

CERA

CSL/2020-21/423
2nd February, 2021

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
---	---

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 02.02.2021, in which Standalone and Consolidated Unaudited Financial Results for the quarter and nine months ended 31.12.2020 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

Corporate Office: 7th & 8th Floors, B Wing, Privilon, Ambli BRTS Road, Iskcon Crossroads, Ahmedabad 380059, India
Tel: +91 79 49112222 Email: marketing@cera-india.com Web: www.cera-india.com

Registered Office & Works: 9, GIDC Industrial Estate, Kadi 382715, District Mehsana, North Gujarat

CIN: L26910GJ1998PLC034400



CERA

Q3 FY21 Investor Communication

CERA Sanitaryware announces Q3 FY21 Results:

Revenue stood at Rs. 3098.4 million

EBITDA (incl. Other Income) for the quarter amounted to Rs. 482.1million

PAT stood at Rs. 290.9 million

Ahmedabad, February 2nd, 2021: Cera Sanitaryware Limited (CERA), India's premier sanitaryware, faucetware, and wellness Company, today announced its standalone and consolidated financial results for the quarter ended December 31, 2020.

Financial Highlights – Q3 FY21

Particulars	Q3 FY21	Q3 FY20	Growth	9M FY21	9M FY20	Growth
Standalone in INR million except EPS						
Revenue from Operations (Net of Taxes)	3098	3213	-3.6%	7703	9159	-15.9%
EBITDA (Excluding Other Income)	397	429	-7.5%	868	1197	-27.5%
<i>% of sale</i>	12.8%	13.4%	-60 bps	11.3%	13.1%	-180 bps
PAT	291	284	2.5%	583	775	-24.8%
<i>% of sale</i>	9.4%	8.8%	60 bps	7.6%	8.5%	-90 bps
EPS Diluted	22.37	21.81	2.6%	44.82	59.57	-24.8%

CMD's Message

Commenting on the performance, **Mr. Vikram Somany, Chairman & Managing Director**, said, "During Q3FY21, Cera witnessed strong end consumer and project demand driven by increasing economic activity across the country combined with a clear inclination towards home improvement. These factors largely enabled us to report encouraging numbers despite facing partial disruption at our factory for a substantial part of the quarter.

This unprecedented challenge was countered well by the Company which took timely actions by securing necessary arrangements with vendors and suppliers, ensuring smooth availability of most products across key markets. With the exception of select high-complexity products, which

are exclusively manufactured at our facilities, the demand for other products was comfortably met through our inventories as well as outsourcing arrangement thereby containing the impact on revenues which could otherwise have been significant.

We believe this episode, while undoubtedly impacting performance in Q3, has showcased the robustness of the Company's policies and practices. We are also heartened by the response of our managerial and supervisory staff, who have put in extra efforts to ensure that the operations continued.

The impact on production during Q3 FY21 has led to a temporary dip in inventories and receivables, which along with the operational improvements and cost optimization efforts have enabled us to strengthen the cash position further.

With the announcements in the Union Budget furthering the thrust on housing and home improvement, Cera is well placed to benefit from the impetus towards import substitution and rising customer inclination towards locally manufactured products. Looking ahead, to Q4 and beyond we believe that our comprehensive offerings, manufacturing excellence and wide network coupled with a robust financial position will enable us to monetize the present consumer demand and empowers the Company to deliver sustainable growth."

- ENDS -

For further information, please contact

Mr. Ayush Bagla (Executive Director)

CERA Sanitaryware Ltd.

Tel: +91 22 4295 8370 / 3250 8669

Email: ayushbagla@cera-india.com

Mayank Vaswani/ Devrishi Singh

CDR, India

Tel: +91 98209 40953/ 98205 30918

Email: mayank@cdr-india.com

devrishi@cdr-india.com