

Mumbai now has a New Style Destination

CERA Sanitaryware Ltd, synonymous with stylish ranges and innovative designs, recently announced the opening of its CERA Style Studio at Mumbai. A pioneer in the Sanitaryware segment for 30 years, CERA is renowned for its elegant products with advanced features.

Located in the business district of Andheri West, customers across Maharashtra and Goa can now experience the entire range of stunning CERA products at a new customer friendly destination. Mr. Vidush Somany, who inaugurated the Style Studio mentioned, “The showroom offers over 2400 square feet of product display. Visitors can interact with our Studio team and explore our exceptional line up of products”. Moreover, the Mumbai sales team can now engage with the trade and influencers, who can browse, discover and experience the features of the luxuriously stylish portfolio of products.

Mr. Atul Sanghvi, President Sales and Marketing said “Consumers and influencers can now have better access to our Style Studio, as it is situated in the heart of Mumbai”. The Cera Style Studio displays a range of the latest designs that have been transforming homes for some time now. The Style Studio can also be leveraged as a display tool by the trade, as they can bring in their customers and show the vast range displayed.

About CERA:

Cera Sanitaryware Limited, premium bathroom solutions provider, has been in the forefront of innovation right from its inception in 1980. Some of Cera’s innovations in the past have become benchmark for the industry—like water-saving twin-flush coupled WCs, 4-litre flush WCs, one-piece WCs, etc.

CERA, has been voted Product of the Year award for the 2nd consecutive year, in the Sanitaryware & Fittings Category, 2012 in a nationwide consumer survey among 30,000 people conducted by Nielsen.

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