



Press Release

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## **CERA Sanitaryware Unveils ‘POLIPLUZ’ – A New Brand for Smart & Affordable Bathroom Solutions**

In a significant step towards expanding its footprint in the affordable bathroom solutions segment, **CERA Sanitaryware Limited, one of India's most trusted names in sanitaryware and bath fittings**, proudly unveiled **POLIPLUZ** - a brand dedicated to offering quality, functionality, and contemporary design at accessible prices.

The launch underscores CERA's unwavering commitment to making smart, stylish & reliable bath solutions available to every home across the country.

The launch event was graced by **Chairman & Managing Director**, Mr. Vikram Somany, along with senior leadership and key stakeholders. The new brand will be spearheaded by **Mr. Ramesh Baliga**, a seasoned industry leader with a proven track record and extensive experience.

**POLIPLUZ** represents a new chapter in CERA's journey, reinforcing its vision to serve every home with smart, reliable, and budget-friendly solutions.

As quoted by Mr. Vikram Somany, "We have always believed in serving diverse consumer needs, and with POLIPLUZ, we are extending the CERA legacy to a new segment. This is a proud moment for us and a strategic milestone in our journey. As the brand gears up to make its mark in the market, we are confident that POLIPLUZ will resonate with customers who seek affordability without compromising on quality and reliability."

As CERA continues to evolve and innovate, the launch of POLIPLUZ stands as a testament to its commitment to inclusive growth, customer-centricity, and sustained excellence.

### **About CERA:**

Cera Sanitaryware Limited is the pioneer and innovator in premium and stylish bathroom solution products.

Established in 1980, its manufacturing plant is located in Kadi, Gujarat. The state-of-the-art plant is equipped with the latest technology for the production of Sanitaryware such as 3D printing, robotic glazing and pressure casting.

Its faucet manufacturing plant, adjoining to its Sanitaryware plant, has the most advanced technology—like 3D printing, peeling machines, high and low pressure die casting machines, robotic grinding machines and automatic chrome plating units.

Cera has tiles in all the segments—from large format to digitally printed slabs, as well as small format wall and floor tiles which offer a wide variety of choices to the consumers.

To complete the bathroom solutions product range and to leverage its strong equity of the brand, apart from sanitaryware, faucets and tiles, CERA has a wide range of products in wellness such as Air & Water Massage bathtubs, Free standing bathtubs, shower panels, and customized shower partitions.

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