



Press Release

October 20, 2016

CERA launches Italian luxury sanitaryware ISVEA in India

CERA, India's premium home solutions brand, launched Italian luxury designer sanitaryware, ISVEA in India.

Speaking to media at the launch event in Bombay, CERA's Chairman & Managing Director, Mr Vikram Somany told media persons that CERA decided to bring in a luxury range due to the demand by architects and developers, who were also looking for a niche product range but with the distribution and service back up of CERA.

ISVEA established in 1962 in Italy, the land of fashion and design, is better known for its impressive designers such as,

Meneghello & Paoletti Associati
Nativita Design House
Simone Valsecchi
OMC2 Design Studios
Ettore Giordano
Genesis Design Studio
Sevil Acar

Most of the product ranges of ISVEA have bagged design awards, including the prestigious Red Dot.

ISVEA creates aesthetic bathroom spaces with maximum comfort and convenience, combining design with technology in the most optimum way.

The technological advanced product features include:

CleaRim WCs, which is rimless WCs for better hygiene
Aquaplus WCs, which uses just 2.7 litres of water
DecorPlus, which is printed Wash Basins
SmartPlus, which comes with built-in personal hygiene

Softclose, which is seat cover with noiseless closure
SterilPlus, which is bacteria-free product
e-Motion, which is height-adjustable WC and Wash basin

Mr Erdem Cenesiz, Chairman of ISVEA said informed the media that CERA and ISVEA found perfect fit as they complement each other.

CERA, which bagged several accolades in the recent past, such as:

Star SME award from Business Standard
Gujarat Ratna award from CNBC
Trusted Brand award from Reader's Digest
AD50 from Economic Times
Business Knight award from Economic Times
Best Mid-sized Company from Times of India
Asia's Most Promising Brand 2016 from WCRC

is upbeat with ambitious growth plans. It recently commenced production of tiles through a JV entered with Anjani Tiles. Its faucet plant underwent modernization and so also its sanitaryware plant.

ISVEA would be distributed through select outlets throughout India, as it is for those who are looking for a luxury range.

Photographs: 1) Product range 2) ISVEA and CERA team

For favour of publication.

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