



Press Release

2nd July 2025

A New Chapter Begins! Presenting POLIPLUZ: Affordable Bath Solutions by CERA

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 new brand dedicated to delivering quality, functionality, and contemporary design at accessible prices. It reflects CERA's unwavering commitment to making smart, stylish & reliable bath solutions available to every home.

The launch event was graced by **Chairman & Managing Director**, Mr. Vikram Somany, along with senior leadership and key stakeholders. The unveiling of POLIPLUZ marks the beginning of a new chapter in CERA's journey, committing to serve every home with smart, reliable, and budget-friendly solutions. As we continue to evolve and expand, this launch marks a significant milestone in our journey to serve a wider audience without compromising on excellence.

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."

About CERA:

Cera Sanitaryware Limited is the pioneer and innovator in premium and stylish home 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 (sizes 1200x1800, 800x2400 and 800 x1600) and small format wall and floor tiles which offer a wide variety of choices to the consumers. Tiles are available for various applications in residential and commercial spaces.

To complete the home 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 (Air & Water Massage bathtubs, Free standing bathtubs, shower panels, customized shower partitions, etc.), and kitchen sinks.

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