

From the Desk of CMD

Dear Patron,

It gives me great pleasure to announce that CERA has tied up with Italian luxury designer sanitaryware brand ISVEA.

CERA is gearing up to launch ISVEA in India, which will give CERA an upper hand in the luxury segment as well. Each of ISVEA range is designed by famous Italian designers, giving them their individualistic and unique aesthetic look.



Also, it is a matter of pride for us that CERA has been associated with CREDAI, the apex body of housing developers as their Preferred Brand for the third consecutive year. With the interest rates on housing loans likely to go down, consequent to RBI cutting rates by 50 bps recently, the housing construction industry is set for an upward movement in the coming months.

Also, as the customers' awareness, confidence and trust in CERA has been increasing over the years, CERA has been bagging more and more awards. The latest one is the Trusted Brand awards by Reader's Digest, conferred on CERA, after a research amongst its readers.



CERA's sales and marketing efforts are on its full throttle, with the launch of new CERA Style Studio in Chennai and an enlarged CERA Style Studio in Manimajra, Chandigarh. Soon, the CERA Style Studio in Thiruvananthapuram would be inaugurated.

Our designer team has been working overnight to bring out a new array of wash basins with thinner rim, in tune with the international trend and three such wash basins are ready for launch.

Also, as usual, a lot of exciting events were organised with our trade associates, architects, designers and consultants as part of our continuous relationship management in the recent past and you can see these endeavours of CERA making the bond stronger in the following pages.

Wishing you a happy festive season,

With regards,

Vikram Somany
Chairman and Managing Director







CERA

Digital Wall & Floor Tiles

What do your tiles say about you?

Do they say you're graceful and elegant?
That you know your colours and shades?
And that you have a style all your own?

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.

CERA reflects my style. *Suman Kapoor*

www.cera-india.com



(L to R) Mr. P. K. Shashidharan, Senior Vice President Marketing, CERA, Mr. Abbey Rodrigues, Senior Vice President Sales, CERA, Mr. S. Muthuraman, Managing Director, Lakshmi Ceramics, Mr. Pavan Voora, Managing Director, Voora Group, Ar. C.R. Raju, Chairman, IIA, Tamil Nadu Chapter, Mr. Vikram Somany, Chairman and Managing Director, CERA, Mr. Atul Sanghvi, Executive Director, CERA

New Style Destination in Chennai

The all-new CERA Style Studio was recently opened in Chennai, making it the new one-stop style destination for all bathroom solutions. Strategically located in the 10 Square Mall on the 100 feet road, adjacent to Koyambedu bus terminal and metro station in Chennai, the CERA Style Studio is already attracting

architects, designers, developers and consumers for a touch-and-feel experience of full range of CERA on display.

The inauguration was done by Mr. Vikram Somany, Chairman & Managing Director in the presence of a large number of architects, interior designers, consultants, developers and trade associates.

Mr. Vikram Somany, Chairman and Managing Director, CERA inaugurating the CERA Style Studio at Chennai in the presence of Mr. S. Muthuraman, Managing Director, Lakshmi Ceramics, Mr. Pavan Voora, Managing Director, Voora Group and Ar. C.R. Raju, Chairman, IIA, Tamil Nadu Chapter





Ar. C. R. Raju, Chairman, IIA, Tamil Nadu Chapter inaugurating the Faucet Style Zone at CERA Style Studio, Chennai



Mr. Atul Sanghvi, Executive Director, CERA inaugurating the Wellness Style Zone at CERA Style Studio, Chennai



Mr. Pavan Voora, Managing Director, Voora Group inaugurating the Sanitaryware Style Zone at CERA Style Studio, Chennai



Mr. S. Muthuraman, Managing Director, Lakshmi Ceramics inaugurating the Tiles Style Zone at CERA Style Studio, Chennai



Mrs. Deepshikha Khaitan, Director, CERA inaugurating the CERA Style Studio at Chandigarh in the presence of Ar. Manmohan Khanna, Chairman IIID – Punjab, Chandigarh, Haryana and Himachal Pradesh, Mr. S. C. Kothari, Chief Executive Officer, CERA, Mr. Atul Sanghvi, Executive Director, CERA, Ar. Satish Saini, Chairman, Architects Atelier and Mr. Abbey Rodrigues, Senior Vice President Sales, CERA

Style gets bigger in Chandigarh

The enlarged CERA Style Studio was recently opened in Manimajra in Chandigarh, by Mrs. Deepshikha Khaitan, Director, CERA in the presence of a large number of architects, interior designers, consultants, developers, trade associates and consumers. This CERA Style Studio will give the touch-and-feel experience not only to the discerning customers of tri-city,

but entire Punjab, Haryana, Jammu & Kashmir and Himachal Pradesh.

Spread over two floors with several products on live display, the style destination is also an experience centre.



Ar. Manmohan Khanna, Chairman IIID – Punjab, Chandigarh, Haryana and Himachal Pradesh inaugurating the Faucet Style Zone at CERA Style Studio, Chandigarh



Mr. Tejpal Gupta, Chairman, Chandigarh Citi Center inaugurating the Sanitaryware Style Zone at CERA Style Studio, Chandigarh

Ar. Satish Saini, Chairman, Architects Atelier inaugurating the Tiles Style Zone at CERA Style Studio, Chandigarh



Ar. Narinder Sahni, Managing Director, Aakar Foundation inaugurating the Wellness Style Zone at CERA Style Studio, Chandigarh





Ar. Karan Grover at CERA Style Studio, Chandigarh. Also seen are Mr. P. K. Shashidharan, Senior Vice President Marketing, Mr. Mrigendra Singh Kushan, Assistant General Manager Sales and Mr. Girish Gumber Senior Manager Sales, CERA

Top Performers Awarded

CERA considers its dealers an extension of CERA family. Thus, not only their contribution to CERA's growth is recognised and acknowledged, those who performed exceptionally well were also awarded during meets and specially held functions.

Recently, such functions were held in Tamil Nadu and Punjab and the top performers were awarded.



Mr. S. Muthuraman, Managing Director, Lakshmi Ceramics receiving the award from Mr. Vikram Somany, Chairman and Managing Director, CERA

Other dealers who were awarded for their top performances



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1. Mr. P. Raja, Deni Trading Company
2. Mr. Shanmuganathan, Veekay Pipes Traders
3. Mr. Shyam Kumar V, Veekay Pipes Traders
4. Mr. Senthil Kumar of Saravana Tiles



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1. Mr. Rakesh Jindal of R K Marble House, Barnala
2. Mr. Yashpal Nagpal of Komal Sales Corporation, Ambala
3. Mr. Farooq Ahmed Rather of Sakhe Hardware Store, Anantnag
4. Mr. Ashok Goyal of Puneet Trading Company, Mohali



Mr. Sudharshan Singla of Impact Enterprises Pvt. Ltd, Panchkula receiving the award from Mr. Saket Shah, Senior Manager Sales, CERA for sales performance. Also seen are Mr. Mrigendra Singh Kushan, Assistant General Manager Sales and Mr. Girish Gumber, Senior Manager Sales, CERA



Mr. Sudhir Singla of Impact Enterprises Pvt. Ltd. of Parwanoo receiving the award from Mrs. Deepshikha Khaitan, Director and Mr. S. C. Kothari, Chief Executive Officer, CERA



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1. Mr. Yashpal Mittal of Empire Building Store, Chandigarh
2. Mr. Ashok Goyal of Bharat Sanitary Store, Panchkula
3. Mr. Ramesh Garg of Modern Marble House, Kurukshetra

4. Mr. Harkesh Goel of K C Building Store, Karnal
5. Mr. Pankaj Shama of Jagdamba Marble & Sanitary House, Hamirpur
6. Mr. Sunil Kumar of Om Iron Stores, Hissar



Mr. Pawan Kumar of Parmod Trading Company, Rohtak receiving the award from Mrs. Deepshikha Khaitan, Director and Mr. Atul Sanghvi, Executive Director, CERA

Mr. Maman Garg & Mr. Subhash Mittal of Luxmi Building Store, Chandigarh receiving the award for sales performance from Mrs. Deepshikha Khaitan, Director and Mr. P. K. Shashidharan, Senior Vice President Marketing, CERA





Mr. Harminder Singh Tuteja of Tuteja Marbles , Ludhiana receiving the award from Mrs. Deepshikha Khaitan, Director , CERA



- 7. Mr. Sachin Gupta of Shivam Builders, Jammu
- 8. Mr. Pawan Kesar of Delhi Building Material Corporation, Jammu
- 9. Mr. Raj Kumar Jindal of Bharat Sanitary Store, Bhatinda
- 10. Mr. Neeraj Kumar Jindal of Shri Ram Sales, Rohtak
- 11. Mr. Pradeep Jain of Jain Sanitary Store, Chandigarh
- 12. Mr. Jogi Ram Bansal of Hindustan Trading Company, Jalandhar
- 13. Mr. Tarun Gupta of B. S. Sales Corporation, Hoshiarpur



Mr. Sanjeev Bansal of Bansal Sales, Patiala receiving the award from Mrs. Deepshikha Khaitan, Director and Mr. Abbey Rodrigues, Senior Vice President, CERA



Mr. Vikas Gupta of Vikas Marble, Jammu receiving the award from Mrs. Deepshikha Khaitan, Director and Mr. Atul Sanghvi, Executive Director, CERA



CERA

Faucets & Showers

What do your faucets say about you?

Would they say you know your curves and straight lines?

Would they say you can tell matte from brushed steel?

And that you know a thing or two about style?

Cera's range of faucets is a celebration of craft using the finest of metals and technology. You'll surely have a lot to say about it. The faucets, though, will say a lot more about your style.

CERA reflects my style. *Sorana Kapoor*

www.cera-india.com

ISVEA showcased in CREDAI Natcon, Istanbul

CERA has been associated with CREDAI, the apex body of housing developers, as its Preferred Partner for the last three consecutive years.

This year CREDAI had its NATCON (national conference) at Istanbul in Turkey and CERA had show-cased its soon-to-be-launched Italian luxury designer sanitaryware, ISVEA at the venue.

Chief Design Officer of ISVEA, Mr. Ettore Giordano, specially flew in from Milan to make the presentation at NATCON on the design philosophy of ISVEA to a large audience of 800 plus developers from all over India.

ISVEA will be available in select rooms across India in the coming months.



A view of the gathering engrossed in the CREDAI NATCON event at Istanbul



Mr. Ettore Giordano, Chief Design Officer, ISVEA addressing the conference in the presence of Mr. P K Shashidharan, Senior Vice President Marketing, CERA



CERA displayed Italian luxury sanitaryware brand ISVEA during the 15th NATCON held at Turkey

Star Performers Rewarded

CERA's strength is its manpower, who not only put in their best efforts, but also give their heart and soul to the growth of the company. Every year, the star performers are rewarded in the annual sales meet. This year's star performers had several new faces.



Mr. Jayadeep N receiving the best General Manager award from Mr. Atul Sanghvi, Executive Director, CERA



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1. Mr. Ratheesh Nair, Best Manager
2. Mr. Shashank Srivastava, Best Territory Level Manager
3. Mr. Ajay K Dash, Best Deputy Manager
4. Ms. Meenali Joshi, Best Business Development Manager
5. Mr. Vijayan Nair, Special Initiative



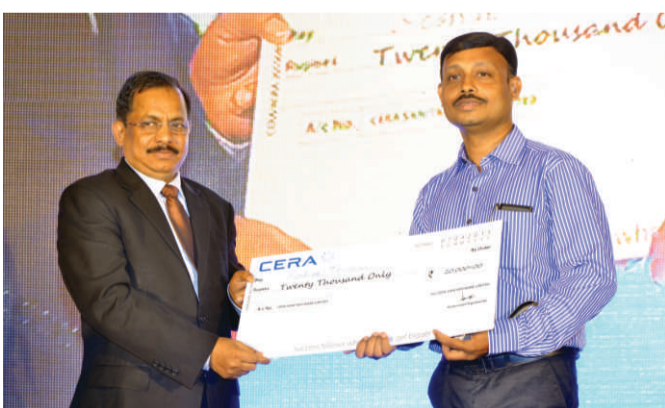
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Mr. Prapulla Reddy receiving the best Senior Executive award from Mr. Abbey Rodrigues, Senior Vice President Sales, CERA



Mr. Roshan Thomas receiving the Best Marketing Services award from Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA

Teamwork at its Peak

A team delivers its best when the few within the team work towards achieving the best for the whole. At CERA, teamwork is the real growth driver. Every regional team tries to outshine the other teams in order to get to the top.

The top performing teams were rewarded at the annual sales meet.



Super Sales Team Winner-Team Kerala



Winners of Best Sales Team Award - Team Karnataka



Runners-up Team Award - Team Andhra Pradesh



1st Runners-up Team Award - Team Upper North



Best performance in revenue collection - Team Uttar Pradesh & Uttarakhand



Runners-up team in revenue collection - Team Rajasthan

More CERA Style Galleries in more cities

The CERA Style Gallery, conceptualised to give a unique retail experience to consumers, has been a great success story. Month after month, dealers queue up to upgrade their showrooms to CERA Style Gallery, which attracts more consumer footfalls.

Several CERA Style Galleries were inaugurated in the recent past.



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Centre at Kottayam in the presence of Ms. Bhama, Cine Actress and Mr. Simon Joseph of Jairaj Traders



Mr. Atul Sanghvi, Executive Director, CERA inaugurating the CERA Style Gallery at Varanasi in the presence of Mr. Pradeep Maheshwari, Mr. Anup Maheshwari, Mr. Deepak Maheshwari of Avik Home Décor and Mr. Lokesh Verma, Assistant General Manager Sales, CERA



Mr. K N Pandya inaugurating the CERA Style Gallery at Ahmedabad. Also seen are Mr. Harkantbhai Joshi, Mr. Shirishbhai Dave and Mr. Nitinbhai Pandya of Morbi Tile Royal Corporation, Ahmedabad



Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, CERA inaugurating the CERA Style Gallery at Mohali. Also seen are Mr. Ashok Goyal of Puneet Trading Company, Mr. Sachin Kumar, Deputy Manager Sales, CERA, Mr. Amit Bhalsod, Manager Customer Care, Mr. Joginder Chouhan, Assistant Manager Sales and Mr. Puneet Pal, Assistant Manager Sales, CERA



Mr. Vikas Khanna, General Manager Sales, CERA and Shardaben Patel inaugurating the CERA Style Gallery at Valsad in the presence of Mr. Saumya Chaturvedi, Manager Sales, CERA, Rajeshbhai Patel and Urvashi Patel of R.R. Sanitary



Mr. K.K. Vijayan, Senior Manager Sales and Mr. Robinson Jose, Deputy Manager Sales, CERA jointly inaugurating the CERA Style Gallery at Tenkasi. Also seen are Mr. Bobby P. K. Mathews of Eben Enterprises, Rev. Father A. G. R. Samraj, Rev. Father J. Kingsly and Rev. Father Benny Epan Mathews



A joint lamp lighting by Mr. Manan Shah, Manager Sales, CERA, Mr. Bharat R Majithia, Mrs. Purnima B Majithia and Mr. Prashant B Majithia of Shiv Sanitary Suppliers, Chandkheda



A view of the display at CERA Style Gallery - Gokul Enterprise, Raipur

CSR Activities

Corporate Social Responsibility is an initiative to assess and claim responsibility for the company's effects on the environment and impact on social welfare. It is a commitment to developing policies that integrate responsible practices into daily business operations. In today's era, Corporate Social Responsibility holds greater significance as it plays a facilitating role in India's socio-economic development.

It helps achieve CERA a balance of economic, environmental and social imperatives while at the same time addressing the expectations of shareholders and stakeholders integrating social and environmental concerns. CERA has strived to make continuous efforts in the direction of social upliftment. It is involved in an array of activities to promote education, health and women empowerment.

Educational Programme

This year CERA CSR Team enrolled 1475 children in the educational programme from schools in and nearby Kadi. Award Ceremony was conducted for 52 top students, Ms. Pina was topper in Bhavpura Coaching scoring 98 percentile.

As a part of upgrading the young generation for developing their skills to get employability CERA Foundation had signed MOM with Pramukh Swami Science & Arts College, SV Kadi to enhance youth skillsets in the area of Ceramic Technology- Molding, Casting and Glazing, which will be a two-year course.



Women Empowerment

CERA has associated with SEWA to empower ladies in various areas like Sanitary Napkin Production, English Language Improvement, Jeevanshala – educating ladies in 10 nearby villages. This initiative is to connect women across the villages near Kadi, to educate with the outcome of increasing the number of empowered women serving as the next generation of leaders in all areas of society.

Currently there are 250 women enrolled in other Women Empowerment initiatives like Beauty Parlour, Cooking, Stitching, Hand Embroidery, and Computer Classes. Earlier 400 women had attended these activities successfully.

SEWA alongwith CERA started English lab on 1st September, 2015 for ladies



Certification for women under CSR activities

In June 2015, women under CSR – Women Empowerment initiative celebrated World Environment Day by planting saplings in the premises of Bhavpura Coaching Centre.



Swatch Abhijan 2015

As an initiative of Swatch Abhijan, CERA constructed 106 toilets and Urinals in 4 schools – Balmandir, Chandulal Prathmik Shala, Khamar Girls School and RT Zaveri School in Kadi.

CERA creates record

For the first time in the history of Kerala, CERA conducted Women Plumber Meet at CERA Style Studio, Cochin. The participants are undergoing plumbing course certified by IAPMO, under Kudumbashree Punarjani Plumbing Course.



CERA Parikrama – A Journey through Design Details

CERA and Design Details, an architectural magazine edited by Ar. Karan Grover, has been taking design talk to designers in various cities across India. The first CERA Parikrama was held in Thiruvananthapuram.

The second CERA Parikrama held in Ahmedabad saw Ar. Karan Grover speaking on green architecture and Ar. N. Mahesh on his amazing architecture of wooden resorts.

Recently, CERA Parikrama was held in Bengaluru, which also was attended by a delegation of Chinese architects, apart from the who's who of architects from Karnataka.

The CERA Parikrama held in Chandigarh, to pay tributes to Architect Le Corbusier by Ar. Sanjay Mohe and Ar. Karan Grover, saw a large turnout of architects from Punjab and Haryana.

CERA also unveiled the preview of its Italian luxury designer sanitaryware, ISVEA at Chandigarh.



A view of the gathering engrossed at the Parikrama event



Mr. P. K. Shashidharan, Senior Vice President Marketing, CERA, Ar. L. Gopakumar, Managing Director, Designer Publications, Mr. Ready Zhang, Curator, Guangzhou Design Week, Ar. Karan Grover, Editor Design Detail Magazine and Prof. Uday Chandrakant Gadhari, President, Council of Architecture lighting the lamp



Mr. P. K. Shashidharan, Senior Vice President Marketing, CERA addressing the conference in the presence of Mr. Ratheesh Nair, Manager Sales and Ms. Meenali Joshi, Business Development Manager, CERA



Ar. Manmohan Khanna, Chairman, IIID-Punjab/Haryana, Ar. Sanjay Mohe, Ar. S. D. Sharma, Ar. Karan Grover, Mr. P. K. Shashidharan, Ar. Sanjay Geol and Ar. L. Gopakumar





CERA

What does
your bathroom
say about you?

Would it say that you know your whites,
snow whites and pure whites?

Does it say that you have a keen sense of aesthetics?

And that no one can rival you in style?

Cera's range of sanitaryware is so stylish that it is bound to get everyone talking about it. But, that's nothing considering how much the sanitaryware itself is going to say about your impeccable style.

CERA reflects my style. *Suman Kapoor*

www.cera-india.com

Showcasing CERA through Exhibitions

CERA has been selectively using exhibitions, organised by CREDAI, IIA, IILD, media houses, etc. to reach out to larger sections of audiences.

Recently CERA participated in several such exhibitions across India.



CREDAI Home Expo 2015, Rajahmundry

CERA and Santhi Pipes Tiles & Sanitary together participated in CREDAI Home Expo 2015 Exhibition held at Rajahmundry. It is one of the largest home expos in Rajahmundry, showcasing the finest home solutions in the region. The show was visited by thousands of discerning home buyers, architects, engineers and contractors. Over the years, the show has become the most sought after event.

The Hindu DICE Exhibition 2015, Bengaluru

CERA sponsored "The Hindu DICE Exhibition 2015", a premium exhibition on Design, Interiors, Construction and Engineering held at Bengaluru. The exhibition includes innovative products from the Building & Construction Industry with over 100 brands and 5000 products under one roof. The exhibition also featured an exclusive smart homes showcase (home automation) and a photography exhibition by selected students on Italian Architecture.



CREDAI, Calicut

CERA sponsored CREDAI, Calicut was inaugurated by Shri Prasanth Nair, IAS in the presence of Mr. M A Mehaboob, President, CREDAI, Calicut and Mr. Suresh Babu, Manager Sales, CERA. The expo is a wonderful platform for all the brands and an invaluable tool for everyone from the industry. At the event, industry stakeholders, including developers, real estate consultants, interior designers and architects, had a chance to exchange thoughts.

CREDAI, Kochi

The Kochi Chapter of CREDAI Property Show was sponsored by CERA this year. CERA had displayed its latest range of products at the property pageant which received a large crowd.



Honourable Collector Shri M G Rajamanickam IAS, lighting the lamp in the presence of Mr. J. Paul Raj, President Credai Kochi Chapter, Mr. V. Thankachan Thomas, Secretary Credai Kochi Chapter, Mr. John Thomas, Past Secretary, Credai Kochi and Mr. Jayadeep N, General Manager Sales, CERA



CREDAI North Bengal AGM-Impact 15 programme

CERA participated in CREDAI North Bengal AGM-Impact 15 Programme which is a unique exhibition that focuses on the new products of construction and building industry material launched in the market. The event is targeted to directly penetrate the market by increasing the awareness of products and brands amongst the consumers.

The Hindu Business Line CAI Exhibition 2015

CERA and Ganesh Paints & Designer together participated in The Hindu Business Line CAI Exhibition 2015 held at Chennai Trade Centre. A three-day exhibition organised by The Hindu Business Line, is a place for consumers to get a glimpse of the latest trends in the industry. The event is centered on the contribution of architects and builders whose creativity and passion help make a statement of good living.



6th Bhutan Construction Expo 2015

CERA participated in the 6th Bhutan Construction Expo 2015 held in Thimpu, Bhutan. The Expo provided a unique opportunity for construction industry in Bhutan to display the latest products and technology. It is a showcase for largest assemblage of products, services and expertise of local and international market place under one roof.

CERA and CNBC ties up for Real Estate Awards



Shri Shankar Chaudhary, Minister Urban Housing, Gujarat, presented life time achievement award to Shri Surendra Patel at CNBC Awaaz, Real Estate Award Ceremony in the presence of Mr. S. C. Kothari, Chief Executive Officer, CERA and Mr. Pradeep Pandya, Assistant Market Editor, CNBC

CERA tied up with CNBC's newly launched Gujarati business news channel, CNBC Bajar to institute Gujarat Real Estate Awards.

The event recently held in Ahmedabad saw a large turnout of developers and it was telecast live. Mr Shankar Chaudhary, Minister for urban Housing was the Chief Guest at the award ceremony.

The highlight of the event was the lifetime achievement award which was presented to Mr. Surendra Patel, known for his outstanding services during his tenure as Chairman of Ahmedabad Urban Development Authority (AUDA).

CERA celebrates with Retailers

Retailer meets are held in all major towns from time to time by CERA as they play a vital role in interfacing with the trade. It is, therefore, imperative that the retailers have the perfect knowledge about the company and its product range. With this in view, periodic interaction with retailers are held by CERA.



A view of the retailer meet held at Surat



A view of the retailer meet at Bhuj



Retailer Meet held at Hyderabad



Retailer meet held at Baroda



Retailer Meet held at Nagercoil



A view of the Ahmedabad Retailer Meet



A view of the Mumbai Retailer Meet



A view of the Tiles Dealers Meet held at Chandigarh

Delhi Channel Partners Meet

Today's consumer is well informed, technically savvy and extremely experienced when it comes to shopping in traditional and virtual channels. Constantly connected, the consumer is sophisticated and has high expectations around service, value, offers and of knowledge for the benefit of the delegates.



Mr. P. K. Shashidharan, Senior Vice President Marketing, CERA addressing the Trade Partners



Mr. P. K. Shashidharan, Senior Vice President Marketing and Mr. Bipin Joshi, Assistant General Manager Sales, CERA handing over the key of Hero Bike to Mr. Anup of Jai Narayan Garg & Sons for retailer scheme achievement



A view of the Delhi Channel Partners Meet

Association of Consulting Civil Engineers (India) Meet

CERA sponsored the Association of Consulting Civil Engineers (India) Meet on the occasion of inauguration and installation ceremony.



CERA sponsored the Engineers Meet held at Denissons Hotel, Hubli where 91 engineers attended the meet



CERA strikes gold at the Trusted Brand Awards 2015

CERA, India's most preferred home solutions brand, has been presented the Gold Award in the bathroom fittings and sanitaryware category by the Reader's Digest Trusted Brand Survey. It is the ultimate seal of consumer approval for a wide range of leading brands.

The winning brands are chosen on several parameters such as quality, excellent value, brand entrenchment, understanding customer needs and social responsibility. An extensive survey comprising of qualitative and quantitative criterion was conducted in order to choose the best brands in different categories. CERA with its continued emphasis on providing innovative and contemporary products was the Gold Winner in bathroom fittings and sanitaryware category.

New Tile Styles from CERA

Ever since CERA's foray into tiles, continuous launches of new designs are a part of its product strategy to stay fresh, contemporary and stylish.

From polished glazed vitrified tiles to soluble salt—the flooring range has seen several addition of new designs in the recent months. Similarly, the digital wall tiles also added several new designs.



DIGITALE Wall Tiles

CERA launched an array of stylish wall tiles. The DIGITALE wall tiles are a new melange of style and modernity giving a new perspective to contemporary lifestyle. This adds elegance to the plush ambience.

CERA CMD receives Business Knight award from Economic Times

The Economic Times Business Knights award was conferred on CERA Chairman and Managing Director, Mr Vikram Somany at a function held in Taj Vivanta, Gurgaon on 30th September, 2015. The Business Knights awards is an initiative of The Economic Times to recognize the contributions of leading business leaders in the country.



Thin is in

In tune with the current international trends, CERA's design team has brought to three new wash basins with thinner rim.

Apart from its aesthetic appeal, by virtue of the thinner rim, the bowl area of the wash basins are larger. The three designs are unique—round, rectangular and oval in shape and are meant for table top installation.



COYAL

1220 Table top wash basin thin rim
460 mm dia

Aesthetic round design

Installation: Table top

Available in Snow White and Ivory



CAMPA

1221 Table top wash basin thin rim
450 x 400 mm

Contemporary straight-line design

Installation: Table top

Available in Snow White and Ivory



CAFÉ

1222 Table top wash basin thin rim
600 x 400 mm

Oval design with large bowl area

Installation: Table top

Available in Snow White and Ivory

CERA Chairman's Club

Every year, the top performing dealers join the elite CERA Chairman's Club celebrations. This year, the chosen dealers celebrated at Agra, at Courtyard Marriot. A visit to the Taj by moonlight was another highlight of the event.



Mr. Vikram Somany, Chairman and Managing Director, CERA lighting the lamp



*Mrs. Deepshikha Khaitan,
Director, CERA addressing
the trade and CERA team*





Mrs. Smiti Somany, Mr. Vikram Somany, Chairman and Managing Director, CERA along with Mr. C.V. Varkey and Mrs. Valsamma Varkey of Vikas Sanitary Stores, Kochi, the winner of Mercedes Benz C Class for sales performance in 2014-15



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA handing over the key of Mercedes Benz C Class to Mr. C. V. Varkey of Vikas Sanitary Stores, Kochi



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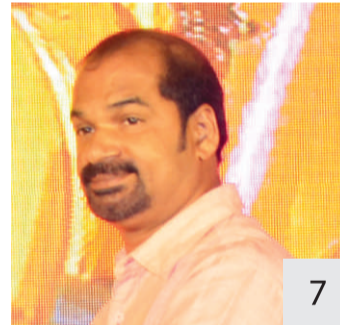
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Mr. Manmohan Bagiri, Krishna Granite & Ceramics receiving his award and 70 grams gold coin from Mrs. Pooja Somany for sales performance in Tiles, 2014-15

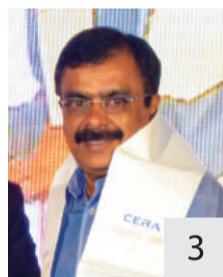
1. Mr. V. Mohandas, Saraswathy Enterprises, Trivandrum, the winner of Tata Zest for sales performance in 2014-15
2. Mr. Rakesh Kumar Devashi, Gourav Marketing, Hyderabad, the winner of 70 grams gold coin for sales performance in 2014-15
3. Mr. Motaram Choudhary, Tirupati Marketing, Hyderabad, the winner of 50 grams gold coin for sales performance in 2014-15
4. Mr. Shamsundar Goyal of Sapphire Sales Corporation, Pune, the winner of 70 grams gold coin for sales performance in Faucets, 2014-15
5. Mr. R Kushanth Reddy of Hemadri Ceramics, Bangalore, the winner of 50 grams gold coin for sales performance in Faucets, 2014-15
6. Mr. C. V. Varkey of Vikas Sanitary Stores, Kochi, the winner of 30 grams gold coin for sales performance in Faucets, 2014-15
7. Mr. B. Saseendran, Chaithanya Ceramics and Sanitary Corporation, Anchal, the winner of 50 grams gold coin for sales performance in Tiles, 2014-15
8. Mr. Kotagiri Avinash, Sree Ishwarya Traders, Hyderabad, the winner of 30 grams gold coin for sales performance in Tiles, 2014-15

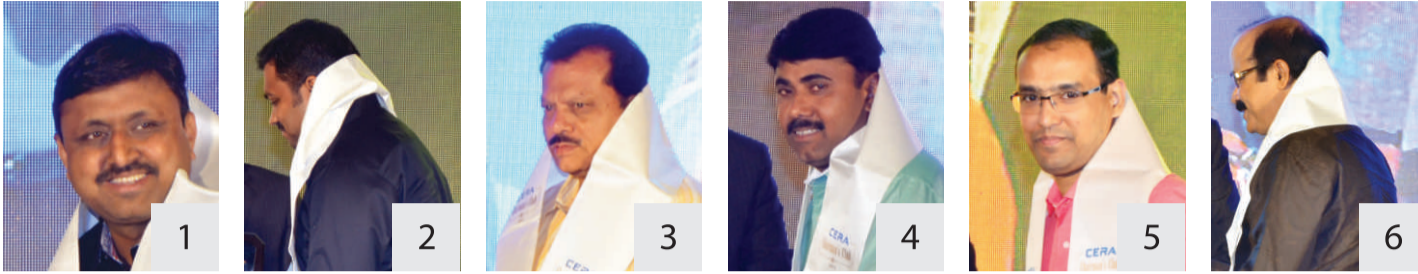
CERA

Chairman's Club

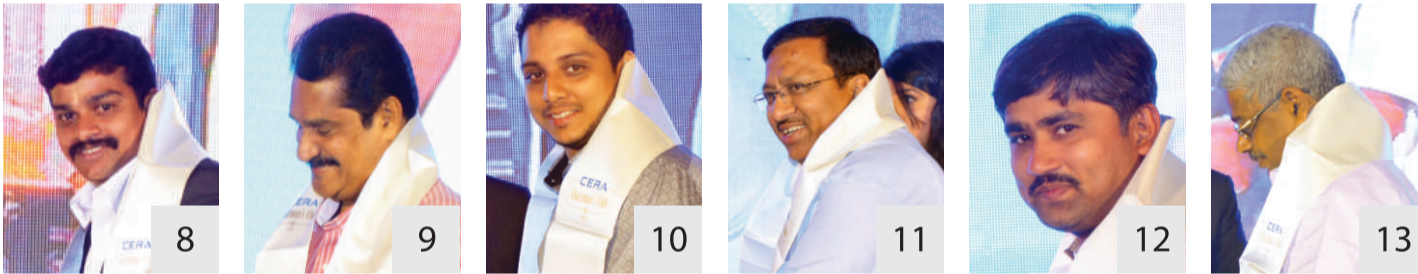
1. Mr. B Saseendran
2. Mr. Divyesh Kumar
3. Mr. Hameed Kurikkal
4. Mr. C.V. Varkey
5. Mr. Harminder Singh Tuteja
6. Mr. Amit Gupta
7. Mr. Harkesh Goel
8. Mr. B Srinivas
9. Mr. Jacob George
10. Mr. Jagadish Sulegai
11. Mr. G Kachrulal
12. Mr. K V Abdul Rahiman
13. Mr. Jose Geroge

14. Mr. Kotagiri Avinash
15. Mr. Ismail K
16. Mr. Mitesh Shah
17. Mr. Gokul Lalwani
18. Mr. M.A. Salam
19. Mr. Maman Garg
20. Mr. Manmohan Bagiri
21. Mr. Madhusudan Reddy
22. Mr. Kondal Nanduri Trinadh
23. Mr. Motaram Choudhary
24. Mr. Pradeep Kumar
25. Mr. Rakesh Jindal





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|-----------------------------|------------------------------|
| 1. Mr. Pawan Kumar | 11. Mr. Suresh Gupta |
| 2. Mr. R Kushanth Reddy | 12. Mr. Sunil Patwari |
| 3. Mr. R Praveen Kumar | 13. Mr. Simon Joseph |
| 4. Mr. Ramakrishna Reddy | 14. Mr. V. Mohandas |
| 5. Mr. Rinto Thomas | 15. Mr. Shamsunder Goyal |
| 6. Mr. Ramankutty Nair | 16. Mr. S. Muthuraman |
| 7. Mr. Rakesh Kumar Devashi | 17. Mr. Suresh Kumar Ghadiya |
| 8. Mr. Shyam Kumar | 18. Mr. S. M. Ayyoob |
| 9. Mr. Shaji Thomas | 19. Mr. Sudhir Singla |
| 10. Mr. Shameem Ahmed | |



(L-R) Mr. Vikram Somany, Chairman and Managing Director, CERA, Mrs. Smiti Somany, Mrs. Deepshikha Khaitan, Director, CERA, Mrs. Pooja Somany, Mr. Amitabh Tayal, Managing Director, U P Asbestos Limited, Mr. Sushil Bagla, Mr. Rakesh Prasad of Indigo, Mr. Atul Sanghvi, Executive Director, CERA and Mr. Bharat Mody, Strategic Advisor, CERA



A happy sojourn for CERA dealers

As always, those CERA dealers who surpass their targets go on a foreign trip year after year. This year, several such trips of CERA dealers were done to different destinations.



Dealers from West Bengal, Odisha and North East in front of Versailles Palace, France



Kerala dealers trip to Bangkok and Pattaya



UP dealers trip to Hong Kong and Macau

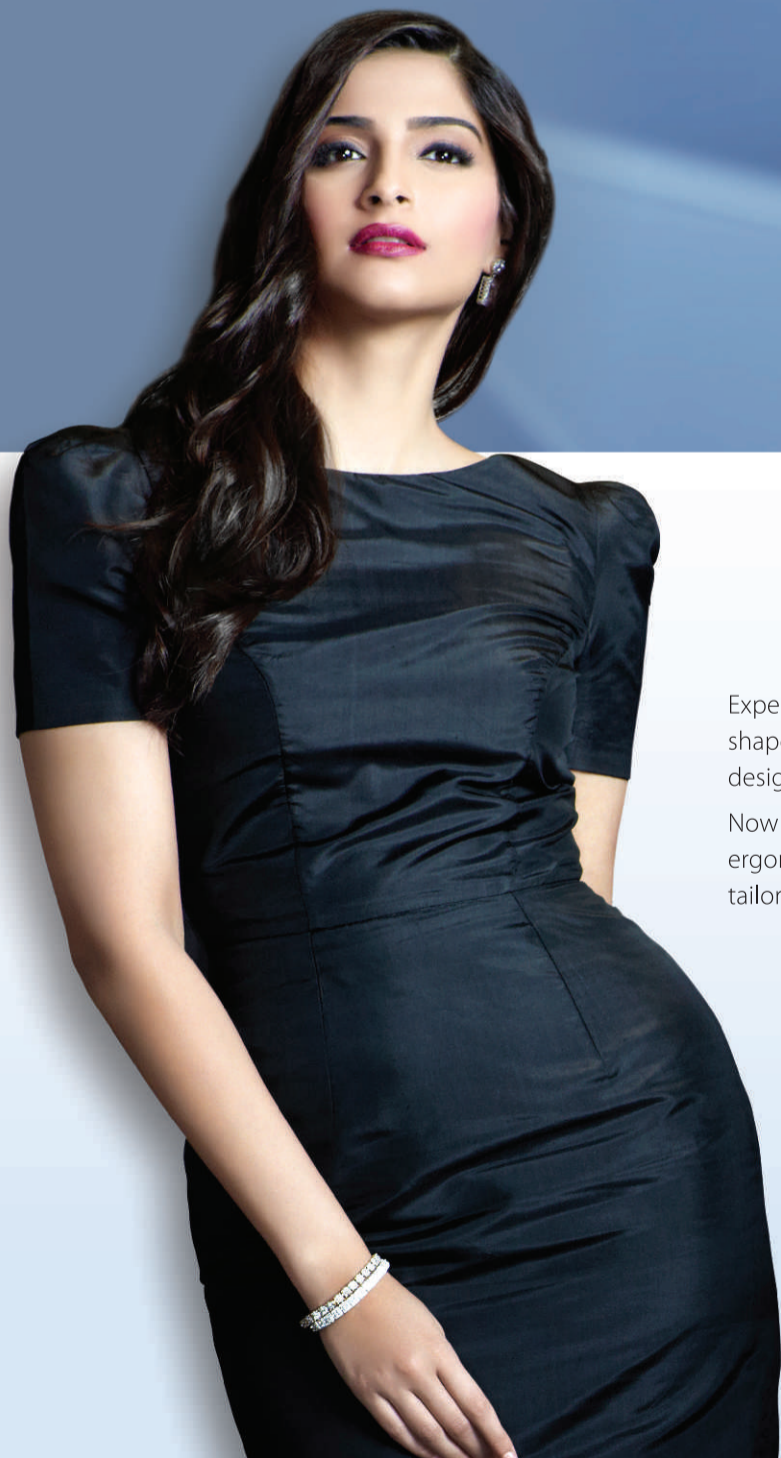


Upper North dealers trip to Italy



Kerala dealers visited the Allianz Arena Football Stadium during their trip to Munich, Germany

SHAPE MATTERS



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