



Press Release

CERA Style Studio opens in Chennai

CERA, India's most preferred premium home solutions brand, has opened CERA Style Studio in Chennai. The 6500 sq ft display, meant for touch-and-feel experience to consumers, was inaugurated by Mr. Vikram Somany, Chairman & Managing Director of CERA Sanitaryware Limited in the presence of a large numbers of invited guests from a cross section of society, comprising of trade, architects, developers, designers, consultants and consumers.

Mr Pavan Voora, Managing Director, Voora Group opened sanitaryware display, Ar C R Raju, Chairman Indian Institute of Architects, Tamil Nadu Chapter faucet display and Mr S Muthuraman, Managing Director, Lakshmi Ceramics opened Tiles display.

“CERA has been growing rapidly all over India, and more so in South” said Mr. Vikram Somany at a news conference, after opening the CERA Style Studio. Strategically located in the 10 Square Mall on the 100 Feet Road, adjacent to Koyambedu bus terminal and metro station, CERA Style Studio displays the entire range of sanitaryware, faucets, tiles, wellness and kitchen sinks from CERA stable.

Mr. Atul Sanghvi, Executive Director, CERA explained that with rapid expansion of both sanitaryware and faucet plants of CERA and with increasing consumer preference for CERA, the growth of CERA is much higher than the market growth even at times when the real estate growth was stagnated. The credit goes to CERA's quality, brand equity and the support it receives from different segments of customers—end-users, to developers to influencers to trade.

CERA's manufacturing plant for sanitaryware with a capacity of 3 million pieces per annum, in Kadi in North Gujarat is the largest single location plant in India today. Similarly, its state of the art manufacturing plant for faucets with a capacity of 7,200 pieces per day is equipped with the latest low pressure die casting machines, automatic chrome planting unit and an array of CNC and automatic polishing machines.

Photograph attached: CERA CMD, Mr Vikram Somany inaugurating CERA Style Studio in Chennai

For favour of publication.

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