



Press Release

16th November, 2015

Style Gets One More Landmark

CERA Style Studio opens in Thiruvananthapuram

CERA, India's most preferred premium home solutions brand and the undisputed market leader in Kerala, is opening its second company display centre in Kerala and the tenth in India, CERA Style Studio, in Thiruvananthapuram today.

This new display centre, spread over 3500 square feet space, and situated at on the NH Bypass at Venpalavattom, Anayara in Thiruvananthapuram, meant for touch-and-feel experience to architects, designers, consultants, developers, trade and consumers, will be 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 from all over Kerala today.

CERA, which pioneered the concept of company display centre in early 2000 to give consumers the real product experience before they purchase, has its CERA Style Studio operational already in cities of Kochi, Chennai, Bengaluru, Hyderabad, Mumbai, Ahmedabad, Delhi, Chandigarh and Kolkata.

CERA has displayed its four product categories prominently in CERA Style Studio—Sanitaryware, Faucets, Tiles and Wellness. The shower range has been displayed live.

“CERA has been growing rapidly all over India, and more so in Kerala” said Mrs. Deepshikha Khaitan at a news conference before opening the CERA Style Studio.

Mr. Atul Sanghvi, Executive Director, CERA explained that with the continuous expansion of both sanitaryware and faucet plants of CERA and with the 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 already entered with a JV to manufacture vitrified tiles in Andhra Pradesh and the commercial production is expected to start soon.

CERA has bagged Trusted Brand award for 2015, selected through a nation-wide survey conducted by the magazine, Reader's Digest. 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 Style Studio display (inauguration photographs would be emailed by 6pm)

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 +91 9327674111