Nawathe, Assistant General Manager Sales, CERA

Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Chennai. Also seen are Mr. Anand, Deputy Manager Sales and K.K. Vijayan, Senior Manager Sales, CERA



Mr. G V Chowdary, Assistant General Manager Sales, CERA inaugurating the Sanitaryware Zone of CERA Style Gallery at Vijayawada. Also seen are Mr. Rajendra, Secretary, CREDAI Vijayawada and Mr. Raman Rao, President CREDAI



Mr. Rajendra, Secretary, CREDAI Vijayawada inaugurating the Faucet Zone of the CERA Style Gallery at Vijayawada



Mr. Raman Rao inaugurating the Tiles Zone of the CERA Style Gallery at Vijayawada

Mr. Chakka Thata Babu inaugurating the CERA Style Centre, Tuni. Seen here are Mr. G V Chowdary, Assistant General Manager Sales, CERA; Mr. Harinadh, of Vijayaganesh Hardware, Electrical & General Stores, Tuni; Mr. K L S N Varma, President CREDAI, Tuni; Mr. K Satyanarayana Raju, President, Tuni Merchants Association and Mr. Dasari Sanyasi Rao





Mr. P K Shashidharan, Senior Vice President Marketing, CERA inaugurating the CERA Style Gallery at Malappuram in the presence of Mr. P K Kunhalikutty, Minister of Industries and Information Technology, Kerala and Mr. P Ubaidulla, Member of Legislative Assembly, Malappuram, Mr. Jayadeep N, Deputy General Manager Sales, CERA and Mr. Rasheed Kalathingal of K3 Style Homes



A view of the CERA Style Gallery in Gangtok



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Centre, Kollam in the presence of Mr. Innocent Vareed Thekkethala, Cine Artist and Member of Parliament, Chalakudy, Mr. N. K. Premachandran, Member of Parliament, Kollam and Mr. Ranjith Kumar of Jeyaar Agencies, Kollam



Mr. Banarasilal Agarwal, Mr. Brij Mohan Bansal and Mr. Kalu Ram Agarwal jointly inaugurating the CERA Style Gallery in Gangtok. Also seen are Mr. Karan Hota, Senior Manager Sales and Mr. Amit Bansal of GCL Enterprise, Gangtok

CERA brand visibility grows exponentially

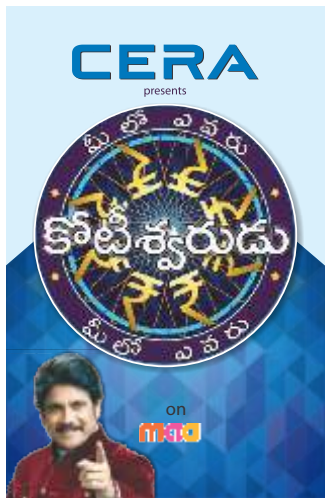
The new CERA TV advertisement campaign followed by print were launched in July-August this year. Two TVC's focused on Faucets and Tiles with Style Icon Sonam Kapoor were produced by CERA's creative agency Aakriti Promotions and Media Ltd. through Anil Kapoor Films Pvt. Ltd. The campaign covered wide areas of regional and national channels like Maa TV, Asianet, Asianet Suvarna , Star Vijay, Zee TV, Zee Café and CNBC.

The brand recall was at its best amongst the consumers. The trade partners and team members were happy on the brand recall.

All the regional and national programmes were extensively promoted through media and printed posters.



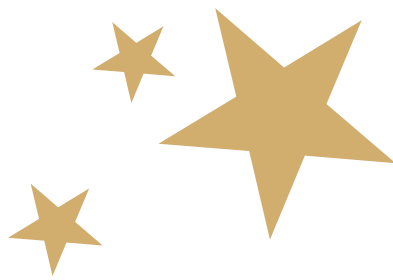
Mr. P K Shashidharan Senior Vice President Marketing, CERA handing over the gift voucher to the Cine Star Ki Khoj winner Mr. Syed Manoon



CERA sponsored Kaun Banega Crorepati on Maa TV



Adhu Idhu Yedhu on Star Vijay sponsored by CERA



CERA India's Best Cine Star Ki Khoj, a stage show had Ms. Sonali Bendre and Actor, Director Victor as judges besides scores of other guest judges like Anurag Basu, Parineeti Chopra



Karnataka team came down all the way to Lonavala to attend the grand finale. Mr. Ratheesh Kumar Nair, Senior Manager Sales had the opportunity and pleasure to give away the finale gift



CERA sponsored Star Singer Season 7. Seen above from left to right are Mr. Anto Puthiry, Vice President, Asianet, Mr. P K Shashidharan, Senior Vice President Marketing, CERA, Ms. Anuradha Sriram, singer and jury member of Star Singer, Mr. M G Sreekumar, singer and jury member of Star Singer, Dr. Roy C J, Founder & Chairman, Confident Group and Mr. Raghu Ramachandran, Vice President, Asianet at the grand finale



Zee Café Look Who's Talking was sponsored by CERA. The program hosted by Niranjan Iyengar has invited popular stars like CERA's brand ambassador Ms. Sonam Kapoor

CERA – sets out to connect

CERA participated in various exhibitions to connect with the influencers. These exhibitions held across the nation is an apt platform to convey the latest developments and launches by CERA. The new ranges in the faucet and tiles category got special attention through participation in these exhibitions.



The Hindu Kitchen, Bath and Interior Show 2014 was held at Chennai Trade Centre, from 2nd to 4th May 2014 where CERA had put up a stall to display its products ranges. Seen above are visitors taking a close look at the CERA products



Retailer meets were held at North and South Goa to impart knowledge on faucets on 22nd and 23rd August 2014



Mr. K Babu, Minister of Fisheries, Ports and Excise, Kerala visiting the CERA stall at the CREDAI - Cochin Property Show held on the 23rd, 24th and 25th May, 2014. The event was sponsored by CERA



CREDAI held the first Property Show in the newly formed Telangana State on 30th August, 2014 wherein large forthcoming projects from all segments were showcased. CERA participated in the exhibition with its newest range of products



Mr. G V Chowdary, Assistant General Manager Sales, CERA; Mr. Rama Chandra Reddy, Director RV Nirmaan Pvt. Ltd. and Mr. Suman G, Assistant Manager Sales at the CERA stall in CREDAI Property show



A view of the entrance to the CREDAI – Calicut Property Show held on 1st, 2nd and 3rd August, 2014, sponsored by CERA

CERA creating a platform for perfection

CERA reaches out to the plumbing consultants across the nation by organizing meets at regular intervals. These meets showcase the latest product ranges and provide necessary information related to these products. Such interactions with the plumbing consultants ensure that they are well versed with CERA products and their installation.



CERA organised a Plumbing Technicians Meet at Style Studio in Kochi on 21st June 2014 in association with General Agencies Kanjirapally



A Plumbing Technicians Meet at Aggrawal Sanitary, Narnaul, Haryana on 13th August 2014, where new faucet ranges of CERA were introduced



Plumber's Meet at Jain Sanitary House, Mansa, Himachal Pradesh on 17th July 2014

Celebrations mark half yearly review

CERA reviewed the progress during the recently held half yearly meet which was followed by a fun filled evening. The participants included CERA Ahmedabad and Kadi teams with their spouses, and regional sales heads from across the country.



Mr. Atul Sanghvi Executive Director addressing the Sales Meet held at Ahmedabad



Mr. S C Kothari, Chief Executive Officer addressing the Sales Meet held at Ahmedabad



Mr. Vivek Tewari, President, Works, CERA participating in the singing competition at the Mirchi Corporate Talent Hunt



Mr. Amit Bhalsod, Assistant Manager CERA Care participating in the singing competition at the Mirchi Corporate Talent Hunt



Ms. Khushbu Maheshwari, participating in the tongue twister competition

Mirchi Talent Hunt

CERA participated in the Radio Mirchi Clash of Corporates on 28th August 2014. The program was conducted at CERA's Faucetware division.

The winners for the five categories were:-

- Singing - Mr. M.H. Quasim, from the Faucetware division
- Tongue twisters - Ms. Khushbu Maheshwari from HR and Mr. Amit Bhalsod, CERA Care
- Partner lifting - Mr. Hardik Patel from IT, Mr. Ankit Raval from R & D and Mr. Manoj Tiwari from QC
- Quiz - Ms. Manjula Prajapati from Accounts and Mr. Subhash Acharya from HR
- Dance - Mr. Kaluji Thakore from Faucetware

The winners of the pre-qualifying round will represent in the Mirchi Talent Hunt amongst other various corporates.

CERA Style takes off to relax

The international trips organised by CERA for its dealers are just another way to thank them. The dealers are the backbone of CERA and their hard work not only furthers their interests but also makes the company proud. And for those who shined above all the rest with their performance, these trips were a well-deserving break.



An exciting experience at Sentosa during the Singapore trip for the Dealers from the East



A fun filled and memorable trip to South Africa for the Dealers from Mumbai

Kerala dealers during their trip to UK, strike a pose in front of Kensington Palace, London





Dealers of Andhra Pradesh and Telangana had a gala time during their trip to Belgium, Netherlands and France



Dealers from Gujarat and Rajasthan posing in front of the Parliament House, Ottawa, Canada



New arrivals



3175 Cimona



Gayle CS 1401



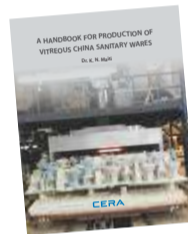
Lucido LU7401 Delise and
LU7402 Della - 600 x 1200 mm Matt

An Aspiring Feat



Mr. Dhruv Jagdishbhai Patel,
son of Mr. Jagdish Patel

Achievement doesn't need a platform, it can create one. This saying has held true for the son of our QC workman, Shri Jagdish Patel. His son Dhruv Patel got admission at Govt. Medical College at Surat. CERA extends heartiest congratulations to him and wishes for his bright future. His dedication towards his goals, did not falter in the face of odds, is an inspiration.



An invaluable contribution for the quality conscious

Dr. K.N. MAITI, M. Tech., PhD (Tech), Fil Cer, Ex-FIMMM (UK) & Ex-Chartered Scientist (UK),
Director, Cera Sanitaryware Limited

A Handbook for Production of Vitreous China Sanitary Wares by Dr. K N Maiti will serve as a source book and guide to adopt the basic quality measures required for ceramic manufacturing not only to the technical personnel of Cera Sanitaryware Ltd. but also to the existing ceramic units in India. Dr. Maiti is not only knowledgeable about technical requirements for a high quality production process but is also a prolific writer. His exemplary contribution to the industry will be valued by the quality conscious companies in India.

Srinagar under water

Mr. Jaydeep Jasrotia, Asst. Manager Sales, CERA and Mr. Amit Singh, Senior Executive Sales CERA, were eye witness to the recent floods in Jammu and Kashmir. On their routine trip to Srinagar, they were stranded in their hotel as the water entered upto the first floor of the hotel. They were without food and water for 3 days and after walking for more than 14 kilometers they could find a taxi with great difficulty to take them to a safer place.



A woman with long, wavy brown hair, wearing a black, short-sleeved, form-fitting dress and a silver bracelet, stands in a grand, wood-paneled room. She is holding a large, ornate, curved faucet handle on a dark, textured pedestal. The background features arched doorways and columns, creating a classic, elegant atmosphere.

*CERA Faucets
reflect
my style*

CERA

Faucets & Showers