



CERA

Q1 FY26 Investor Communication

CERA Sanitaryware announces Q1 FY26 Results:

Q1 FY26 Revenue stood at Rs. 4,194 million

EBITDA for the quarter amounted to Rs. 717 million

PAT for Q1 FY26 stood at Rs. 465 million

Ahmedabad, August 6th, 2025: Cera Sanitaryware Limited (CERA), India's premier sanitaryware, faucetware, and wellness Company, today announced its standalone and consolidated financial results for the quarter ended June 30, 2025.

Financial Highlights – Q1 FY26

(Standalone in INR million except EPS)

Particulars	Q1 FY26	Q1 FY25	Growth
Revenue from Operations (Net of Taxes)	4,194	3,980	5.4%
EBITDA (Excluding Other Income)	531	561	(5.3%)
% of revenue from Operations	12.7%	14.1%	(140 bps)
PAT	465	470	(1.1%)
% of revenue from Operations	11.1%	11.8%	(70 bps)
EPS Diluted	36.08	36.11	(0.1%)

CMD's Message

Commenting on the performance, **Mr. Vikram Somany, Chairman & Managing Director**, said,

"CERA delivered a steady performance in Q1 FY26, alongside some encouraging business developments, against the backdrop of a continued subdued demand environment. The sanitaryware and faucetware businesses contributed 50% and 39%, respectively, to our total revenues. Project sales continued to gain traction, accounting for 38% of our topline.

Over the past few years, we have focused on building a more agile and future-ready organization — through sharper brand segmentation, tailored go-to-market strategies, and a refreshed product innovation pipeline. These strategic initiatives are being executed with discipline, and we remain confident that they will translate into tangible momentum across key growth levers going forward, as and when market conditions improve.

Our strategy for the Senator brand — positioned at the luxury end of our portfolio — is evolving meaningfully. We are now pursuing Senator as a more credible growth initiative and with greater vigour — backed by a wider portfolio, a differentiated team, separate channel and touchpoints, and a distinct strategy. The expanded portfolio includes eight full sanitaryware ranges, nine faucetware collections, and a newly introduced wellness line comprising whirlpools, steam cabins, and high-end showers. This is supported by exclusive channel partners, a dedicated dealer ecosystem, a trained salesforce, and flagship-format stores. We have already onboarded 23 channel partners, with a clear roadmap to operationalize 45–50 outlets by FY26-end. The Senator range is also being continuously refreshed to reflect evolving consumer preferences and premium aesthetics.

At the other end of the value spectrum, we have successfully launched Polipluz — a differentiated offering aimed at the vast deep-value segment, which is currently dominated by unorganized players. Polipluz is thoughtfully designed to offer smart, dependable, and affordable bathroom solutions tailored to the needs of value-conscious households. Backed by a separate distribution architecture and a dedicated 70-member team, it is designed to bridge the price–quality gap for consumers in Tier 4 cities and rural India. Initial market response has been positive, reinforcing our confidence in the long-term potential of this initiative.

Today, CERA’s brand architecture — spanning Senator, CERA Luxe, CERA, and Polipluz — is well-aligned to serve the full spectrum of Indian consumers. This multi-brand, multi-channel strategy enables us to address diverse regional, aesthetic, and pricing preferences while driving focused execution and recall within each segment. With a strong foundation in place and several strategic initiatives underway, we remain confident in our ability to deliver sustainable growth and create long-term value for all stakeholders.”

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