



CSL/2024-25/417  
11<sup>th</sup> February, 2025

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| To,<br><b>BSE Limited</b><br>Corporate Relationship Department<br>1 <sup>st</sup> Floor, New Trading Ring<br>Rotunda Building, P J Towers<br>Dalal Street, Fort, Mumbai – 400001.<br>Scrip Code : 532443<br>Scrip ID: CERA | To,<br><b>National Stock Exchange of India Limited</b><br>Exchange Plaza<br>Bandra Kurla Complex<br>Bandra (East)<br>Mumbai – 400051.<br><br>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 11.02.2025, in which Standalone and Consolidated Unaudited Financial Results for the quarter and nine months ended 31.12.2024 were considered and approved. The results have also been submitted to Stock Exchanges.

Kindly take the same on your records.

Thanking you,  
For Cera Sanitaryware Limited,

Hemal Sadiwala  
Company Secretary  
Encl: As Above

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**Cera Sanitaryware Limited**

Registered Office & Works : 9, GIDC Industrial Estate, Kadi 382715. District : Mehsana, North Gujarat, INDIA  
Tele : +91-2764-242329, 243000 E-Mail : kadi@cera-india.com www.cera-india.com

**CIN No. : L26910GJ1998PLC034400**



# CERA

## Q3 FY25 Investor Communication

### CERA Sanitaryware announces Q3 FY25 Results:

**Q3 FY25 Revenue stood at Rs. 4,493 million**

**EBITDA for the quarter amounted to Rs. 715 million**

**PAT for Q3 FY25 stood at Rs. 459 million**

**Ahmedabad, February 11<sup>th</sup>, 2025:** Cera Sanitaryware Limited (CERA), India's premier sanitaryware, faucetware, tiles and wellness Company, today announced its standalone and consolidated financial results for the quarter and nine-months ended December 31, 2024.

### Financial Highlights – Q3 FY25

(Standalone in INR million except EPS)

| Particulars                                   | Q3 FY25 | Q3 FY24 | Growth    | 9M FY25 | 9M FY24 | Growth    |
|---|---------|---------|-----------|---------|---------|-----------|
| <b>Revenue from Operations</b> (Net of Taxes) | 4,493   | 4,367   | 2.9%      | 13,373  | 13,246  | 1.0%      |
| <b>EBITDA</b> (Excluding Other Income)        | 594     | 594     | 0.0%      | 1,851   | 2,022   | (8.5%)    |
| <i>% of revenue from operations</i>           | 13.2%   | 13.6%   | (40) bps  | 13.8%   | 15.3%   | (150) bps |
| <b>PAT</b>                                    | 459     | 509     | (9.8%)    | 1,609   | 1,641   | (1.9%)    |
| <i>% of revenue from operations</i>           | 10.2%   | 11.7%   | (150) bps | 12.0%   | 12.4%   | (40) bps  |
| <b>EPS Diluted</b>                            | 35.56   | 39.12   | (9.1%)    | 124.14  | 126.21  | (1.6%)    |

### CMD's Message

Commenting on the performance, **Mr. Vikram Somany, Chairman & Managing Director**, said, "Amid persistent macroeconomic challenges and a subdued demand environment, Cera Sanitaryware Ltd. achieved Q3 FY25 revenues of ₹ 4,493 million and EBITDA of ₹ 715 million. Our sanitaryware and faucetware business segments accounted for 50% and 37% of total revenues, respectively. While market headwinds continued to test the industry, our operational agility and core strengths allowed us to mitigate external pressures and maintain a resilient

performance. Notably, the B2B segment gained momentum during the quarter, which partially offset the slower demand in the retail space.

Cera, our flagship brand, continues to demonstrate resilience and is poised to maintain its long-term growth trajectory. At the same time, we are implementing strategic initiatives to tap into the expanding luxury segment through our Senator and Luxe brands. Our product development efforts are progressing well, and in Q3 FY25, we successfully developed 158 new SKUs under Senator brand and launched 104 new SKUs under CERA brand. Alongside product innovation, we are steadily implementing plans to expand our exclusive stores and enhance product displays.

The recent Union Budget has introduced several positive measures aimed at boosting consumer sentiment and discretionary spending. We anticipate that improved consumption and increased infrastructure investments will have a favorable impact on market demand for our products. Moving forward, Cera is well-positioned to navigate short-term challenges while leveraging its inherent strengths to capitalize on the expected demand recovery."

- ENDS –

### For further information, please contact

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**Mr. Vikas Kothari (Chief Financial Officer)**

**Mr. Deepak Chaudhary (Vice President- Finance & Investor Relations)**

CERA Sanitaryware Ltd.

Tel: +91 2764 242 329

Email: [vikas.kothari@cera-india.com](mailto:vikas.kothari@cera-india.com)

Email: [deepak.chaudhary@cera-india.com](mailto:deepak.chaudhary@cera-india.com)

**Mayank Vaswani**

**Devrishi Singh**

CDR India

Tel: +91 98209 40953

Tel: +91 98205 30918

Email: [mayank@cdrindia.com](mailto:mayank@cdrindia.com)

[devrishi@cdr-india.com](mailto:devrishi@cdr-india.com)

**DISCLAIMER:**

*Certain statements made in the press release may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like Government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. CERA will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*