

# CERA NEWS

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CERA's success grabs headlines. A clipping from Times of India, Kolkata dated 13<sup>th</sup> April, 2014 (Courtesy: Calcutta Times)

## Style meets Fashion

CERA has signed Bollywood style icon Ms. Sonam Kapoor as its brand ambassador. CERA, which embodies style and innovation, could not have found a better fit than Ms. Sonam Kapoor to represent itself in the world of style. She has acted in several blockbuster movies like Bhaag Milkha Bhaag, Raanjhanaa, Delhi 6, Aisha, to name a few. As the brand ambassador, Ms. Sonam Kapoor and CERA find a common connection—Style. Being a pioneer in the sanitaryware segment for over 30 years, CERA is known for its superior styling, trendsetting innovation and finest product quality. The new television and print campaign featuring Ms. Sonam Kapoor was launched on channels like Star Plus and magazines like Reader's Digest, Inside Outside, etc.



(L-R) Mr. Abbey Rodrigues, Senior Vice President Sales, Mr. Lalit Kumar Bohania, Director, Mr. Sajjan Kumar Pasari, Director, Mrs. Deepshikha Khaitan, Director, Mrs. Pooja Somany, Mrs. Smita Somany, Mrs. Ganga Somany, Mr. Vikram Somany, Chairman and Managing Director, Mr. S C Kothari, Chief Executive Officer and Mr. Atul Sanghvi, Executive Director, CERA at the CERA celebrations.

We have not inherited this planet from our parents,  
we have merely borrowed it from our children.



**CERA now offers green certified products**



**CAMPBELL**  
2098 EWC S Concealed



**CAMPBELL**  
2099 EWC Wall Hung



**CAMPBELL**  
3141 One Piece EWC



**URINAL**  
5005A Urinal Flat Back  
with integrated EFS



**CAMPBELL**  
2011 EWC Wall Hung P



**CARAT**  
2036 EWC Wall Hung P

**CERA**, India's fastest growing sanitaryware company is committed to save water. And to this end, continuing the tradition of innovation and its pursuit of excellence, CERA's Campbell, Carat and EFS Urinal have been certified by IAPMO, an international agency, as Green products. Already a benchmark in the industry, 4 litre flush EWCs and the waterless urinal have been accorded star ratings as these help save millions of litres of water without compromising on performance. Let's leave our children a greener planet.

**CERA**

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

**SAVE WATER**



## From the Desk of CMD

Many companies ride on a rising tide. It's easy to deliver the numbers in a fast growing market. If an economy is expanding, a company can keep doing what it does in the same way and still appear to be a star performer. It's in the tough times that a company's mettle can be tested. This is the time when true leadership is required. New strategies have to be developed and innovation is the order of the day. The recent years have been the toughest for the housing construction industry.

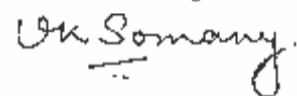
In spite of this, CERA is among a handful of companies that has ridden the storm. An inspired leadership led to additions in the product portfolio, brand building and focus on the retail market resulting in greater growth. While this certainly is a cause for celebration, it also provides an adrenaline rush to scale newer peaks. It is a moment of immense satisfaction that we clocked sales of ₹696 crores in 2013-14. To the company's credit, this performance is in spite of the tough competitive conditions.

A robust and strong growth has helped the company hold its own at a time when India as a market is being ventured into aggressively by global competitors. This scenario has whet the appetite and has immeasurably increased the hunger for growth. With the style quotient of the Brand augmented, the distribution network enhanced and the product portfolio broadened, Mission 1000 is the audacious next peak that will be conquered. To fuel growth, the need is to be even more obsessive about consumers, their changing needs and aspirations.

Accomplishments without responsibility do not sustain growth. CERA is committed to save water. Continuing its tradition of innovation, Campbell, Carat and EFS Urinal have been certified by IAPMO, an international agency, as Green Products. So now along with Asia's most promising brand, CERA is also acknowledged as a brand responsible to save millions of litres of water.

Today's children are tomorrow's society. Nurturing children is imperative for a better tomorrow. The Vidush Somany Education Programme is an initiative that focuses towards the future of children by creating an environment for better education. This outreach programme is aimed specially for those with modest means but with a burning desire to shine bright. May a million lives shine bright.

With regards,



Vikram Somany

Chairman and Managing Director



# Inspiring leadership charting new frontiers of growth

## Mrs. Deepshikha Khaitan and Mr. Atul Sanghvi inducted on CERA Board

Mrs. Deepshikha Khaitan is the new Director on CERA Board and is also the Chairperson of Young FICCI Ladies Organisation of Delhi Chapter. A BSc (Hons) in Economics from St. Xavier's College, Kolkata and LLB from Delhi University, Mrs. Khaitan was an advocate in Delhi. A writer, her recent book is titled "Your Rights as an Indian". Despite her achievements, her simplicity is immediately apparent and her manner most unassuming.



Mrs. Deepshikha Khaitan, Director, CERA



Mr. Atul Sanghvi, Executive Director, CERA

Mr. Atul Sanghvi, the new Executive Director of CERA, is an MBA (Marketing) with a rich experience in diverse fields, spanning over 25 years. He joined CERA in 1999 as General Manager Marketing. Not a micro manager, he gives his executives enough freedom to operate. But he sets them ambitious targets and his reviews are intense.

## CERA stock soars on positive sentiment

The CERA share price has risen up to ₹1409/- per share within a month of the announcement of new Directors. CERA was going strong with its share priced at ₹880/- per share before the rise.



## CERA now at your finger tips

CERA introduces a mobile app for Android users. This easy-to-use app helps you access all product information at the touch of a finger. The features of this application help you locate your nearest CERA Style Studios, Style Galleries and dealers. The product page gives detailed information of all the ranges. The video section contains useful information like installation and other required details of various products. This app is an endeavour to make all information related to CERA and its products handy so that designing is just a touch away.



## Nach Baliye with CERA

CERA co-sponsored Nach Baliye, Season – 6 on Star Plus that aired its last episode in the first week of February. The association was most fruitful for CERA. CERA received positive feedback from people across the country, appreciating the participation. Through this show, CERA increased its awareness and visibility among the emerging modern consumers who prefer high quality, latest trends and innovations.



## POY - CERA scores yet again with Cerenity

Cerenity was voted Product of the Year in 2014, in the personal hygiene category. This is the fourth consecutive year in which CERA received the POY award for its innovative products.

Cerenity, launched by CERA in October 2013, is a toilet seat sanitizer. This spray-and-use sanitizer offers a 99.9% safe toilet seat experience within 5 seconds of spraying and is available in 3 fine fragrances--Mystic, Citroma and Flora. This unique product has spiked interest in the market and among its consumers. It is one among many of CERA's innovative products.

It is now easily available at all modern trade outlets, CERA Style Studios and CERA Style Galleries across India. Moreover, for the convenience of internet savvy customers, Cerenity can also be purchased online at [www.cerenity.co.in](http://www.cerenity.co.in)

Product of the Year is a 27 year old international organization rewarding innovation in products based on actual consumer voting.

# BACTERIA PROTECTION

## ON TOILET-SEAT. UP TO 99.9%\*



**Cerenity**  
Toilet Seat Sanitizer  
[www.cerenity.co.in](http://www.cerenity.co.in)



Mr. P K Shashidharan, Senior Vice President Marketing, CERA receiving POY award from Mr. Mohammed Khan a veteran advertising guru. Beside him is Mr. Mehmood Curmally, Managing Director, Rhythm House, Mumbai



**Personal Hygiene**  
**Cerenity**  
**Toilet Seat Sanitizer**  
**2014**

“ I have always been impressed by the company's ability to do something different (and sensible too!). The new product from CERA, 'Cerenity', a toilet seat sanitizer, is first of its kind product made for women who are particular about hygiene. It demonstrates that CERA is doing some out-of-the-box thinking in providing innovative solutions. ”

- Ms. Sneha Desai

## Exhibitions

### CERA Style that dazzled the nation

CERA participated in various exhibitions across India and strengthened its national presence. CERA participated in the ACE Tech exhibition organised at Mumbai, Delhi and Bengaluru. CERA's beautiful and stylish stalls showcased its stunning sanitaryware, faucets, wellness range and the recently launched wall and floor tiles range.

CERA is conscious of the diversity of its end-users. To cater to their different preferences CERA also participated in various regional exhibitions where it showcased the latest product range.



*Mr. P K Shashidharan, Senior Vice President Marketing, CERA explaining a product to Architect Hafeez Contractor who visited CERA stall at ACE Tech, Mumbai*



*Mr. P K Shashidharan, Senior Vice President Marketing, CERA with Mr. Anantha Ramu of Aesthetic Architect at ACE Tech, Bengaluru*



*Mr. P K Shashidharan, Senior Vice President Marketing, CERA with Mr. Gaffer P Kandy, Director, Confident Group of Bengaluru at ACE Tech, Bengaluru*



*Smt. Sheila Dikshit, former Chief Minister of Delhi examining Cerenity sample pack at ACE Tech, Delhi*



*A view of CERA Stall at ACE Tech, Bengaluru*

## Exhibitions



Mr. N V Chidambaram, General Manager Marketing Services, CERA explaining 'Cyber' electronic toilet to Mr. Pankaj Bansal, Director, M3M India Limited, at ACE Tech, Delhi



A visitor trying "touch to start, touch to stop" on Touch Tap at ACE Tech, Delhi

## Vanitha Veedu Exhibition

CERA participated in Vanitha Veedu 2013, a complete exhibition related to architecture, construction and engineering in Kottayam, Thiruvananthapuram, Kochi, Kozhikode and Thrissur districts of Kerala. The exhibition was organised by M M Publications in association with The Indian Institute of Architects, Kerala Chapter. The product range from CERA was displayed in all its resplendence and was much appreciated by architects and end-users.



Mr. Thiruvanchoor Radhakrishnan, Minister - Forest, Transport, Sports, Cinema and Environment, Government of Kerala inaugurating the Vanitha Veedu Exhibition at Kottayam. Also seen are Mr. Harsha Mathew, Assistant Editor & Director, Malayala Manorama and Mr. Jayadeep N, Deputy General Manager Sales, CERA



Dr. M K Muneer, Minister for Panchayats and Social Welfare, Government of Kerala inaugurating the Vanitha Veedu Exhibition at Calicut. Also seen are Mr. K P Haridas, General Manager Marketing, Malayala Manorama, Calicut, Mr. Jayadeep N, Deputy General Manager Sales, CERA Ar. Vinod Cyriac and Mr. Suresh Babu, Manager Sales, CERA



Leading Malayalam actor Dileep inaugurating the Vanitha Veedu exhibition at Kochi. Also seen are Chief General Manager Mr. V Sajeev George, M M Publications, Mr. Abbey Rodrigues Senior Vice President Sales, CERA and Indian Institute of Architects, Cochlin Centre Chairman, Ar. C Najeab



## Regional Exhibitions

### APREDA Property Show

CERA took part in APREDA 2013, a three-day property show organised at Hyderabad. CERA showcased its latest products and received an overwhelming response. End users and developers were entranced by the superior finish and stylish designs. The exhibition was inaugurated by Mr. M. Maheedhar Reddy, Minister for Municipal Administration and Urban Development, Andhra Pradesh, Mr. Thota Narasimham, Minister for Stamps and Registration, Andhra Pradesh and Mr. N. Uttam Kumar Reddy, Minister for Housing Andhra Pradesh.



*Mr. G Suman, Assistant Manager Sales, receiving participation award from Mr. B Sunil Chandra Reddy, Executive Vice President, APREDA and Mr. K Gopalakrishna, Treasurer, APREDA, in the presence of Mr. Kali Prasad Executive Member, APREDA*



*Mr. G V Chowdary, Assistant General Manager Sales, CERA receiving guests at APREDA*

### BWA Property Show

CERA participated in The Builders Welfare Association Annual Property Show at Subham Convention Centre in Guntur. The product display from CERA was received with enthusiasm among the developers and end-users. The show was inaugurated by Mr. V Radhakrishna, Managing Director, ABN Andhra Jyothi in the presence of Mr. P V Sunil Kumar, Inspector General of Police who presided as chief guest.



*Mr. V Radhakrishna, Managing Director, ABN Andhra Jyothi inaugurating the CERA stall at BWA Property Show*

### Build Expo Dindigul

Build Expo 2013 was held at Tharagumandi, Kumasthakkal, Mandapam and Dindigul. Thousands of people visited the CERA stall and amidst the hustle bustle CERA shined with its all new range of products on display.



### CREDAI-Odisha Property Expo '13



*CERA participated in CREDAI-Odisha Property Expo '13 Homes & Trends held at Janta Maidan at Bhubaneswar*

## Events

CERA participates in many events to showcase its latest innovations and also to come abreast with latest trends in the consumer market. Such interactions help augment CERA's style statements.



*Ar. Dharma Keerthi, Keerthi & Bhavana speaking at IIA Kollam Arch Expo*

### IIA Arch Expo – Kollam

IIA Kollam Arch Expo 2013 was held at Kollam. An architects' conclave was also organised to maximise the potential of the event. With 120 architects from across Kerala participating, CERA was certainly at the right place and at the right time connecting with the Architects.

## IIA National Convention 2013

IIA National Convention, a congregation of architects was hosted by IIA Tamilnadu Chapter, wherein 1000 to 1500 architects met for discussing architectural development, practice, education and future vision. CERA sponsored the event.

### World Plumbing Council

World Plumbing Council held its 10<sup>th</sup> World Plumbing Conference in New Delhi recently, under the auspices of Indian Plumbing Association and supported by CERA to discuss the water related issues faced all over the world.



*Mr. Abbey Rodrigues, Senior Vice President Sales, CERA addressing the delegates of 10<sup>th</sup> International World Plumbing Council at New Delhi*



*Mr. P K Shashidharan, Senior Vice President Marketing, CERA making a presentation to the congregation of Architects, Indian Institute of Architects, Tamilnadu Chapter*

### IIA Jammu Expo 2013-14



*A view of the stall at the exhibition where Mr. Amit Singh, Senior Executive Sales, CERA explains products to visitors*



*Ar. Jacob Chandy, Executive Committee Member, Indian Institute of Architects, Kottayam Centre, Mr. Pradeep M P, Senior Manager Sales, CERA, Mr. Thiruvanchoor Radhakrishnan, Minister - Forest, Transport, Sports, Cinema and Environment, Government of Kerala, Ar. Jose Thomas, Chairman, Indian Institute of Architects, Kottayam Centre, Ar. Thomas Philip, Vice Chairman, Indian Institute of Architects, Kottayam Centre and Ar. Shintu George, Executive Committee Member, Indian Institute of Architects, Kottayam Centre*

## IIA Kottayam

CERA participated in CERA Architect World 2014 organised by Indian Institute of Architects, Kottayam. On display were CERA Water Tanks amongst other products such as Sanitarywares and Faucets. Many important architects of Kerala visited the stall which helped introduce Water Tanks, the latest addition in the product portfolio, to the Kerala market.



## IIA Kerala Chapter Cricket Tournament

Inter-centre cricket tournament was organised by Indian Institute of Architects, Kerala Chapter at LNCPE stadium, Kariyavattom. CERA participated for the love of the sport and also to increase camaraderie amongst the teams.



## Dealer's day out with CERA

An outing of team members of Hemadri Ceramics, Bengaluru was organised by CERA. The group accompanied by CERA team members, Mr. Ajaya Kumar Dash, Assistant Manager Sales, Mr. John G, Executive Sales, Mr. Devaraj G B, Officer Sales, visited Sangam and Srirangapatna. It was a welcome break from the routine and gave them ample opportunity to exchange ideas.



## Back to the class room

A product training session for team members of RSR Enterprises was conducted at the CERA Style Studio, Bengaluru. The session was aimed at enhancing presentation skills, product knowledge and consumer connect.



Mr. Ajaya Kumar Dash, Assistant Manager Sales, CERA conducting the training programme for staff of RSR Enterprises, Bengaluru

## Retailers Meet

A retailers meet was organised to impart knowledge on CERA faucets and CERA tiles at Parwanoo, Himachal Pradesh. The event was organised by Mr. Sudershan Singla and Mr. Sudhir Singla, Impact Enterprises Pvt. Ltd.



Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, Mr. Swatantar Dadhwal, Manager Sales, Mr. Sachin Kumar, Deputy Manager Sales and Mr. Abhishek Patial, Executive Sales CERA were present



## Madurai Dealers Association Meet

South Tamil Nadu Sanitaryware & Tiles Traders Association, Madurai Annual General Meet was organised at the Chamber of Commerce Platinum Jubilee Hall, Madurai. Around 300 members attended the meet which was sponsored by CERA.

## CERA presents Big Malayalam Music Awards

CERA and Big FM teamed up to bring out the first award for the Malayalam Music Industry. The function was held in Thiruvananthapuram to felicitate the doyens of Malayalam Music Industry and the young budding talents. Mr. Vijay Yesudas got the best playback singer–male award whilst Ms. K S Chithra bagged the award for best playback singer–female. The best music director award was bagged by Mr. M Jayachandran. Dr. Shashi Tharoor, Member of Parliament, was the chief guest. The event was telecast on AsianetTV.



*Mr. P K Shashidharan, Senior Vice President Marketing, CERA handing over the award for best playback singer–female to Ms. K S Chithra*



*Dr. Shashi Tharoor, Member of Parliament, with Ms. K S Chithra, playback singer from Kerala and Mr. P K Shashidharan, Senior Vice President Marketing, CERA*

## Vanitha Film Awards

CERA has been part of the Vanitha Annual Film Awards for several years now. This year the event was held in Kochi and it was telecast on Mazhavil Manorama.



*Mr. Abbey Rodrigues, Senior Vice President Sales, CERA presenting People's Choice Award to Superstar Dileep at Vanitha Film Awards, 2014*



CERA and Architecture + Design, a reputed magazine devoted to architecture and interior designing have teamed up to institute awards for best architectural work in different categories. The first round of award ceremony was held at Bangkok recently where around 100 architects comprising of winners, jury members and special invitees were present. Mr. Jatin Das renowned painter was the chief guest.

Ar. S D Sharma from Chandigarh received the golden architect award while Ar. Hafeez Contractor received Hall of Fame award.

The next cycle of awards will be held in another foreign location in December 2014. Call for entries has been announced.

Individual architects and architecture firms can download the form from CERA's website [www.cera-india.com](http://www.cera-india.com) (link can be accessed from CERA's homepage). The last date for receiving entries was May 31<sup>st</sup>, 2014. The final selection of the winners will be done by a fair and unbiased jury comprising professionals and academicians from the architecture field.

The award winners will be felicitated at an Award Ceremony. An exhibition of the awardees' projects will also be held on this occasion.



Ar. Brijesh Shaijal, Ar. B Sudhir, Ar. N M Salim, Mrs. Sireen Salim, Ar. N Mahesh, Mrs. Latha Mahesh, Mrs. Susheela Gopakumar, Ar. S Gopakumar, Ar. L Gopakumar, Ar. Jeff Antony at the CERA A+D Award ceremony in Bangkok



Ar. S D Sharma receiving the Golden Architect Award from Mr. Jatin Das, a renowned painter and chief guest. Also seen is Mrs. Rasina Uberoi, Vice President Media Transasia Thailand Ltd.

Winners posing for a photograph at Bangkok



## CERA Style Galleries

CERA Style Galleries were initiated to cater to demands of customers who preferred seeing the product in all its resplendence. The 70 odd CERA Style Galleries across the country have become a new destination for style where the latest product ranges are displayed in most innovative and stylish backgrounds enabling architects, developers and customers to make the right choice.

CERA Style Galleries are sure to become the preferred destination for product selection with more galleries opening this year.



*Mr. S C Kothari, Chief Executive Officer, CERA inaugurating the CERA Style Gallery in Kalol. Also seen are Mr. Samir Patel, Senior Executive Sales, Mr. Abhay Sapre, General Manager Sales, CERA, Mr. Suresh Patel and Mr. Bachubhai Patel of Geeta Hardware, Kalol*



*Mr. S C Kothari, Chief Executive Officer, CERA inaugurating the CERA Style Gallery in Ludhiana. Also seen are Mr. S Preetpal Singh, Mr. S Jarnail Singh Tuteja, Mr. S Harminder Singh Tuteja, Mr. Atul Sanghvi, Executive Director, Mr. Abbey Rodrigues, Senior Vice President Sales, Mr. Rakesh Sambyal, General Manager Sales and Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, CERA*



*Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating CERA Style Gallery for Tiles at Hyderabad. Also seen are Mr. Sambasiva Rao of The Tile Gallery, Hyderabad and Mr. G V Chowdary, Assistant General Manager Sales, CERA*



*Mr. T Siva Sankara Rao, Deputy Commissioner, Commercial Tax, Visakhapatnam inaugurating the CERA Style Gallery at Visakhapatnam. Also seen are Mr. Shivadhar Reddy, Commissioner of Police, Visakhapatnam City, Mr. Ravikanth, Mr. Subba Rao, Mr. G V Chowdary, Assistant General Manager Sales, CERA and Mr. Suresh Kumar of The Brands Vizag*





Mr. Mahesh Agiwal, President, Association of Consulting Civil Engineers and Architects, inaugurating the CERA Style Gallery in Bellary. Also seen are Er. Jinde L Srinivas, Treasurer, Association of Consulting Civil Engineers and Architects, Bellary, Mr. Chhogalal Soni and Smt. Savitridevi Soni of Home Need, Bellary, Mr. Santosh Kumar D, Senior Executive Sales, CERA, Mr. Naresh Soni of Home Need, Bellary and Mr. Ratheesh Kumar Nair, Senior Manager Sales, CERA



Mr. S R K Vijay Kumar, IAS, Collector and District Magistrate, Prakasam District inaugurating the CERA Style Gallery in Ongole. Also seen are Mr. G Seshagiri Rao, Senior Executive Sales, CERA and Mr. Surendra Babu of The Brands, Ongole



Mr. Rayapati Sambasiva Rao Member of Parliament, Guntur, inaugurating the CERA Style Gallery in Vijaywada. Also seen are Mr. P Visweswara Rao of The Brands Ceramic Gallery, Vijaywada, and Mr. V Sreenivasa Reddy, Chairman, Urban Development Authority, VGTM who was the Guest of Honour



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Visakhapatnam. Also seen are Mrs. Ravikanth of Sree Gayathri Enterprises, Visakhapatnam, Mr. G V Chowdary, Assistant General Manager Sales, CERA and Mr. Ravikanth of Sree Gayathri Enterprises, Visakhapatnam



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Bengaluru. Also seen are Mr. Ajaya Kumar Dash, Assistant Manager Sales, Mr. Ratheesh Kumar Nair, Senior Manager Sales, CERA, Mr. Jayachandra Reddy and Mr. Ramakrishna Reddy of SLV Ceramics, Bengaluru



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Jaipur. Also seen is Mr. Abhay Sapre, General Manager Sales, CERA and on the extreme right is Mr. Mahesh Johari, Johari Trading Company, Jaipur



*Mr. Atul Sanghvi, Executive Director, CERA inaugurating the CERA Style Gallery at Hyderabad. Also seen are Mr. G V Chowdary, Assistant General Manager Sales, CERA, Ar. T Sreenivas and Mr. Sambasiva Rao of Siri Agencies, Hyderabad*



*Mr. Rakesh Sambyal, General Manager Sales, CERA inaugurating the CERA Style Gallery at Hamirpur. Also seen are Mr. Pankaj Shama, Mr. Jagadish Chand Shama of Jagadamba Marble & Sanitary Store, Hamirpur, Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, CERA and Mr. Ram Swaroop Shama of Jagadamba Marble & Sanitary Store, Hamirpur*



*Mr. Rakesh Sambyal, General Manager Sales, CERA inaugurating the CERA Style Gallery at Narnaul. Also seen are Mr. Ashok Aggarwal, Mr. Vivek Aggarwal, Mr. Piyush Aggarwal of Aggarwal Sanitary, Narnaul and Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, CERA.*



*Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Amritsar. Also seen are Mr. Rakesh Sambyal, General Manager Sales, Mr. Swatantar Dadhwal, Manager Sales, Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, CERA and Mr. Sameer Sarpal, Mr. Bharat Bhushan Julka, Mr. Harmony Singh from Shri Krishna Tiles & Sanitary Store, Amritsar*



*Mr. Madan Prajapat, Member of Legislative Assembly, Pachpadra, inaugurating the CERA Style Gallery with Mr. Abhay Sapre, General Manager Sales, CERA. Also seen are Mr. Pankaj Bhatnagar, Manager Sales, CERA and Mr. Laxman Ranka of Mangalam Marble, Balotra*



*Mr. Rakesh Sambyal, General Manager Sales, CERA inaugurating the CERA Style Gallery at Faridabad. Also seen are Mr. Ramavatar Gupta and Mr. Manoj Kumar Gupta of Bhagwati Enterprises, Faridabad*





Mr. Roshy Augustine, Member of Legislative Assembly, Idukki inaugurating the CERA Style Gallery at Kattappana. Also seen are Mr. Jayadeep N, Deputy General Manager Sales, CERA, Mr. Ramesh Joseph, Managing Partner, Kallarackal Group, Mr. Thomas Rajan, Block Panchayat President, Idukki and Mr. K K Joseph, Chairman, Kallarackal Group



Mr. Jayadeep N, Deputy General Manager Sales, CERA inaugurating the CERA Tile Zone at Kattappana. Also seen are Mr. Ramesh Joseph, Managing Partner, Kallarackal Group and Mr. Roshy Augustine, Member of Legislative Assembly, Idukki



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Bengaluru. Also seen are Mr. S R Vishwanath, Member of Legislative Assembly, Yelahanka, Bengaluru, Mrs. Vanishree Vishwanath, Mr. Ratheesh Kumar Nair, Senior Manager Sales, CERA, Shri Ram Karan Ji Maharaj, Mr. H N Prasanna Kumar, Assistant Manager Sales, CERA and Mr. Sureshchandra Agarwal of Vaishno Ceramics, Bengaluru



Mr. Francis D' Souza, Deputy Chief Minister, Goa inaugurating the CERA Style Gallery at Goa. Also seen are Mr. Atul Sanghvi, Executive Director, CERA, Mr. Abbey Rodrigues, Senior Vice President Sales, CERA, Ar. Tulio D' Souza and Mr. Rakesh Agarwal of Agarwal Enterprise, Mapusa, Goa



Mr. Vikram Somany, Chairman and Managing Director, CERA inaugurating the CERA Style Gallery at Ahmedabad. Also seen are Mr. Sunil Patwari, Arihant Ceramics, Mr. Atul Sanghvi, Executive Director, Mr. S C Kothari, Chief Executive Officer, CERA Mr. Om Patwari and Mr. Rajendra Patwari, Arihant Ceramics, Ahmedabad



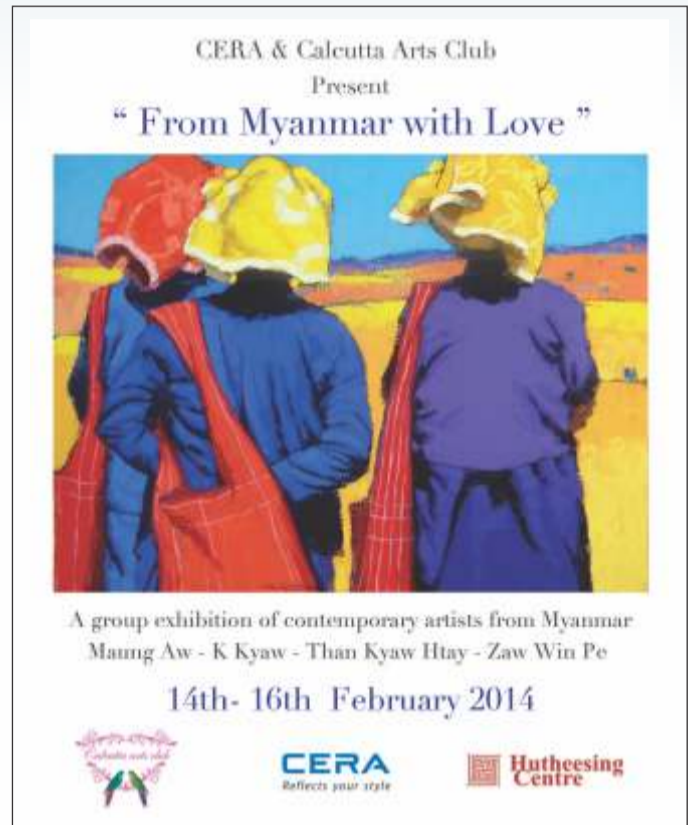
Mr. G V Chowdary, Assistant General Manager Sales, CERA inaugurating the CERA Style Centre Noble Tile Home at Hanamkonda. Also seen are Mr. P N Murthy, General Secretary, Builders Association, Warangal, Mr. P N Narayana of GSBA

## From Myanmar with Love

CERA supported "From Myanmar with love" a traveling art exhibition of 5 contemporary artists from Myanmar-Aung Mint, K Kyaw, Maung Aw, Than Kyaw Htay and Zaw Win Pe. The exhibition has been to New Delhi, Kolkata, Mumbai, Bengaluru and Ahmedabad. Organised by Calcutta Arts Club, a creation of Indo-French couple, advocate Abhishek Basu and textile and fashion designer Anais, the exhibition was the result of passion for arts and a desire to let two cultures come together in appreciation. Calcutta Arts Club promotes talents by providing them with a platform to showcase their dedication towards arts.



Mr. Umang Hutheesing, Hon. Director, Hutheesing Visual Art Centre, Mr. Abhishek Basu, Co-founder, Calcutta Arts Club, Mr. Vikram Somany, Chairman and Managing Director, CERA, Mr. S C Kothari, Chief Executive Officer, CERA, Mr. Ramchandra Padhi, General Manager IGP, CERA and Mr. P K Shashidharan, Senior Vice President Marketing, CERA



## CERA is among Asia's Most Promising Brands



Mr. P K Shashidharan, Senior Vice President Marketing, CERA receiving the Asia's Most Promising Brand Award from Mr. Daizo Ito, President, Panasonic India at a function held at Dubai

CERA, India's fastest growing bathroom solutions provider is now one amongst Asia's Most Promising Brands. At a ceremony held at Dubai, CERA was conferred Asia's Most Promising Brand award by World Consulting & Research Corporation (WCRC). The selection was based on an exhaustive research of brands in various Asian countries.

CERA, which grew over 40% in 2013-14 had a topline growth of 36% in 2013-14. "This growth is indeed commendable and shows the inherent strength of brand CERA" says Mr. Atul Sanghvi, Executive Director, CERA.

Known for style and innovation since its inception in 1980 and with the recent signing up of India's fashion and style icon, Ms. Sonam Kapoor, as the brand ambassador, CERA is already reckoned to be at par with top international brands.

According to Business Outlook, CERA was named amongst 30 fastest growing companies in India. CERA also won the prestigious 'Power Brand Award' for the second year in a row and 'Product of the Year' award for the fourth time.



## CERA dealers fly high and far

CERA dealers get a much deserving break.

All year round our dealers work exceptionally hard to help CERA achieve its goals. The foreign trips and holidays to exotic destinations organised by the brand is an awaited event that gives them the much needed break.



*Kerala retailers cool-off at Switzerland*

*Dealers from Gujarat, Rajasthan, Madhya Pradesh and Chhattisgarh take time-off at Bangkok*





*Maharashtra Dealers during their trip to New Zealand*



*Dealers of North at Universal Studio, Singapore, before boarding Virgo Star Cruise. The slated destination circuit of the cruise included Penang, Malaysia and Phuket, Thailand*

*Dealers from Kerala posing after their visit to the NASA International Space Station. Apart from viewing various space technologies the group experienced the thrill of a space trip through NASA's simulation game*





*Joyful Singapore trip, followed by 3 days trip on Virgo Star Cruise, was indeed rejuvenating for the dealers of Upper North India*

*Dealers of North India enjoyed breathtaking South Africa*





*The IIID group in Mexico city during the conference on emerging trends and technologies*

## **IIID trip to Houston, Cancun, Mexico and Hawaii**

The members of Institute of Indian Interior Designers (IIID), Kerala Chapter went on the 10<sup>th</sup> cycle of world wide tour on their quest for emerging trends and technologies, this time to historic and exotic locales like Houston, Cancun, Mexico and Hawaii. As usual CERA was the supporter of the trip by IIID members.



*IIID members at NASA Centre in Houston*

## Stars shine on CERA

CERA Style Studios across the nation have been proud to host the stars from national and regional film industry. This year was no different. Stars like director Saji Surendran along with his wife, singer Afsal, actor Suresh Krishna, actor Manoj K Jayan and actor Harisree Ashokan honoured us with their visit.



Film Director Mr. Saji Surendran and his wife visiting CERA Style Studio, Kochi. Also seen are Ms. Remya Sebastian, Deputy Manager Business Development and Mr. Jayadeep N, Deputy General Manager Sales, CERA



Actor Manoj K Jayan while visiting CERA Style Studio in Kochi poses with Mr. Pradeep M P, Senior Manager Sales, CERA



Singer Afsal visiting CERA Style Studio, Kochi. Also seen are Mr. Pradeep M P, Senior Manager Sales, Mr. Jayadeep N, Deputy General Manager Sales and Mr. Benny K John, Deputy Manager Sales, CERA



Actor Harisree Asokan (centre) visiting CERA Style Studio, Kochi. Also seen Mr. Jayadeep N, Deputy General Manager Sales and Mr. Benny K John, Deputy Manager Sales, CERA



Mr. Renji Panicker, a Firebrand Script Writer and Director visited CERA Style Studio, Kochi on 9<sup>th</sup> May 2014 to select CERA products for his home. Also seen are Mr. Harish Embanath, Senior Manager Sales, Mr. Pradeep M P, Senior Manager Sales and Mr. Jayadeep N, Deputy General Manager Sales, CERA



Actor Mr. Suresh Krishna visited CERA Style Studio, Kochi and posed with Mr. Jayadeep N, Deputy General Manager Sales, CERA

# CELEBRATING TEAM SPIRIT

## 2<sup>nd</sup> CERA Chairman's Club convention - sharing success



Smt. Ganga Somany inaugurating the CERA Sales Meet

Success takes an all new meaning when it is shared and the people behind it are given their due credit. CERA Chairman's Club is one such initiative that celebrates the achievement and commitment of its partners.

For the year 2013-14, the CERA Chairman's club was convened at ITC Sonar, Kolkata. The top 50 dealers from a strong network of 1400 dealers were conferred with CERA Chairman's Club membership. The best performing members amongst these were felicitated.

Vikas Sanitary Stores, Kochi was honoured with the presentation of Skoda Rapid while Brothers Hardware & Agencies, Kochi and Gourav Marketing, Hyderabad received Ford EcoSport and Hyundai Xcent respectively. Apart from this, personalised mementos and Samsung Tabs were presented to all the 50 CERA Chairman's Club members by Mr. Vikram Somany, Chairman and Managing Director, CERA.

The event with its dance and musical performance made the evening more festive and created just the atmosphere for the CERA family to come together and interact, discuss strategies and seek guidance.

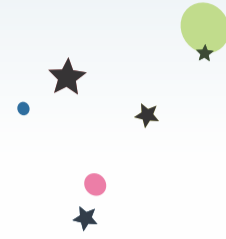
## Awards - Overall Best



Mrs. Pooja Somany, Mrs. Smiti Somany, Mrs. Ganga Somany, Mr. Abbey Rodrigues, Senior Vice President Sales, Mr. Atul Sanghvi, Executive Director, Mr. S C Kothari, Chief Executive Officer and Mr. Vikram Somany, Chairman and Managing Director, CERA alongwith Mr. C V Varkey of Vikas Sanitary Stores, Kochi winner of Skoda Rapid car



*Mr. Binoy Salilan of Brothers Hardware & Agencies, Kochi receiving the key of Ford EcoSport, for sales performance in 2013-14 from Mrs. Smiti Somany*



*Mr. Rakesh Kumar Devashi, Gourav Marketing, Hyderabad with the key of Hyundai Xcent for sales performance in 2013-14*

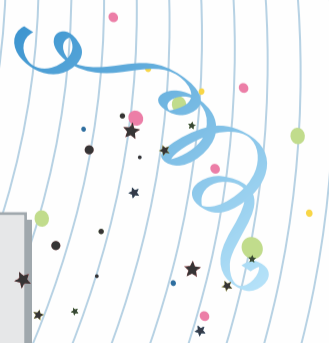


*Mr. Shamsundar Goyal, Sapphire Sales Corporation, Pune receiving 50 grams gold coin from Mrs. Deepshikha Khaitan, Director, CERA for sales performance in 2013-14*

## Faucets



*Mr. Rakesh Kumar Devashi, Gourav Marketing, Hyderabad with his award and 70 grams gold coin for sales performance in Faucets, 2013-14*





Mr. Mohan Chowdary, Tirupati Marketing, Hyderabad receiving the award and 50 grams gold coin from Mr. Lalit Kumar Bohania, Director, CERA for sales performance in Faucets, 2013-14



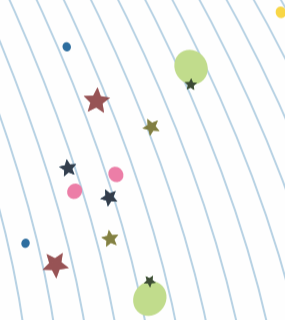
Mr. Shamsundar Goyal, Sapphire Sales Corporation, Pune receiving the award and 30 grams gold coin from Mr. S C Kothari, Chief Executive Officer, CERA for sales performance in Faucets, 2013-14



## Tiles



Mr. Muthuraman, Lakshmi Ceramics, Coimbatore receiving the award along with 50 grams gold coin from Mr. Sajan Kumar Pasari, Director, CERA for sales performance in Tiles, 2013-14



The evening ended with entertainment programme by Dhwani Group (above) and all the team members dancing to their tune (left)

## CERA celebrates team spirit at Kolkata

CERA team and its trade partners met this year at Kolkata ITC Sonar to celebrate the Company's performance and acknowledge the contribution of sales team members and dealers. The meet felicitated the best sales team for their contribution. Team Karnataka, Team Kerala and Team Andhra Pradesh stood above the rest bagging first, second and third positions respectively. The other teams to be recognised were for best performance in faucets, tiles and revenue collection.

### Best sales personnel



Mr. Jayadeep N, Deputy General Manager Sales, Kerala receiving the best performance award from Mr. P K Shashidharan, Senior Vice President Marketing, CERA. Also seen are Mr. Bharat Mody, Strategic Advisor, CERA, Mr. Rajesh Shah, Chief Operating Officer, CERA, Mr. Atul Sanghvi, Executive Director, CERA and Mr. Abbey Rodrigues, Senior Vice President Sales, CERA



Mr. Pradeep M P, Senior Manager Sales, Kochi with the best performance award

Mr. K. Thulasidas, Manager Sales, Thiruvananthapuram receiving the best performance award from Mr. Vivek Tewari, President Works



Mr. Hemant Kumar Samal, Senior Executive Sales, receiving the best performance award from Mr. Atul Sanghvi, Executive Director, CERA

# Overall Sales Team



Winners of Best Team Award - Team Karnataka



Runners-up Team Award - Team Kerala



1<sup>st</sup> Runners-up Team Award - Team Andhra Pradesh



## Faucets



Best performance in Faucets - Team Andhra Pradesh. Mr. G V Chowdary, Assistant General Manager Sales, being patted by Mr. Inderjeet Singh, Vice President Faucetsware



## Tiles



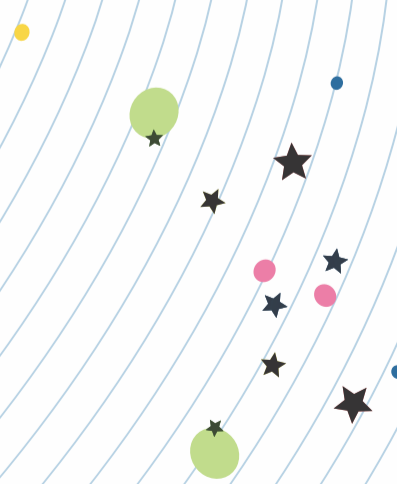
Best performance in Tiles - Team Kerala. Mr. Harish Embanath, Senior Manager Sales



## Collection



Best performance in Revenue collection - Team Rajasthan



# CERA

## Chairman's Club

1. Mr. E S Jose
2. Mr. Adarsh Jalan
3. Mr. Mitesh Shah
4. Mr. Sunil Patwari
5. Mr. T Satish Kumar
6. Mr. Suresh Kumar
7. Mr. Ashok Goyal
8. Mr. Jacob K George
9. Mr. Binoy Salilan
10. Mr. Ismail K





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- 1. Mr. Jagadish Sulegai
- 2. Mr. Dushyant Pandit
- 3. Mr. Rakesh Kumar Devashi
- 4. Mr. Ramesh Goel
- 5. Mr. Ramachandra Reddy
- 6. Mr. S Muthuraman
- 7. Mr. Subhash Mittal
- 8. Mr. Shaji P Thomas
- 9. Mr. M Ali Salam
- 10. Mr. Abdul Salim



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- 1. Mr. Ritesh Kumar
- 2. Mr. Suresh Kumar Ghadiya
- 3. Mr. Pradeep Kumar
- 4. Mr. Govindlal Prajapati
- 5. Mr. Sudershan Singla
- 6. Mr. Ramankutty Nair
- 7. Mr. Jose George
- 8. Mr. Simon Joseph
- 9. Mr. Harkesh Goel
- 10. Mr. Hassan Faizal



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- 1. Mr. C H Sambasiva Rao
- 2. Mr. Mohan Chowdary
- 3. Mr. Harminder Singh
- 4. Mr. T E Azad
- 5. Mr. K Albi
- 6. Mr. CV Varkey
- 7. Mr. Gajanan Dukle
- 8. Mr. Joji P C
- 9. Mr. Shamsundar Goyal



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- 1. Mr. K P T Nawshad
- 2. Mr. Pinal Shah
- 3. Mr. Dinesh Jain
- 4. Mr. N Surendra Babu
- 5. Mr. Madhusudan Reddy
- 6. Mr. Divyesh Kumar



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## Respect Time

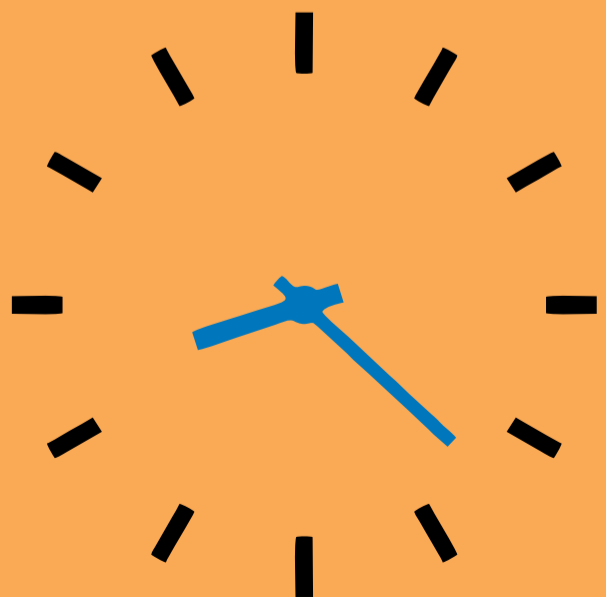
"Time and tide wait for no man"

Time is free but is priceless. Maybe you cannot own it, but you can use it. You cannot stock it, but you have to spend it wisely.

Everyone gets equal amount of time but the real task is how we utilize the same. Utilizing time today means unveiling opportunities for tomorrow.

Like Charles Fast, a cobbler who spared an hour daily from work to study mathematics and became a renowned mathematician; Longfellow used his spare time to translate the book 'Inferno'; Michael Faraday utilized his time to give the world one of the best inventions of his time, the electric motor. Time benefits those who respect it and utilize it effectively.

Courtesy: Mr. S C Kothari, Chief Executive Officer, CERA



## Sharing progress with society

CERA believes that real progress occurs when privileges are shared with the society. Its core value of empowering the society is not limited to its employees but extended to the whole community.

The Vidush Somany Education Programme was launched with the aim of empowering young students by facilitating basic education of high standards. Under the aegis of the Programme, special coaching classes for students are held by qualified tutors with an emphasis on providing personal attention. The special classes offer additional training to students in Mathematics, Science, English and Elementary Computer skills. To encourage education of girls, exclusive classes are also held. Five Municipal schools in Kadi and Kundal have been provided with about 150 computers and associated accessories. The Programme also fulfills nutritional needs by providing regular refreshments.

CERA has collaborated with the Maya Foundation that follows an integrated approach and provides exposure to education, health, nutrition and skilled training to the children of migratory workers.

CERA conducted yogashibir for 625 under privileged students and ladies. Blood donation camps were organised for the employees at Kadi, Ahmedabad and other nearby locations thus inculcating a sense of responsibility towards the society.

Under the CSR initiative, CERA organised camps at Kundal. These camps aim at providing classes which help women to increase their earning capabilities and empower them financially. 90 ladies enrolled for stitching classes.

CERA provided food packets for the blind and the handicapped students at Kadi. Today, it is actively venturing towards providing subsidised and hygienic food. Two water coolers were also installed near CERA residency and adjacent bus stop to quench the thirst of many passers-by during summer.

CERA's endeavours are a small step in improving the life in the local community and in the society at large. The many interactions have brought many areas that need attention and the brand is aware of its responsibilities. To this end, it intends to improve its framework, extend its support and provide extensive services.



*Mrs. Smiti Somany, Mr. Vikram Somany, Chairman and Managing Director, CERA  
Mrs. Deepshikha Khaitan, Director, CERA with her family and Mr. S C Kothari, CEO, CERA  
spending time with children participating in Vidush Somany Education Programme*



*A girl from Kundal school reading out the benefits of tuition she received from CERA tutors.  
Mrs. Smiti Somany, Mr. Vikram Somany, Chairman and Managing Director, CERA  
Mrs. Deepshikha Khaitan, Director, CERA, Mr. S C Kothari, CEO, CERA, Mr. S N Dhaka  
Vice President HR & IR look on.*





“My favourite metallic jewellery...  
is inspired by my stylish Cera Faucets”

**CERA**  
*Reflects my style*