



Press Release

7th September, 2015

Style Gets Bigger

Bigger CERA Style Studio opens in Chandigarh

CERA, India's most preferred premium home solutions brand, has opened its enlarged company display centre, CERA Style Studio, in Chandigarh today. The new display centre, spread over 5000 square feet over two floors, meant for touch-and-feel experience to consumers, was inaugurated by Mrs. Deepshikha Khaitan, Director of CERA Sanitaryware Limited in the presence of a large numbers of invited guests from a cross section of society, comprising of trade associates, architects, developers, interior designers, plumbing consultants and consumers.

CERA, which pioneered the concept of company display centre in early 2000 to give consumers the real product experience before they purchase, had its first CERA Style Studio of 2000 square feet in Sector 7 Chandigarh, opened way back in 2004. With the range of products increasing rapidly, the need was felt to shift the CERA Style Studio to a bigger and upcoming location.

CERA has displayed its four product categories prominently in CERA Style Studio and each section was unveiled separately. Ar. Manmohan Khanna, Chairman of Institute of Indian Interior Designers unveiled CERA's faucet display, Ar. Satish Saini, Chairman of Architects Atelier unveiled CERA's tiles display, Ar. Narinder Sahni, Managing Director of Aakar Foundation unveiled CERA's wellness display and Mr. Tejpal Gupta, Chairman of Chandigarh Citi Center unveiled CERA's sanitaryware display.

"CERA has been growing rapidly all over India, and Chandigarh, Punjab and Haryana have contributed immensely to CERA's growth" said Mrs. Deepshikha Khaitan at a news conference, after opening the CERA Style Studio. Strategically located in the building materials hub in Manimajra area in Chandigarh, 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, distribution strength 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 plating unit and an array of CNC machines and automatic polishing machines.

CERA has bagged Trusted Brand award for 2015 from Reader's Digest, selected through a nation-wide survey conducted by the magazine. Also, CERA has been the Preferred Partner of CREDAI, the real estate developers' association, for the past three consecutive years.

CERA is also launching Italian luxury designer sanitaryware brand, ISVEA in India. ISVEA, established in 1962, and well-known for its designer ranges of sanitaryware would be the right complement for CERA.

Photograph attached: CERA Director, Mrs Deepshikha Khaitan inaugurating CERA Style Studio in Chandigarh

For favour of publication.

For any additional information, you may contact, Mr P K Shashidharan, Senior Vice President Marketing, CERA at pks@cera-india.com