

## CERA is Star SME

For CERA, the year 2015-16 was quite a milestone. It bagged several awards for its exceptional performance at the corporate and brand level. One of the coveted awards was the Star SME from the Business Standard. It was decided by an eminent jury, headed by Mr. R.C. Bhargava, Chairman, Maruti Suzuki.

CERA CMD was adjudged as Star Performer in the Small and Medium Enterprise (SME) space. The jury discussed a long list of companies with sales of less than Rs.1,000 crore, and Cera Sanitaryware Limited, led by Chairman & Managing Director Mr. Vikram Somany, emerged as the winner. "CERA has maintained discipline in financial metrics and gained market share from big multinationals and strong domestic incumbents by creating an enduring brand," as per Mr. Rajiv Memani, Chief Executive Officer, EY India and a member of the jury.

CERA's revenue CAGR during the past three years has been over 37%, much above the industry average of 12-14%. The main thing that seems to have worked out in CERA's favour is its strategy to adapt to changing consumer preferences and position itself as a home solutions provider instead of just a sanitaryware brand. The jury felt that investment in brand-building and customer satisfaction is paying off big time.



▲ Mr. Vikram Somany, Chairman and Managing Director, CERA, receiving the Star SME award from Mr. Nandan Nilekani

## Mrs. Deepshikha Khaitan appointed Vice Chairman



Mrs. Deepshikha Khaitan, daughter of Mr. Vikram Somany, has been appointed Vice Chairman of Cera Sanitaryware Limited, by the Board of Directors, at its meeting held on 3<sup>rd</sup> May 2016. She is a B.Sc. (Hons) in Economics with LLB and has a flair for writing and a motto for social service. She is married to Mr. Abhishek Khaitan, Managing Director, Radico Khaitan Limited, better known for its famous liquor brands. She has been on the board of CERA for the last four years, overseeing the operations of the company.

## From the Desk of CMD



Dear Patron,

At CERA, we are quite thankful to you for the support that we have been receiving for the brand. CERA has performed exceptionally well in the face of current adverse market conditions and has garnered a good growth. The past year was particularly significant because CERA won several accolades for its corporate and brand performance.

We have exclusively launched ISVEA, an Italian luxury designer sanitaryware, in India. This strategic alliance will help CERA boost its product offerings and remain one of the top players in the luxury sanitaryware segment.

This year's CERA Chairman's Club celebrations were special due to the presence of CERA's Brand Ambassador and Bollywood style icon, Ms. Sonam Kapoor.

To provide designs and quality on par with international standards, we are continuously making technological upgradations at the sanitaryware and faucetware plants. We have installed several new machines in both plants to automate the production processes.

Another notable milestone was the commencement of commercial production of tiles at our Nellore plant, through a JV with Anjani Tiles.

Keeping in sync with the latest trends, we launched new clean rim EWCs and thin rim wash basins. We followed it up by introducing 'Silk' and 'Duo', a premium range of wash basins. Along with these, more new products are being designed to cater to the desires of modern consumers.

We opened two new Style Studios at Chennai and Thiruvananthapuram and shifted the Kolkata and Chandigarh studios to new locations with a larger space. The Style Studios and Style Galleries reinforce CERA's leadership in the market.

With the opening of a new Style Gallery in Dubai, CERA has become the first Indian sanitaryware manufacturer to go multinational.

On the CSR front, we have continued with our activities in and around Kadi. Read on for these and other interesting events that took place in the past year.

With best regards

Vikram Somany  
Chairman and Managing Director

# CERA forays into designer sanitaryware Launches Italian luxury brand in India



▲ Mr. Vikram Somany, Chairman and Managing Director, CERA and Mr. Erdem Cenesiz, Chairman, ISVEA, congratulating each other at the launch ceremony. Also present were Mr. Ettore Giordano, Chief Design Officer, Mr. Omer Turker, Executive Board Member, ISVEA, Mrs. Deepshikha Khaitan, Vice Chairman, Mr. S.C. Kothari, Chief Executive Officer, CERA

CERA, India's premium home solutions brand, exclusively launched ISVEA, an Italian luxury designer sanitaryware brand, in India. The launch event, held in Mumbai, was attended by ISVEA Chairman, Mr. Erdem Cenesiz, Executive Board Member, Mr. Omer Turker and Chief Design Officer, Mr. Ettore Giordano.

Speaking to the media after the launch, CERA Chairman & Managing Director, Mr. Vikram Somany explained CERA's decision of bringing in a luxury brand. The demand of architects and developers for a niche product range but with the distribution and service backup of CERA led to this strategic step.



▲ Mr. Omer Turker, Executive Board Member, Mr. Erdem Cenesiz, Chairman and Mr. Ettore Giordano, Chief Design Officer, ISVEA

Mr. Erdem Cenesiz said that CERA and ISVEA complement each other perfectly.

ISVEA was established in 1962 in Italy, the land of fashion and design. It is well known for its impressive designers such as Meneghello & Paoletti Associati, Design House, Simone Valsecchi, OMC2 Design Studios, Ettore Giordano, Genesis Design Studio and Sevil Acar. Most of the product ranges of ISVEA have bagged design awards, including the prestigious Red Dot.

ISVEA creates aesthetic bathroom spaces with maximum comfort and convenience, combining design with technology in the most optimum way. The technologically advanced products include:

- cleaRim WCs, which are rimless WCs for better hygiene
- aquaPlus WCs, which use just 2.7 litres of water
- decorPlus, which are printed WBs
- smartPlus, which come with built-in personal hygiene
- softClose, which are seat covers with noiseless closure
- sterilPlus, which are bacteria-free products
- e-Motion, which are height-adjustable WCs and WBs

ISVEA would be distributed through select outlets throughout India, so as to cater to those looking for a luxury range.

# CERA ventures into GCC countries

## First CERA Style Gallery opens in Dubai



▲ The new CERA Style Gallery in Dubai gets its first billing on the opening day. Seen above are (from left to right) Mr. Abdulla, Mr. Rajeev Chelur, Mr. Gaurang Bhatt, General Manager Exports, Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA, Mr. Hassan, Mr. Abbey Rodrigues, Senior Vice President Sales, Mr. Raju Chandrashekhar, Senior Manager Sales, CERA at Dubai and Mr. Sandeep M.

CERA, India's preferred premium home solutions brand, has ventured into overseas marketing and sales operations in a big way. With the opening of CERA Style Gallery in Dubai, it now caters to GCC countries.

The CERA Style Gallery in Dubai, strategically located on Salah Al Din Road, displays a select range of sanitaryware, faucets, tiles and wellness products considering the GCC countries' requirements. CERA has also got a sales team in Dubai for personalised selling to architects, interior designers, developers and retailers.

CERA has been growing exponentially in India, and this is the first time that it is entering the Gulf market with its showroom, distribution set-up and sales team. Since CERA's sanitaryware and faucetware plants are in Gujarat, it has a locational advantage for exporting to the Gulf markets. CERA is already well known in the Gulf, amongst architects, developers, trade partners and customers, thanks to the huge Indian diaspora.

The launch of CERA was also followed by promotional activities through events and mass media.

The NRIs have one more advantage: they can see, touch and feel CERA products in Dubai and order them to be delivered in their hometowns. This makes the construction of their dream homes, back in India, easier.

▼ Mr. Mohammed Al Alili, Mr. Rajeev Chelur, Mr. Sandeep M. and Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA, sharing a light moment during the opening of CERA Style Gallery in Dubai



▲ Mr. Abbey Rodrigues, Senior Vice President Sales, CERA, Mr. E.S. Jose, A2Z Sanitarywares, Kochi, Mr. P.K. Shashidharan, Senior Vice President Marketing and Mr. Gaurang Bhatt, General Manager Exports, CERA, at the opening ceremony of the CERA Style Gallery in Dubai



◀ An invitee looking at the wide range of CERA products

# Flowers Indian Film Awards

## CERA sponsors event in Sharjah



The Flowers Indian Film Awards were held at the Sharjah Cricket Stadium on 29<sup>th</sup> April 2016, to honour versatile film personalities from the Hindi, Tamil, Telugu and Malayalam film industries. CERA sponsored this programme. It was a grand ceremony attended by a bevy of celebrities and an audience of over 40,000 spectators. An eminent jury committee comprising Bollywood and South Indian film luminaries decided the awards. The event was telecasted on Flowers Channel.

◀ Mr. Abbey Rodrigues, Senior Vice President Sales, CERA, presenting the Actor of the Decade - Female Award to renowned Actress Ms. Kajal Aggarwal at the Flowers Indian Film Awards 2016 held at Sharjah



▲ Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA, presenting the Star of the Decade - Male Award to Superstar Prithviraj at the Flowers Indian Film Awards 2016 held at Sharjah. Also seen is renowned Hindi film actress Ms. Karishma Kapoor



◀ Mr. Gaurang Bhatt, General Manager Exports, CERA, presenting the Best Actor - Special Mention Award to renowned Actor Mr. Indrans at the Flowers Indian Film Awards 2016 held at Sharjah

# CERA opens bigger Style Studio in Kolkata



▲ Lamp lighting by Mrs. Ganga Somany, Mrs. Smiti Somany, Mr. Vikram Somany, and Mrs. G.P. Birla

CERA has launched its touch and feel display centre, CERA Style Studio in Kolkata, in the upmarket Topsia Crossing. Spread over 4,500 square feet, this Style Studio showcases CERA's latest range of products.

The CERA Style Studio was inaugurated by Mrs. Ganga Somany in the presence of a large number of invitees and trade associates including architects, designers, developers and dealers.

The launch was followed by an entertainment evening at the ITC Hotel in Kolkata, which also saw the top CERA dealers from the East being honoured for their sales performances.

- 1 Mrs. Ganga Somany inaugurating CERA Style Studio at Kolkata
- 2 Ar. Raj Agarwal of Raj Agarwal & Associates inaugurating the Sanitaryware Display Area at CERA Style Studio, Kolkata
- 3 Ar. Ajit Jain of Studio WB inaugurating the Tiles Display Area at CERA Style Studio, Kolkata
- 4 Ar. Vivek Rathore of Salient Design Studio inaugurating the Office Area at CERA Style Studio, Kolkata
- 5 Ar. Kamal Periwal of Maheshwari Architects Pvt. Ltd. inaugurating the Faucet Display Area at CERA Style Studio, Kolkata





▲ CERA Executive Director Mr. Atul Sanghvi addressing the press on the occasion of the opening of CERA Style Studio in Kolkata



▲ Mr. S.C. Kothari, Chief Executive Officer, CERA, addressing the trade partners



▲ Mr. Abbey Rodrigues, Senior Vice President Sales, CERA, sharing the plans for Eastern India with the trade partners

## Top performers awarded

- 1 Mrs. Deepshikha Khaitan, Vice Chairman, CERA, presenting the award to Mr. Vimal Singh Dudhoria of P.B. Sanitary Centre, Guwahati, Assam
- 2 Mr. Lalit Kumar Bohania presenting the award to Mr. Anup Kumar Panda of Sushila Trading, Jajpur, Odisha
- 3 Mr. Sajjan Kumar Pasari presenting the award to Mr. Ram Gopal Agarwal of Shyam Iron Udyog, Jaigaon, West Bengal



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4 Mr. Anup Kumar Panda of Sushila Trading, Jajpur, Odisha, receiving the award from Mrs. Smiti Somany

5 Mr. Suresh Kumar Sahoo of Shree Ganesh Enterprises, Talcher, Odisha, receiving the award from Mrs. Deepshikha Khaitan, Vice Chairman, CERA

6 Mr. Gautam Kedia of Bath-ware, Kolkata, West Bengal, receiving the award from Mr. Vikram Somany, Chairman and Managing Director, CERA

7 Mr. Bijoy Kumar Gupta of Chaturbhuj Sanitary Concern, Suri, West Bengal, receiving the award from Mr. S.C. Kothari, Chief Executive Officer, CERA

8 Mr. Damiano Francovich, Consul General, Italy, giving the award to Mr. Chanchal Kumar Das of Chanchal's, Contai, West Bengal





9 Mr. Bijay Kumar Ojha of Ambica Enterprises, Mayurbhanj, Odisha, receiving the award from Mr. P.K. Shashidharan, Senior Vice President Marketing and Mr. Abbey Rodrigues, Senior Vice President Sales, CERA



10 Mr. Shiv Kumar Shaw of South Calcutta Glass Co., Kolkata, West Bengal, receiving the award from Mr. Atul Sanghvi, Executive Director, CERA

11 Mr. Vimal Singh Dudhuria of P.B. Sanitary Centre, Guwahati, Assam, receiving the award from Mrs. Pooja Somany



12 Mr. Krishna Kant Agarwal of Sani Steels Corporation, Guwahati, Assam, receiving the award from Mr. Rajan Suraiya

13 Mr. Sambhu Bharti of Ragi Mercantile Pvt. Ltd., Guwahati, Assam, receiving the award from Mr. Ayush Bagla



# Style gets one more Landmark

## CERA Style Studio opens in Thiruvananthapuram

CERA, the undisputed market leader in Kerala, opened its company display centre the CERA Style Studio in Thiruvananthapuram. This is the second Style Studio in Kerala and the tenth in India.

This new display centre is spread over 3,500 square feet and situated on the NH Bypass at Venpalavattom, Anayara, Thiruvananthapuram. It is meant to give a touch and feel experience to architects, designers, consultants, developers, trade partners and consumers. It was inaugurated by Mrs. Deepshikha Khaitan, Vice Chairman, CERA, in the presence of a large number of invited guests from a cross-section of society from all over Kerala.

CERA pioneered the concept of company display centres in the early 2000s to give consumers a real experience of the wide range of products before purchase. CERA Style Studios are already operational in several cities like Kochi, Chennai, Bengaluru, Hyderabad, Mumbai, Ahmedabad, Delhi, Chandigarh and Kolkata.

CERA has displayed a wide range of its products at the studio for the customers to feel and select the most suitable products for them.

The inauguration was followed by an entertainment evening at the Taj.



▲ Mrs. Deepshikha Khaitan, Vice Chairman, CERA, inaugurating the CERA Style Studio at Thiruvananthapuram. Also seen are Mr. Abbey Rodrigues, Senior Vice President Sales, Mr. Jayadeep N., General Manager Sales and Mr. Atul Sanghvi, Executive Director, CERA

▲ Ar. N. Mahesh of Iyer and Mahesh inaugurating the Sanitaryware Style Zone at CERA Style Studio, Thiruvananthapuram



▲ *Mr. S. Krishnakumar, Managing Director, Nikunjam Constructions Pvt. Ltd., inaugurating the Faucet Style Zone at CERA Style Studio, Thiruvananthapuram*



▶ *Mr. Shrikant, Chairman, SFS Homes, inaugurating the Tiles Style Zone at CERA Style Studio, Thiruvananthapuram*



◀ *Mr. Mohandas V., Saraswathy Enterprises, Thiruvananthapuram, inaugurating the Office Area of CERA Style Studio, Thiruvananthapuram*

# Commitment to excellence rewarded

It is crucial for a brand to get recognition for its achievements as well as its products and services. In today's fiercely competitive markets, awards are the means of public recognition. They are the ultimate seal of approval from the consumers and the industry.

CERA, India's fastest growing home solutions provider, has always been an organisation that focuses on innovative designs and superior quality of products. CERA's endeavours have been rewarded recently.



## A&D Top 100 Award by Economic Times

CERA, India's most preferred home solutions provider, has bagged The Economic Times A&D Top 100 Brands Award. The winning brands were chosen on the basis of votes by 4000 architects and interior designers based on popularity, quality and reputation besides other parameters.



▲ Hon'ble Chief Minister, Gujarat, Smt. Anandiben Patel presented the CNBC Bazaar 'Gujarat Ratna Award' to Mr. Atul Sanghvi, Executive Director, CERA

## Gujarat Ratna Award by CNBC

The Gujarat Ratna Awards have been constituted by CNBC to recognise and honour companies who have been engaged in innovative activities and its promotions for more than two decades. CERA was conferred with the Gujarat Ratna Award for its contribution to the ceramic industry in Gujarat.



▲ Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA, receiving the Asia's Most Promising Brand Award at a function held in Bangkok

## Asia's Most Promising Brand Award 2016

CERA was conferred with Asia's Most Promising Brand Award 2016 for the second time. This award focuses on the most promising brands throughout Asia, that have made a mark by steady growth.



# CERA a step ahead in technology



CERA has always been a technologically advanced and innovative organisation. It offers quality products certified by IAPMO, CE and IGBC, by using advanced technologies in its manufacturing facilities.

In the sanitaryware manufacturing plant, the new quality control lab for product testing, certified by IAPMO, ensures consistency in product quality.

In the faucetware manufacturing plant, the introduction of 3D printing machines has led to faster development of new designs from concept to production.

An automatic chrome plating unit ensures uniform chrome plating of faucets which are blemish-free and shiny. The low pressure die casting machine automates the casting of faucets giving them even thickness.



1 New quality control lab at sanitaryware plant

2 3D printing machine at faucetware plant

3 Automatic chrome plating unit at faucetware plant

4 Low pressure die casting machine at faucetware plant



# New Innovations

## CERA brings new innovations in tune with changing times



### Clean Rim EWCs

Known for trendsetting innovations, CERA has launched new clean rim EWCs. With a seamless appearance, these EWCs ensure better hygiene by virtue of their rim-free design. They utilise a revolutionary technology to deliver efficient flushing results and facilitate easier cleaning. Being green certified products, they also ensure conservation of water. An excellent example of eco-friendly products, clean rim EWCs have aesthetic and contemporary designs that blend perfectly into modern bathrooms.

### 'Silk' and 'Duo' Wash Basins

CERA has also launched a premium range of wash basins called 'Silk' and 'Duo', an extension of their thin rim wash basins.



### Silk

Silk wash basins are a perfect combination of design and functionality. These wash basins feature minimalist flair in sophisticated colours with superior matte finish. They stand apart yet heighten the ambience of the bathroom. Available in vibrant colours, these contemporary wash basins come in an oval design with a thin rim, giving them a large bowl area. The fine craftsmanship and smooth surface make them a unique fit for your bathroom.



### Duo

Duo is a versatile collection of dual colour wash basins crafted to reflect individual style. These contemporary wash basins seamlessly merge style and functionality. Their soft lines and curves exude an effortless elegance. Harmonious with the thin rim concept, these distinctive wash basins give excellent usability in small dimensions. Combining design and practicality, Duo wash basins lend a stylish touch to the bathroom.

# CERA celebrates success in style



▲ Lamp lighting by Mr. Abhishek Khaitan, Managing Director, Radico Khaitan and Mrs. Deepshikha Khaitan, Vice Chairman, CERA, marking the opening of the sales meet

Success is inevitable when every individual performs his best. At CERA, we value each person's contribution to the progress of the company and give them due credit. We believe that CERA's remarkable achievements are not possible without its dealers, retailers and sales personnel. To show how deeply we value their commitment, those who give exemplary performances are rewarded at the annual sales meet. CERA's Brand Ambassador, Ms. Sonam Kapoor gave away the mementos and awards to the winners.

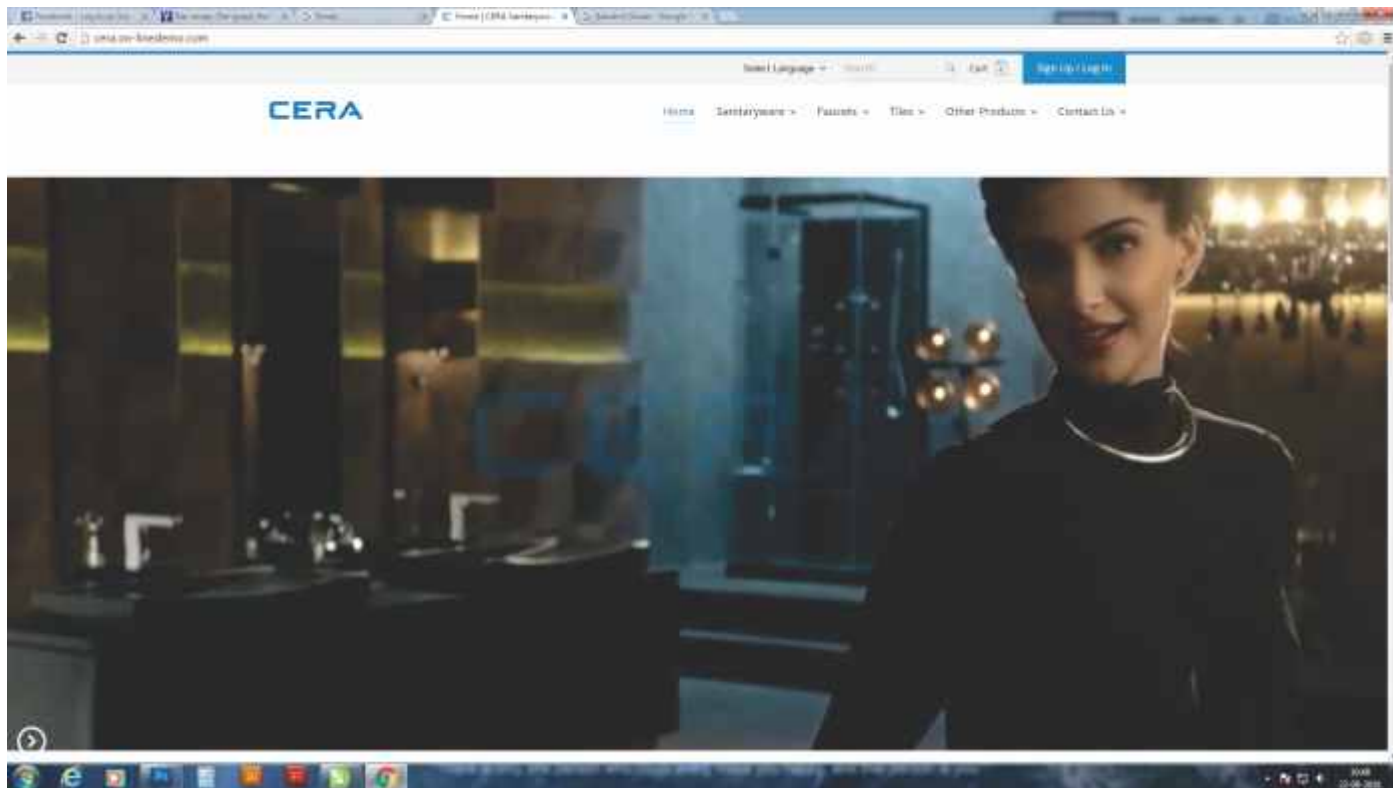
▶  
 Mr. Omer Turker, Executive Board Member,  
 Mr. Ettore Giordano, Chief Design Officer, ISVEA,  
 Mr. Vikram Somany, Chairman and Managing Director, CERA,  
 Mr. Abhishek Khaitan, Managing Director, Radico Khaitan,  
 Ms. Sonam Kapoor, Brand Ambassador, Mrs. Deepshikha Khaitan,  
 Vice Chairman, CERA and Mr. Erdem Cenesiz, Chairman, ISVEA



▼ Invitees enjoying the gala evening



# Restyle your home with our new website



User friendly, dynamic and vibrant, CERA's new website is even more stylish. Now, one can also take a virtual tour of our products and buy them online.





**CERA**

[www.cera-india.com](http://www.cera-india.com)

**SNOW  
WHITE**  
*Whiter than the whitest*

CERA reflects my style. *Suman Kishore*



- 1 Ms. Sonam Kapoor presenting the award to Ms. Sujatha Salilan of Brothers Hardwares and Agencies, Cochin, winner of Hyundai Creta
- 2 Ms. Sonam Kapoor presenting the award to Mr. Amit Goyal of Sapphire Sales Corporation, Pune, winner of Harley Davidson Street
- 3 Ms. Sonam Kapoor presenting the award to Mr. Rakesh Kumar Dewasi of Gourav Marketing, Hyderabad, winner of Benelli TNT 25
- 4 Ms. Sonam Kapoor presenting the award to Mr. Mohandas V. of Saraswathy Enterprises, Thiruvananthapuram, winner of Yamaha YZF-R15S





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5 Ms. Sonam Kapoor presenting the award to Mr. Sandeep M. of Nandanam Sanitaries, Thrissur, winner of Renault Kwid

6 Ms. Sonam Kapoor presenting the award to Mr. B. Saseendran of Chaitanya Ceramics and Sanitary Corporation, Anchal, winner of Royal Enfield Himalaya

7 Ms. Sonam Kapoor presenting the award to Mr. Mahendra Dubey of M.P. Associates, Indore, winner of Suzuki Gixxer SF

8 Ms. Sonam Kapoor presenting the award to Mr. Shamsunder Goyal and Mr. Amit Goyal of Sapphire Sales Corporation, Pune, winner of Renault Kwid

9 Ms. Sonam Kapoor presenting the award to Mr. Rakesh Kumar Dewasi of Gourav Marketing, Hyderabad, winner of Royal Enfield Himalaya



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# Sales Awards

CERA believes that its sales personnel are its biggest asset. Their efforts are at the core of CERA's growth.



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- 1 Mr. B.K. Desai, Deputy General Manager Sales Administration
- 2 Mr. Pratik Vasavda, Deputy Manager Sales Administration
- 3 Ms. Meenali Joshi, Deputy Manager Business Development
- 4 Ms. Lata Sharma, Assistant Manager Business Development
- 5 Ms. Akshata Ware, Senior Executive Business Development
- 6 Mr. Munish Mittal, Senior Executive Branding
- 7 Mr. Anoop Chacko, Senior Executive Sales
- 8 Mr. S. Mahesh, Executive Sales
- 9 Mr. Santosh Kumar D., Assistant Manager Sales
- 10 Mr. Vivek Kumar Sinha, Senior Executive Sales
- 11 Mr. Ruturaj Singh Chundavat, Assistant Manager Sales
- 12 Mr. Nived Raj, Assistant Manager Sales
- 13 Mr. Ankit Chandrakar, Deputy Manager Sales
- 14 Mr. Amit Bajaj, Senior Executive Sales
- 15 Mr. Ravi Pandey, Senior Executive Sales
- 16 Mr. Amit Singh, Assistant Manager Sales
- 17 Mr. Puneet Pal, Deputy Manager Sales
- 18 Mr. Shashank Srivastava, Senior Manager Sales
- 19 Mr. Suresh Babu, Manager Sales
- 20 Mr. Rahul Bhadauria, Manager Sales
- 21 Mr. Lokesh Verma, Assistant General Manager Sales
- 22 Mr. G.V. Chowdary, Deputy General Manager Sales
- 23 Mr. Jayadeep N., General Manager Sales

## Team Performance Award



Team Kerala



Team Rajasthan



Team Uttar Pradesh & Uttarakhand



Team Andhra Pradesh and Telangana



Team Karnataka



Team Upper North



# CERA expands its reach

CERA opened several new Style Galleries in a bid to reach maximum number of customers spread across India. New Style Galleries are opened to attract more consumers and give them a better opportunity to choose from among the innovative and premium quality CERA products.



- 1 Mrs. Deepshikha Khaitan, Vice Chairman, CERA, inaugurating the CERA Style Gallery at Palakkal, Thrissur, in the presence of renowned Malayalam Actress Ms. Honey Rose, Mr. Abbey Rodrigues, Senior Vice President Sales, CERA and Mr. Sandeep M. of Nandanam Sanitarries, Thrissur
- 2 Renowned Malayalam Actress Ms. Honey Rose inaugurating the CERA Style Gallery at Chavakkad, Thrissur, in the presence of Mr. Sandeep M. of Nandanam Sanitarries, Thrissur
- 3 Mr. Abbey Rodrigues, Senior Vice President Sales, CERA, inaugurating the CERA Style Gallery at Puzhakkal, Thrissur, in the presence of Mr. Sandeep M. of Nandanam Sanitarries, Thrissur, Actress Ms. Honey Rose, Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA
- 4 CERA team along with Mr. Prafulla Kumar Pattnayak of Subhadra Sani Plaza after the opening of CERA Style Gallery at Bhubaneshwar
- 5 Mr. Ratheesh Nair, Senior Manager Sales, CERA and Sri Sri Mangalanandanatha Swamiji from Adhichunchanagiri Mut, Chikkaballapur Branch, jointly inaugurating the CERA Style Gallery at Kolar. Also seen is Mr. Nagraj of Pallavi Hardware and Sanitarries
- 6 Mr. Abbey Rodrigues, Senior Vice President Sales, CERA, inaugurating the CERA Style Gallery at Kothamangalam. Also seen from right to left are Mr. Harish Embanath, Senior Manager Sales, CERA, Mr. Rinto Thomas of Century Tiles & Sanitary, Mr. Pradeep M.P., Senior Manager Sales, Mr. Benny K John, Deputy Manager Sales, Mr. Jayadeep N., General Manager Sales, CERA, Mr. K.K. Varghese, Managing Director, Century Tiles and Sanitary, Ms. Valsamma and Ms. Vijitha of Century Tiles & Sanitary
- 7 Mr. Atul Sanghvi, Executive Director, CERA, inaugurating the CERA Style Gallery at Hyderabad. Also seen are Mr. Rakesh Kumar Dewasi of Gourav Marketing, Mr. Abbey Rodrigues, Senior Vice President Sales and Mr. G.V. Chowdary, Deputy General Manager Sales, CERA
- 8 Mr. Chandrasekar, Chairman, Erode Vellalar College, inaugurating the CERA Style Gallery at Erode. Also seen are Mr. Vijay Kumar Jain, Mr. Chethan Jain, Mr. Ankit Jain and Mr. Tushar Jain of VIP Tiles and Granites





1 Mr. Sekar inaugurating the CERA Style Gallery at Pollachi. Also seen are Mr. Satish, Mr. Suresh, Mr. Prakash, Mrs. Susheela and Mr. Ramesh of Sri Suyambulingam Enterprises, Pollachi

2 Mr. K.K. Vijayan, Senior Manager Sales, CERA, inaugurating the CERA Style Gallery at Chennai. Also seen are Mr. Shankar and Mr. Dinesh of Ganesh Paints & Designer Hardware

3 Mr. K.K. Vijayan, Senior Manager Sales, CERA, inaugurating the CERA Style Gallery at Chennai. Also seen are Mr. D. Janakiraman, Mrs. J. Susheela of Vinoth Marbles, Chennai, Mr. Anand, Deputy Manager Sales, Mr. Rajesh, Assistant Manager Sales, CERA, Mr. Bhagath Singh and Mrs. Karthika of Vinoth Marbles, Chennai

4 Mr. Abbey Rodrigues, Senior Vice President Sales, CERA and Mr. Ashok Dubey, M.P. Associates, jointly inaugurating the CERA Style Gallery at Indore. Also seen are Mr. Munna Lal Yadav, Mr. Ramesh Mendola and Mr. Vikas Khanna, General Manager Sales, CERA

5 Mr. G.V. Chowdary, Deputy General Manager Sales, CERA, inaugurating the CERA Style Gallery at Karimnagar. Also seen are Mr. G. Suman, Deputy Manager Sales, Mr. Hemant Kumar, Deputy Manager Sales, CERA, Mr. P. Dinesh and Mr. P. Narayana of Noble Tiles Home, Karimnagar

6 Mr. Vikas Khanna, General Manager Sales, CERA and Mr. Jayantilal D. Mehta, of Ceramic Castle, after the inauguration of CERA Style Gallery at Ceramic Castle, Mumbai

7 CERA team with Mr. Diyvesh Kumar, Sunrise Sales Corporation, after the opening of CERA Style Gallery at Bengaluru

8 Mr. Omer Turker, Executive Board Member, ISVEA, inaugurating ISVEA showroom at Spacio Ventures LLP, Cochin, by lighting the lamp. Also seen are Ar. Manoj, Mrs. Deepshikha Khaitan, Vice Chairman, Mr. Abbey Rodrigues, Senior Vice President Sales, Mr. Pradeep M.P., Senior Manager Sales and Mr. Jayadeep N., General Manager Sales, CERA



# Exhibitions

CERA participates in various exhibitions to showcase its flagship products to the relevant audiences and to connect with them directly. Exhibitions also help brand CERA maintain a high brand recall among end users, influencers and trade partners.



## CREDAI Property & Build Tech Show, Tirupati

CERA participated in the Credai Property & Build Tech Show at Tirupati. Consumers visiting the stall took interest in the displayed products.



## BWA Property Show, Guntur

CERA participated in the Builders Welfare Association Property Show held at Guntur. Thousands of people visited the stall. Amidst the hustle and bustle, CERA shined with its new product range.

## Treda Property Show, Hyderabad

CERA participated in the Treda Property Show that was held at Hyderabad. The product display from CERA was well-received by developers and end users.



▲ *Mr. G.V. Chowdary, Deputy General Manager Sales, CERA, explaining the benefits of CERA products to the visitors*

## Vanitha Veedu Exhibitions

CERA Vanitha Veedu was yet another exhibition in which CERA continued to be the title sponsor. It is an exhibition on architecture, construction and interiors. It was conducted in Palakkad, Kannur, Kochi, Thrissur, Kottayam, Trivandrum and Kozhikode in Kerala.

## Vanitha Veedu Exhibition, Kochi



▲ *Actor Nivin Pauly inaugurating the Vanitha Veedu Exhibition at Kochi. Also seen are Chief General Manager Mr. V. Sajeev George, M.M. Publications, Mr. Jayadeep N., General Manager Sales, CERA*

◀ *Mr. B.R. Ajith, Chairman, IIA, Kerala, visiting the CERA stall in the Vanitha Veedu exhibition held in Thrissur*

## Vanitha Veedu Exhibition, Thiruvananthapuram



▲ *Shri V.S. Sivakumar, Minister for Health, Family Welfare and Devaswom, Government of Kerala inaugurating the Vanitha Veedu Exhibition, Thiruvananthapuram*



## CREDAI Gujcon

CERA participated in CREDAI Gujcon which is a premium platform for showcasing its products to different types of audiences.

▶ *A view of the CERA stall at CREDAI Gujcon, Ahmedabad*



**CREDAI Exhibition, Vijayawada**

CERA participated in the CREDAI Exhibition, Vijayawada, that was held at the Convention Centre. The products were well appreciated by the visitors.



▲ A view of the CERA Stall at CREDAI Exhibition, Vijayawada



**CREDAI Property and Build Tech Show - 2016, Guntur**

CREDAI, Guntur Chapter organised the 'Property and Build Tech Show - 2016'. It was held at the Siddhartha Convention Hall.

**CREDAI Property Expo, Vishakhapatnam**

CREDAI organised the Vizag Property Expo held at Swarna Bharathi Indoor Stadium. Over 60 builders with 400 projects participated in the show. The show brings together customers, builders, building materials as well as financial institutions and banks.



**CREDAI Trivandrum Property Show**

CERA sponsored the CREDAI Trivandrum Property Show and displayed ISVEA's product range.

**Habitat Conclave 2016**

The Habitat Conclave 2016 was held at AES Ground, Ahmedabad. CERA was the Silver Sponsor of this prestigious event.



▲ Seen above are visitors taking a close look at the ISVEA products



**CREDAI Exhibition, Thrissur**

CERA sponsored the CREDAI Exhibition, Thrissur, which promotes real estate development. It comprises a league of developers and builders who have, over many years, earned a reputation of being trustworthy among buyers and investors in and around Thrissur.



The CREDAI Property Show, Kochi, was inaugurated by Mr. J. Paul Raj, President, CREDAI.

**Mega Home Decor Expo 2015-16, Bhubaneswar**

CERA participated in The Mega Home Decor Expo 2015-16, a specialised fair for the construction industry. Visitors appreciated the growing presence of CERA in Eastern India. Visitors were seen looking at CERA products and appreciating their superior quality.



# CERA Vanitha Film Awards

The CERA Vanitha Film Awards is one of the most awaited award ceremonies honouring professional excellence in the Mollywood Film Industry. As before, this year too, CERA was the on-ground principal sponsor as well as on-air sponsor on Mazhavil Manorama. Along with being Kerala's most prestigious cinema awards, they are the only Malayalam film awards which give an opportunity to the audience and readers of Vanitha magazine a chance to select the most deserving actors and technicians for the awards.

▶ *Mr. Abbey Rodrigues, Senior Vice President Sales, CERA, presenting the Best Actor Award to super star Prithviraj at the Vanitha Film Awards 2016*



▶ *Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA, handing over the most popular award to Nivin Pauly*

▶ *Mr. Jayadeep N., General Manager Sales, CERA, handing over the Lifetime Achievement Award to KPAC Lalitha for her contribution to the Malayalam cinema. Also seen is popular Malayalam film actor Nedumudi Venu*



## Italian luxury designer sanitaryware, now in India



Born to create a difference, ISVEA products are conceptualized and actualized into a harmonious private space called 'bathroom' by eminent Italian designers, crafting unique experiences for your space and style.

# Mvironments – Celebrating 40 years of Ar. Mahesh's Architecture

A three-day event was held to commemorate Ar. N. Mahesh's contribution in the field of architecture in the past 40 years. The event, titled 'Mvironments', was held at the Trivandrum Club. The key attraction was a model house designed as net zero energy green building dedicated to the common man. It was on display near the Kerala Financial Corporation head office at Vellayambalam.

Ar. N. Mahesh stated that the objective of the event was to provide an opportunity for people to explore the implementable and environment-friendly concepts in architecture.

▶ Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA, presenting a memento to Ar. N. Mahesh. Also seen is Infosys Co-Founder Mr. Kris Gopalakrishnan



▼ Hon'ble Chief Minister of Kerala Mr. Oommen Chandy at the Mvironments event



▲ Interacting with Retailers. Mr. Abbey Rodrigues, Senior Vice President Sales, CERA, inaugurating the Retailers Meet at Indore

## Connecting with Retailers and Masons



▲ Mason meet at Patiala



▲ Mason meet at Barnala

## CERA Style Studio on Wheels

The introduction of the CERA Style Studio on Wheels is a perfect example of CERA's strong culture of product and marketing innovations. The CSS on Wheels is an innovative concept that brings the actual touch and feel experience of CERA's products directly to all its customers -- architects, interior designers, plumbing consultants and developers. It is a display van that takes the latest collection of CERA to customers' doorstep, at a time and date convenient to them. The first CERA Style Studio on Wheels was flagged off by Ar. Hiren Patel at Ahmedabad.



▲ Mr. Abbey Rodrigues, Senior Vice President Sales, CERA, welcoming Ar. Hiren Patel at the flagging off of CSS on Wheels at Ahmedabad

## Connecting with Architects



▲ Ar. N. Mahesh and Mr. P.K. Shashidharan Senior Vice President Marketing, CERA, at the IIID event held in Goa



▲ Ar. Greg Truen and Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA, at the event to celebrate World Architecture Day at Ahmedabad



▲ Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA, with Ar. Jabeen Zacharia, Hon'ble General Secretary of IIID at the 'Design Yatra' event held in Vadodara

## MoU with RIICO

Recently CERA procured land at Rajasthan for putting up a tiles plant.



▲ Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA, addressing participants on 'Evolution of brands' at the event, the Next Big Leap, organised by Dun & Bradstreet



▲ Seen above is Mr. P.C. Surana, Joint Vice President Finance, CERA, signing an MoU in the presence of Rajasthan Chief Minister Vasundhara Raje Scindia

## Architects' visits to CERA Factory

As a part of knowledge sharing CERA invites architects, traders, builders, plumbing consultants, and contractors to its factory. Groups of architects from Indore and Kottayam recently visited CERA Factory at Kadi.



▲ (from left to right) Ar. Azad Jain, Ar. Kapil Agarwal, Ar. Rina Agrawal, Ar. Asha Jain, Ar. Pankaj Agrawal, Ms. Neeti Shrivastava, Ar. Dipti Jain, Ar. Lokendra Kumar Papalal, Ar. Rajesh Gupta, Ar. Paresh Dubey, Ar. Prakash Choudhary, Ar. Manoj Bhambri, Ar. Pradeep Madan, Ar. Pankaj Rokadiya, Ar. Rejeev Arya and Ar. Atool Namjoshi



▲ Architects from Kottayam at the CERA Style Studio, Ahmedabad, during their visit to Gujarat. Seen above are (from left to right) Ar. Shintu George, Ar. Shobak Thomas, Mr. Pradeep M.P., Ar. Jacob Chandy, Ar. Jose K. Mathew, Ar. John Andrews, Ar. Arjun Rajan and Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA

## Stylish visitor



▲ Stylish choreographer Imran Sardhariya seen with CERA team when he visited CERA Style Studio, Bangalore



## Bus Shelter Branding

As part of brand building, CERA did innovative marketing by branding bus shelters at strategic locations across Gujarat and Kolkata.

## Gujarat Dealers' trip to Udaipur

For the Gujarat dealers it's 'Business with Pleasure'. They set out to Udaipur to have a brainstorming session on how to take forward the brand CERA.





## CSR activities

Corporate Social Responsibility means to take responsibility for the company's corporate actions which affect the community and environment in which it operates. CSR policies integrate responsible practices and encourage the company to make a positive impact on the environment. CERA has embraced a philosophy that balances the pursuit of profit with a commitment to ethical conduct.

The meaning of true progress goes far beyond its financial aspects. CERA believes that progress also incorporates the responsibilities of the company towards the community as well as the actions it takes for the welfare of the community. CERA is involved in various social welfare activities and has always considered social contribution to be a moral duty.



▲ Students at the pre examination get together organised by CERA Foundation

### Promoting Healthcare

A medical camp was conducted with the help of Lions Club, Ahmedabad. Attended by doctors, technicians and medical teams, the camp reached out to 260 workers, who benefited from various tests like Complete Body Profile tests (231 nos), X-Rays (282 nos), PFTs (278 nos) and ECGs (279 nos).

A blood donation camp was held in association with the Indian Red Cross Society of Ahmedabad. Such camps are very helpful in spreading awareness about the importance of voluntary blood donation.

Another medical check-up camp was also arranged by CERA. ECG technicians attended to patients with specific complaints. 26 children were examined by a child specialist.

### Enriching Young Lives Through Education

The CERA Foundation works ceaselessly to make education accessible for all children. CERA supports schools and their students through various activities aimed at promoting education. This year 90 students appeared for the board examinations. A gathering of the students was held to wish them well in their preparations for the board examinations. At the Bhavpura centre, a Meditation and Yog Shibir was held for the students before their final examinations. Such initiatives help the students to cope with the stressful situation of board examinations.

The CERA Foundation, in association with Rotary Foundation, built two classrooms for a Computer Laboratory and a Science Laboratory for the school in Karoli Gam. CERA also contributed to the building of sanitation facilities at schools in seven locations including Sarsav, Ankhol, Visatpura, Dhoria and Acharasan.



▲ Medical check-up organised by CERA

# Birthday Celebration of Mr. Vidush Somany

Manthan, an NGO for differently-abled girls, along with the CERA family organised a programme to celebrate the birthday of Mr. Vidush Somany, the guiding force behind CERA. The celebrations began with aarti and cake-cutting by differently-abled girls, followed by cultural performances. The programme was also attended by ISKCON priests who sang bhajans. Mr. Abbey Rodrigues, of the CERA family, gave a musical performance. Mr. Vikram Somany announced prizes for the participating girls.



▲ Mr. Abbey Rodrigues and his musical orchestra team performing at Manthan

## CMD visit to ISKCON Temple



▲ Mr. Vikram Somany, Chairman and Managing Director, CERA, at ISKCON temple, Kolkata

## Women empowerment

CERA believes in gender equality and has sizeable number of women employees.



▲ Women employees of CERA Kadi celebrating International Women's Day



▲ Students of Manthan



▲ Mr. S.C. Kothari, Chief Executive Officer, CERA, taking a round of Shri J.B. Upadhyay Deaf and Dumb School on the occasion of stone laying ceremony for a building that is being constructed with the help of CERA Foundation. Accompanied by Mr. Hitendra Upadhyay, President, Manavkalyan Mandal, Mr. Bharatbhai Brahmabhatt, Campus Director and Mr. B.K. Desai, Deputy General Manager, CERA

## Trips to exotic destinations

Our best performing dealers, whose efforts help CERA achieve remarkable success, are rewarded with trips to foreign destinations.



▲ Upper North and Uttar Pradesh dealers striking a pose in front of Niagara Falls, Canada



▲ Delhi dealers during their trip to China

The logo for CERA Tiles, featuring the word "CERA" in a bold, blue, sans-serif font.

Tiles

# CERA Tiles now roll out from CERA's Andhra Pradesh Plant

CERA, a name synonymous with style, is now ready to roll out its most exquisite and contemporary range of tiles from its Andhra Pradesh plant based at Nellore. These superior quality tiles, which are brighter and whiter, will enliven the ambience of any space you create.



**Brighter  
&  
Whiter  
Tiles from  
CERA**

*CERA reflects my style.* 