



CSL/2020-21/276
10th November, 2020

BSE Limited Corporate Relationship Department 1 st Floor, New Trading Ring Rotunda Building, P J Towers Dalal Street, Fort, Mumbai – 400001. Scrip Code :532443 Scrip ID: CERA	National Stock Exchange of India Limited Exchange Plaza Bandra Kurla Complex Bandra (East) Mumbai – 400051. Scrip Code: CERA
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Dear Sir/Madam,

Sub: Board Meeting Outcome – Investor Communication

Please find enclosed herewith Investor Communication released after the conclusion of Meeting of the Board of Directors of the Company held on 10.11.2020, in which Standalone and Consolidated Unaudited Financial Results for the quarter and half year ended 30.09.2020 were considered and approved. The results have also been submitted to Stock Exchanges.

We hope you will find the above in order.

Thanking you.
For Cera Sanitaryware Limited,


Hemal Sadiwala
Company Secretary
Encl: as above

Cera Sanitaryware Limited

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CIN: L26910GJ1998PLC034400



CERA

Q2 FY21 Investor Communication

CERA Sanitaryware announces Q2 FY21 Results:

Revenue stood at Rs. 3179.0 million

EBITDA (incl. Other Income) for the quarter amounted to Rs. 444.0 million

PAT stood at Rs. 262.9 million

Ahmedabad, November 10th, 2020: Cera Sanitaryware Limited (CERA), India's premier sanitaryware, faucetware, and wellness Company, today announced its standalone and consolidated financial results for the quarter ended September 30, 2020.

Financial Highlights – Q2 FY21

Particulars	Q2 FY21	Q2 FY20	Growth	H1 FY21	H1 FY20	Growth
Standalone in INR million except EPS						
Revenue from Operations (Net of Taxes)	3,179	3,272	-2.8%	4,605	5,946	-22.6%
EBITDA (Excluding Other Income)	405	416	-2.6%	471	768	-38.7%
<i>% of sale</i>	12.7%	12.7%	0 bps	10.2%	12.9%	-270 bps
PAT	263	300	-12.3%	292	491	-40.5%
<i>% of sale</i>	8.3%	9.2%	-90 bps	6.3%	8.3%	-200 bps
EPS Diluted	20.21	23.09	-12.5%	22.45	37.76	40.5%

CMD's Message

Commenting on the performance, **Mr. Vikram Somany, Chairman & Managing Director**, said, “*During Q2FY21, Cera was able to capitalize on the strong recovery in demand from end consumers. Cera's performance during the quarter was driven by the core and most profitable businesses of sanitaryware and faucetware, from our well-established tier 3 markets. Customers are willing to spend on products offering high quality and reliability as they see value over the life cycle of the product. Further, Cera has witnessed heightened awareness and demand for our range of hands-free and contact-less products offerings.*”

Initiatives such as digitization, just in time inventory for trade partners have led to shorter billing cycles further improving the working capital cycle. Cost optimization efforts continue at all levels, including the shopfloor where production based targets are being realigned. Past efforts at developing a reliable vendor base by providing best in class technology, process excellence and knowhow has enabled the development of on-tap manufacturing capacity.

As an industry leader, Cera is well placed to benefit from the Government's impetus towards import substitution and rising customer inclination towards locally manufactured products. Looking ahead, we believe that our comprehensive offerings, manufacturing excellence and wide network coupled with a robust financial position will not only enable us to navigate the present uncertainty but empowers the Company to deliver sustainable growth."

- ENDS -

For further information, please contact

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