

March 6, 2018

<p>BSE Limited Corporate Relationship Department 1st Floor, New Trading Ring Rotunda Building, P J Towers Dalal Street, Fort <u>Mumbai - 400 001.</u> Scrip Code :532443 Scrip ID: CERASAN Fax:<u>022-22722039/2061/2041/2037/3121</u></p>	<p>The National Stock Exchange of India Limited Exchange Plaza Bandra Kurla Complex Bandra (East) Mumbai - 400 051</p> <p>Scrip Code: CERA Fax: <u>022-26598237/38 or 022-26598347/48</u></p>
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Dear Sir,

Sub: Launch of Premium Sub-Brand SENATOR

In terms of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulation, 2015, this is to inform you that the Company unveiled SENATOR by CERA, a premium offering from CERA stable, at a function held today at Ahmedabad, in the presence of trade associates invited from all over India.

The SENATOR range currently consists of sanitaryware, faucets, wellness and mirrors. The range would gradually be expanded to include more products.

We hope you will find the above in order and take necessary action in the matter.

Thanking you,

Yours faithfully,
For Cera Sanitaryware Limited,



Narendra N. Patel
President & Company Secretary

Cera Sanitaryware Limited

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CIN: L26910GJ1998PLC034400