

# CERA

CSL/2017-18/589

March 6, 2018

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

**Sub: Launch of Premium Sub-Brand SENATOR – Press Release**

In continuation to our letter No. CSL/2017-18/586 dated 06.03.2018, please find enclosed a copy of press release to be published in the newspapers on the aforesaid launch of Premium Sub-Brand SENATOR.

We hope you will find above in order.

Thanking you,

Yours faithfully,  
For **Cera Sanitaryware Limited,**



Narendra N. Patel  
President & Company Secretary

Encl: as above

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## Cera Sanitaryware Limited

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CIN: L26910GJ1998PLC034400



PRESS NOTE

6<sup>th</sup> March 2018

## **CERA Launches ‘SENATOR’- A Premium Sub-Brand**

CERA Sanitaryware Limited unveiled ‘SENATOR’- a premium sub-brand at a glittering function held at Ahmedabad. The unveiling was done by Ms. Deepshikha Khaitan, Vice-Chairperson, CERA Sanitaryware Limited in the presence of trade associates invited from all over India

The new brand ‘SENATOR’ was conceived by CERA’s indigenous core team and curated by the Milan based Italian designer, Mr. Ettore Giordano, a Reddot award winner.

The SENATOR range currently consists of Sanitaryware, faucets, wellness and mirrors. It will be gradually expanded to include more products

Speaking to media, after the launch, Mrs. Deepshikha Khaitan said that CERA is filling a vacuum and moving up the value chain with the introduction of this new range.

Mr. Atul Sanghvi, Executive Director, CERA said that the distribution of SENATOR would be through select outlets from among existing CERA distribution network. He said that with SENATOR, CERA would now be able to garner a larger share from the premium segment and put the company on a faster lane of growth.

With the launch of ‘SENATOR’ CERA will cater to the premium segment, while it already has been established as the leader in the mid and upper segment

Attached: Photograph of unveiling of SENATOR by CERA by Mrs. Deepshikha Khaitan, Vice Chairperson, CERA Sanitaryware Limited.

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For favour of publication. For more information, please contact: P K Shashidharan, Senior Vice President Marketing +91 9327674111 [pk@cera-india.com](mailto:pk@cera-india.com)