

**CERA**

# Sanitaryware Limited

Investor Presentation  
May 2026



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**1****Company Overview****2****Product Portfolio & Brand Architecture****3****Distribution, Manufacturing & Execution****4****Growth Strategy & Market Opportunity****5****Marketing & Customer Engagement****6****Leadership & Governance****7****Financial Overview**

# Premier Sanitaryware Company in India

## Trusted Brand & Multi-Segment Positioning

- Established consumer trust built over four decades
- Portfolio spanning value to premium segments
- Strong positioning across sanitaryware and bathware categories

## Extensive Retail & Distribution Network

- Pan-India reach with deep retail penetration
- Multi-layered distribution ecosystem
- Strong last-mile visibility through style centres and galleries



## Manufacturing Excellence & Innovation Capabilities

- In-house manufacturing and process excellence
- Faster product development through 3D design and automation
- Focus on innovation-led differentiation

## Financial Strength & Execution Discipline

- Debt-free balance sheet with healthy cash reserves
- Consistent growth, margins and return ratios
- Strong execution and governance track record



**CERA**

# Strong Brand Promise

## SENATOR



## CERA LUXE



## CERA



CERA's product portfolio encompasses every aspect of the price and design matrix

Niche brands for deeper engagement with varied customer and market segments

***Brand Promise carefully cultivated over 45 years by consistently delivering on quality, value, expectations***

**CERA**

# Strong Brand Promise – Senator



***Senator: Elevating standards, redefining luxury, and capturing the essence of future-forward elegance***

**CERA**

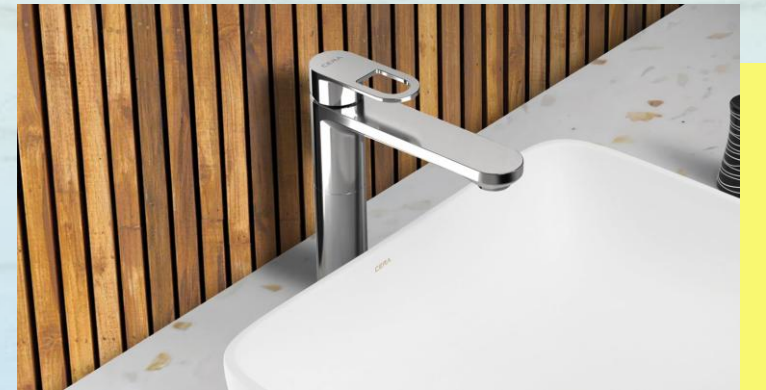
# Strong Brand Promise – CERA Luxe



***CERA Luxe: Pinnacle of innovation and premium elegance, shaping unparalleled bathroom experiences and indulgence***

**CERA**

# Strong Brand Promise – CERA



***The latest from CERA: Designed with pristine perfection, elevating bathroom space to unprecedented levels of sophistication, style, and functionality***

CERA

# Polipluz – Expanding Reach with Value-Focused Innovation

POLIPLUZ

AFFORDABLE BATH SOLUTIONS BY CERA



**Smart. Stylish. Affordable**

## Addressing the Value Segment Opportunity

- Polipluz aims to offer reliable, quality and affordable sanitaryware solutions targeted at rural and semi-urban markets
- Targets a segment currently dominated by unorganized players offering substandard products

## Smart Expansion Strategy

- Polipluz expands CERA's reach into the affordable segment, enabling the company to cater across a wider consumer base
- Focused on functionality, durability, and design, suited to regional needs

## Strategic Advantage

- Benefits from CERA's understanding of consumer preferences and market dynamics
- Well-positioned to capture scalable growth opportunities across underpenetrated markets

**Polipluz – Extending CERA's Promise of Smart Living to Every Indian Home**

# Experience-led Retail & Marketing Infrastructure

- **13 CERA Experience Centres:** Ahmedabad / Mumbai / Bengaluru / Kolkata / Cochin / Hyderabad / Trivandrum / Morbi / Chennai / Mohali / Lucknow / Jaipur / Pune
- Offers a unique touch-and-feel experience for discerning customers, architects, and influencers
- No sales orientation – designed for experience
- Average size of each company-owned showroom is approx. 7,000 sq. ft.
- With over 14,000 sq. ft. of display space, the Hyderabad CSS is the largest company showroom



## Showcase of Select Experience Centres



Hyderabad



Kochi



Chandigarh



Pune



Jaipur



Lucknow

CERA

# Multi-layered Retail & Distribution Network

CERA Style Gallery

- **272 CERA Style Galleries (CSGs):** Dealer-owned showrooms with pan-India coverage
- Designed to complement CERA Experience Centres across markets
- Selection filters include: - showroom location, display area size, sales turnover history, and dealer commitment
- Exclusive product displays in a dedicated, branded space
- Trained sales staff assist customers in making informed purchase decisions
- Minimum showroom size typically exceeds 1,000 sq. ft.



CERA

# CERA Style Hubs & Style Centres

CERA Style Hub

- **292 CERA Style Hubs (CSHs):**

- Dealer-owned showrooms with pan-India presence
- Strengthening brand visibility in Tier B & C towns
- Dedicated display zones showcasing CERA's featured product range



CERA Style Centre

- **1,613 CERA Style Centres (CSCs):**

- Retailer-owned units enhancing last-mile brand presence
- Designed to improve retail engagement and product visibility
- Over 1,400 CSCs planned over the next 3–4 years

***Multi-format retail infrastructure enables CERA to deepen market penetration across premium, urban and emerging markets***

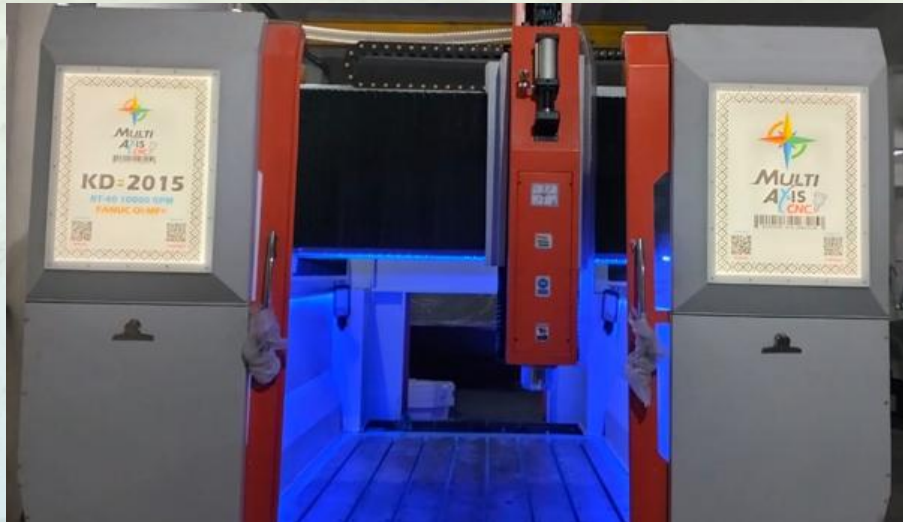




# World Class Manufacturing Facility

# Quality Control and Process Excellence.. 1

Rapid Technology Adoption for Product Development & Sanitaryware Finishing



## CNC Router:

Supports accurate master mould development with high precision and faster product development



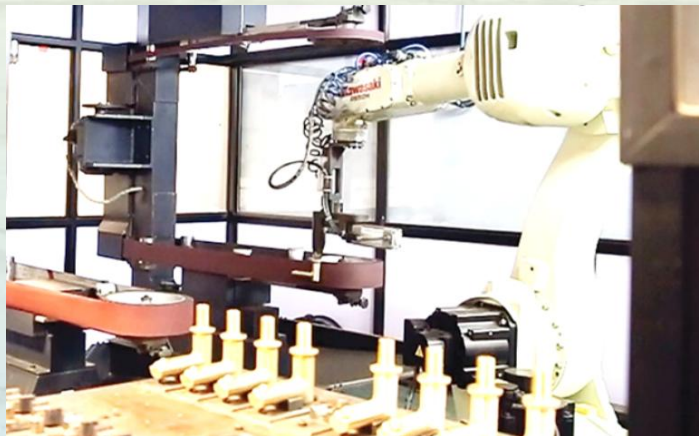
## Sanitaryware Robotic Glazing:

Robotic glazing ensuring smooth surfaces with minimal wastage

**First Indian sanitaryware company to implement ISO 9002 and ISO 14001 certifications for Quality Management Systems and Environment-friendly Manufacturing Systems**

# Quality Control and Process Excellence.. 2

## Technology Adoption for Precision Faucetware Manufacturing



### Faucet Robotic Surface Grinding

Ensures uniform chromium plating for superior surface durability



### PVD Multi-Color Production Facility

India's first: High-precision manufacturing with greater output efficiency



### Computer Numerical Control Machine

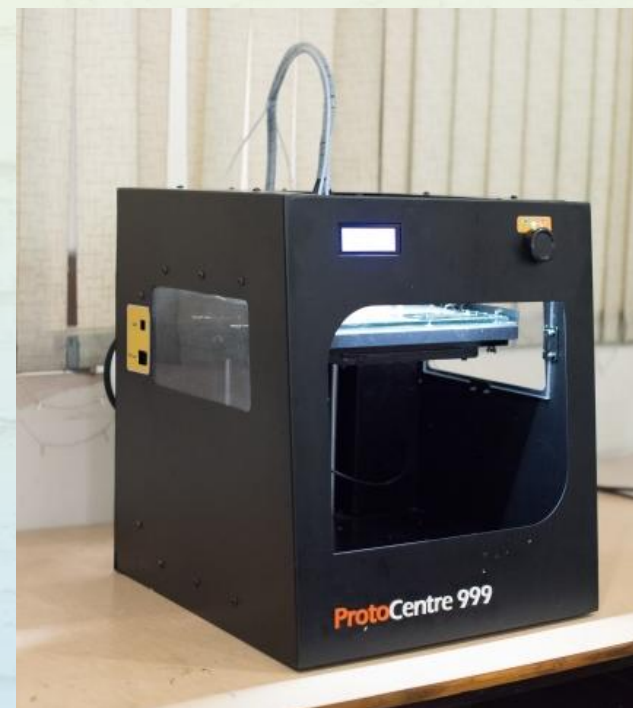
India's first: Enables high-precision manufacturing and greater output efficiency

**First Indian sanitaryware company to implement ISO 9002 and ISO 14001 certifications for Quality Management Systems and Environment-friendly Manufacturing Systems**

# Design Excellence and deep technology imprint



**First Sanitaryware Company to design and install 3D printers**



**Installed 3D printers for Faucet design – A complete automated design process**

***Successfully installed 3D printers which has considerably shortened the duration for conversion of concept into launch for new designs***

# ESG-led Operational Practices



## Environmental Stewardship

- Focused on reducing environmental footprint through renewable energy adoption, resource optimization, and responsible waste management
- Our Material ESG Themes include:
  - GHG and Energy Management
  - Water Management
  - Waste Management

### Key Highlights:

- ISO 14001 certified facilities
- ~10.3 MW renewable energy capacity supporting a significant portion of energy requirements
- Water recycling and treatment infrastructure through STP, ETP and ZLD systems

## Social Responsibility



- We foster a positive impact on stakeholders, including customers, employees, and communities
- Our Material ESG Themes include:
  - Community (CSR)
  - Human Rights
  - Employee Safety

### Key Highlights:

- ISO 45001 certified facilities
- Recognized by customers as “Trusted” & “Responsible Brand”
- Engaging communities through CSR

## Governance Excellence



- Maintaining strong governance standards across operations and stakeholder engagement
- Our Material ESG Themes include:
  - Product Quality & Brand
  - Supply Chain

### Key Highlights:

- ISO 9001 certified facilities
- Focus on responsible sourcing, product quality and long-term stakeholder relationships

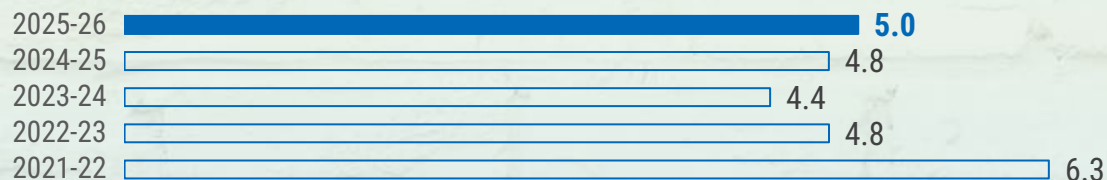
“CERA integrates sustainability initiatives across manufacturing, resource management and governance practices, with a continued focus on operational efficiency, responsible growth and stakeholder well-being.”



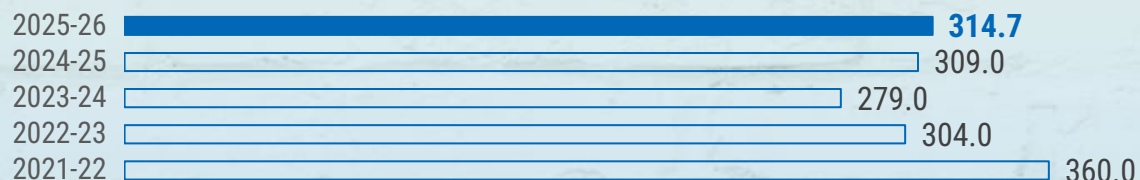
# Resource Efficiency & Sustainability Metrics

## Improving Resource Efficiency Across Operations

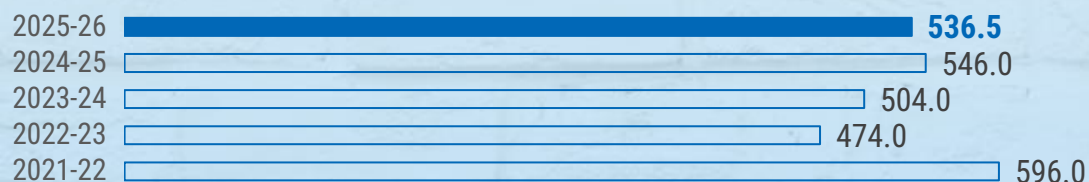
### Water Consumption Per MT of Finished Product Transfer to Warehouse (KL/MT)



### Gas Consumption Per MT of Finished Product Transfer to Warehouse (SCM/MT)



### Power Consumption Per MT of Finished Product Transfer to Warehouse (KWH/MT)



## Strengthening Zero Liquid Discharge (ZLD) Infrastructure

- Increased plantation initiatives
- 90% Water Recovery
- Process and treatment optimization
- Reuse and recovery of waste chemicals
- Reduction of Solid Waste



# Global Quality Certifications & Standards Compliance

**ISOQAR**  
Certificate of Registration

This is to certify that the Management System of  
**Cera Sanitaryware Limited**

**Corporate Office:**  
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, India

**Units:**  
9, GIDC Industrial Estate, Kadi-382715, District-Mehsana, Gujarat, India

Has been approved by Alcumus ISOQAR and is compliant with the requirements of  
**ISO 9001:2015**

Certificate Number: 8379-005-001  
Issue Registration Date: 21 May 2020  
Previous Expiry Date: 21 May 2024  
Renewal Date: 27 February 2024  
Current Expiry Date: 27 February 2027

**Scope of Registration:**  
Design, Development, Manufacture and Sale of Vitreous China Sanitary Ware and Faucet Ware

Signat: *Allyp Sarkh*  
Allyp Sarkh, Chief Executive Officer  
(on behalf of Alcumus ISOQAR)

The certificate will remain current subject to the licensee maintaining its compliance to the required standard. This will be monitored regularly by Alcumus ISOQAR. Further verification regarding the scope of the certificate and the applicability of the relevant standard requirements may be undertaken by contacting Alcumus ISOQAR.

Alcumus ISOQAR is an Alcumus Certification, Ltd. Member. Alcumus Certification, Ltd. is an ISO 9001:2015 certified organization. The certificate is the property of Alcumus ISOQAR and cannot be used or copied in any way.

**ISO 9001: Quality Management System**

**ISOQAR**  
Certificate of Registration

This is to certify that the Management System of  
**Cera Sanitaryware Limited**

**Corporate Office:**  
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, India

**Units:**  
9, GIDC Industrial Estate, Kadi-382715, District-Mehsana, Gujarat, India

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Design, Development, Manufacture and Sale of Vitreous China Sanitary Ware and Faucet Ware

Signat: *Allyp Sarkh*  
Allyp Sarkh, Chief Executive Officer  
(on behalf of Alcumus ISOQAR)

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**ISO 14001: Environment Management System**

**ISOQAR**  
Certificate of Registration

This is to certify that the Management System of  
**Cera Sanitaryware Limited**

**Corporate Office:**  
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, India

**Units:**  
9, GIDC Industrial Estate, Kadi-382715, District-Mehsana, Gujarat, India

Has been approved by Alcumus ISOQAR and is compliant with the requirements of  
**ISO 45001:2018**

Certificate Number: 8379-005-001  
Issue Registration Date: 21 May 2020  
Previous Expiry Date: 21 February 2024  
Renewal Date: 27 February 2024  
Current Expiry Date: 27 February 2027

**Scope of Registration:**  
Design, Development, Manufacture and Sale of Vitreous China Sanitary Ware and Faucet Ware

Signat: *Allyp Sarkh*  
Allyp Sarkh, Chief Executive Officer  
(on behalf of Alcumus ISOQAR)

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**ISO 45001: Health & Safety Management System**

**Dedal Attestation & Certification**  
**CERTIFICATE**  
of Conformity No. 267

WC pans and WC seats with integral trap  
(The product types entered in Annex I which is an inseparable part of this certificate)

produced by  
**CERA SANITARYWARE LIMITED**  
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, Gujarat, India

and produced in the manufacturing plant of  
**CERA SANITARYWARE LIMITED**  
9, GIDC Industrial Estate, Kadi, District-Mehsana, North Gujarat-India

"Dedal - Attestation and Certification" Ltd. as a European Third Party Authority, verifies that on the basis of the results of the review of the Factory Production Control Documentation and Initial Type Testing, the product: **WC pans and WC seats with integral trap with twisted chair/ceramic**, acc. to Initial type test reports from 22.11.2022 (**System of Attestation of Conformity 4**, acc. to Regulation 305/2010 Construction Products)

conforms to the requirements of the following standard:  
**EN 997:2002, EN 997:2002/AC:2012**

This certificate was first issued on 28.10.2022 and remains valid as long as the test methods and/or factory production control requirements included in the standard do not change and the product, and the manufacturing conditions in the plant are not modified significantly. This certificate should be renewed not later than 28.10.2025. The validity of this certificate can be verified in the register on [www.dedal.bg.net](http://www.dedal.bg.net).

Issued: 28 November 2022  
Ref. No. 26-02

Manager: *Anna Vasileva*  
dipl. eng. Anna Vasileva

**EN 997: EWC**

**Dedal Attestation & Certification**  
**CERTIFICATE**  
of Conformity No. 269

Wall-hung urinals – Functional requirements and test methods  
(The product types entered in Annex I which is an inseparable part of this certificate)

produced by  
**CERA SANITARYWARE LIMITED**  
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, Gujarat, India

and produced in the manufacturing plant of  
**CERA SANITARYWARE LIMITED**  
9, GIDC Industrial Estate, Kadi, District-Mehsana, North Gujarat-India

"Dedal - Attestation and Certification" Ltd. as a European Third Party Authority, verifies that on the basis of the results of the review of the Factory Production Control Documentation and Initial Type Testing, the product: **Wall-hung urinals with twisted chair/ceramic**, acc. to Initial type test reports from 22.11.2022 (**System of Attestation of Conformity 4**, acc. to Regulation 305/2010 Construction Products)

conforms to the requirements of the following standard:  
**EN 13407:2006**

This certificate was first issued on 28.10.2022 and remains valid as long as the test methods and/or factory production control requirements included in the standard do not change and the product, and the manufacturing conditions in the plant are not modified significantly. This certificate should be renewed not later than 28.10.2025. The validity of this certificate can be verified in the register on [www.dedal.bg.net](http://www.dedal.bg.net).

Issued: 28 November 2022  
Ref. No. 26-03

Manager: *Anna Vasileva*  
dipl. eng. Anna Vasileva

**EN 13407: URINAL**

**Dedal Attestation & Certification**  
**CERTIFICATE**  
of Conformity No. 268

Sanitary appliances – Wash basins – Functional requirements and test methods  
(The product types entered in Annex I which is an inseparable part of this certificate)

produced by  
**CERA SANITARYWARE LIMITED**  
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, Gujarat, India

and produced in the manufacturing plant of  
**CERA SANITARYWARE LIMITED**  
9, GIDC Industrial Estate, Kadi, District-Mehsana, North Gujarat-India

"Dedal - Attestation and Certification" Ltd. as a European Third Party Authority, verifies that on the basis of the results of the review of the Factory Production Control Documentation and Initial Type Testing, the product: **Sanitary appliances – Wash basins with twisted chair/ceramic**, acc. to Initial type test reports from 22.11.2022 (**System of Attestation of Conformity 4**, acc. to Regulation 305/2010 Construction Products)

conforms to the requirements of the following standard:  
**EN 14688:2006**

This certificate was first issued on 28.10.2022 and remains valid as long as the test methods and/or factory production control requirements included in the standard do not change and the product, and the manufacturing conditions in the plant are not modified significantly. This certificate should be renewed not later than 28.10.2025. The validity of this certificate can be verified in the register on [www.dedal.bg.net](http://www.dedal.bg.net).

Issued: 28 November 2022  
Ref. No. 26-04

Manager: *Anna Vasileva*  
dipl. eng. Anna Vasileva

**EN 14688: WASH BASIN**

**BUREAU OF INDIAN STANDARDS**  
Attachment to Licence No. CML-720611385

CML No.	Name of the Licensee with the Factory Address	Name of the Product	Indian Standard No.
720611385	Cera Sanitaryware Limited, Applied Specifications Part 4 of IS 11613: Industrial Estate, 2 Specific Requirements of Wash Basins, Water Closets (WC), Kadi, Kadi-382715 (Revision)	Vitreous China Sanitary Appliances of Specifications Part 4 of IS 11613: Industrial Estate, 2 Specific Requirements of Wash Basins, Water Closets (WC)	IS 2556: PART 2

Endorsement No. 7 Dated 24-Mar-2025

Whereas, the licence was valid upto Twenty Eighth May Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 27-MAR-2025 has been extended from Twenty Eighth May Two Thousand Twenty Five to Twenty Seventh May Two Thousand Twenty Six.

Other terms and conditions of licence remain same.

Branch Head (Ahmedabad Branch Office)

**Bureau of Indian Standards Licence 2556: Part 2**

**BUREAU OF INDIAN STANDARDS**  
Attachment to Licence No. CML-0941255

For any other communication:  
Ahmedabad Branch Office-3rd Floor, Nargisum Sarani, Ahmedabad-380015, Gujarat, India  
Address: Ahmedabad-380015, Gujarat, India  
Phone: 07927349317  
Fax: 07927349316  
E-Mail: [ahb@bis.org.in](mailto:ahb@bis.org.in)  
Web: [www.bis.org.in](http://www.bis.org.in)  
[www.indianstandards.in](http://www.indianstandards.in)

CML No.	Name of the Licensee with the Factory Address	Name of the Product	Indian Standard No.
0941255	CERA SANITARYWARE LIMITED - 9, GIDC INDUSTRIAL ESTATE, POST BOX NO.3, -KADI	Vitreous Sanitary Appliances (Vitreous China) - Part 3 Specific Requirements of Sanitary Ware	IS 2556: PART 3

Endorsement No. 08 Dated 25-Oct-2024

Whereas, the licence was valid upto First January Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 11-DEC-2024 has been extended from First January Two Thousand Twenty Five to Thirty First December Two Thousand Twenty Five.

Other terms and conditions of licence remain same.

Branch Head (Ahmedabad Branch Office)

Manish Khanna, 9 Bahadur Shah Zafar Marg, New Delhi-110002, 9 Bahadur Shah Zafar Marg, DELHI-110002  
Contact No: +91 11 23236031, 23237075, 23236462  
Fax: +91 11 23236622, 23232019  
Email: [info@bis.org.in](mailto:info@bis.org.in)

**Bureau of Indian Standards Licence 2556: Part 3**

**BUREAU OF INDIAN STANDARDS**  
Attachment to Licence No. CML-720611386

CML No.	Name of the Licensee with the Factory Address	Name of the Product	Indian Standard No.
720611386	Cera Sanitaryware Limited, Applied Specifications Part 4 of IS 11613: Industrial Estate, 2 Specific Requirements of Wash Basins, Kadi, Kadi-382715 (Revision)	Vitreous Sanitary Appliances (Vitreous China) - Part 4 Specific Requirements of Wash Basins	IS 2556: PART 4

Endorsement No. 7 Dated 24-Mar-2025

Whereas, the licence was valid upto Twenty Eighth May Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 27-MAR-2025 has been extended from Twenty Eighth May Two Thousand Twenty Five to Twenty Seventh May Two Thousand Twenty Six.

Other terms and conditions of licence remain same.

Branch Head (Ahmedabad Branch Office)

**Bureau of Indian Standards Licence 2556: Part 4**

**BUREAU OF INDIAN STANDARDS**  
Attachment to Licence No. CML-720611387

CML No.	Name of the Licensee with the Factory Address	Name of the Product	Indian Standard No.
720611387	Cera Sanitaryware Limited, Applied Specifications Part 4 of IS 11613: Industrial Estate, 2 Specific Requirements of Wash Basins, Kadi, Kadi-382715 (Revision)	Vitreous sanitary appliances (Vitreous China) - Part 3 Specific Requirements of Wash Basins	IS 2556: PART 3

Endorsement No. 7 Dated 24-Mar-2025

Whereas, the licence was valid upto Twenty Eighth May Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 27-MAR-2025 has been extended from Twenty Eighth May Two Thousand Twenty Five to Twenty Seventh May Two Thousand Twenty Six.

Other terms and conditions of licence remain same.

Branch Head (Ahmedabad Branch Office)

**Bureau of Indian Standards Licence 2556: Part 5**

**BUREAU OF INDIAN STANDARDS**  
Attachment to Licence No. CML-720611388

CML No.	Name of the Licensee with the Factory Address	Name of the Product	Indian Standard No.
720611388	Cera Sanitaryware Limited, Applied Specifications Part 4 of IS 11613: Industrial Estate, 2 Specific Requirements of Wash Basins, Kadi, Kadi-382715 (Revision)	Vitreous China Sanitary Appliances of Specifications Part 4 of IS 11613: Industrial Estate, 2 Specific Requirements of Wash Basins, Water Closets (WC)	IS 2556: PART 4

Endorsement No. 7 Dated 24-Mar-2025

Whereas, the licence was valid upto Twenty Eighth May Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 27-MAR-2025 has been extended from Twenty Eighth May Two Thousand Twenty Five to Twenty Seventh May Two Thousand Twenty Six.

Other terms and conditions of licence remain same.

Branch Head (Ahmedabad Branch Office)

**Bureau of Indian Standards Licence 2556: Part 6**

**BUREAU OF INDIAN STANDARDS**  
Attachment to Licence No. CML-720611389

CML No.	Name of the Licensee with the Factory Address	Name of the Product	Indian Standard No.
720611389	Cera Sanitaryware Limited, Applied Specifications Part 4 of IS 11613: Industrial Estate, 2 Specific Requirements of Wash Basins, Kadi, Kadi-382715 (Revision)	Vitreous China Sanitary Appliances of Specifications Part 4 of IS 11613: Industrial Estate, 2 Specific Requirements of Wash Basins, Water Closets (WC)	IS 2556: PART 15

Endorsement No. 7 Dated 24-Mar-2025

Whereas, the licence was valid upto Twenty Eighth May Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 27-MAR-2025 has been extended from Twenty Eighth May Two Thousand Twenty Five to Twenty Seventh May Two Thousand Twenty Six.

Other terms and conditions of licence remain same.

Branch Head (Ahmedabad Branch Office)

**Bureau of Indian Standards Licence 2556: Part 15**

**Demonstrating compliance with international and national standards for quality, safety, and product performance**

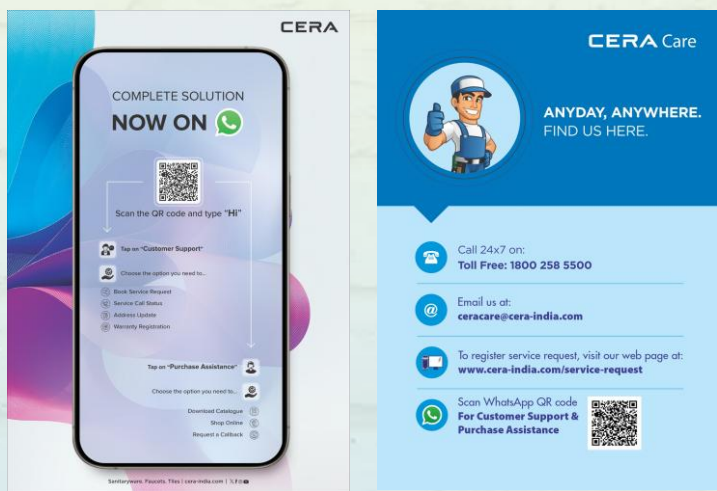
# Customer-Centric After-Sales Service

## After Sales Servicing Team

- 13 customer care offices across India
- 43 officers attending technicians
- 453 dedicated technicians to attend complaints spread across every state
- Periodical training on products for better quality service



## WhatsApp



WhatsApp service implemented from Nov 2024

**Nationwide  
Toll Free Number  
1800 258 5500**

Consistent and comprehensive training is provided on troubleshooting, installation, product specifications, and usage guidelines



Complaints are attended within 24 hours (lowest TAT in the industry)

New C4C CRM – integrated with SAP



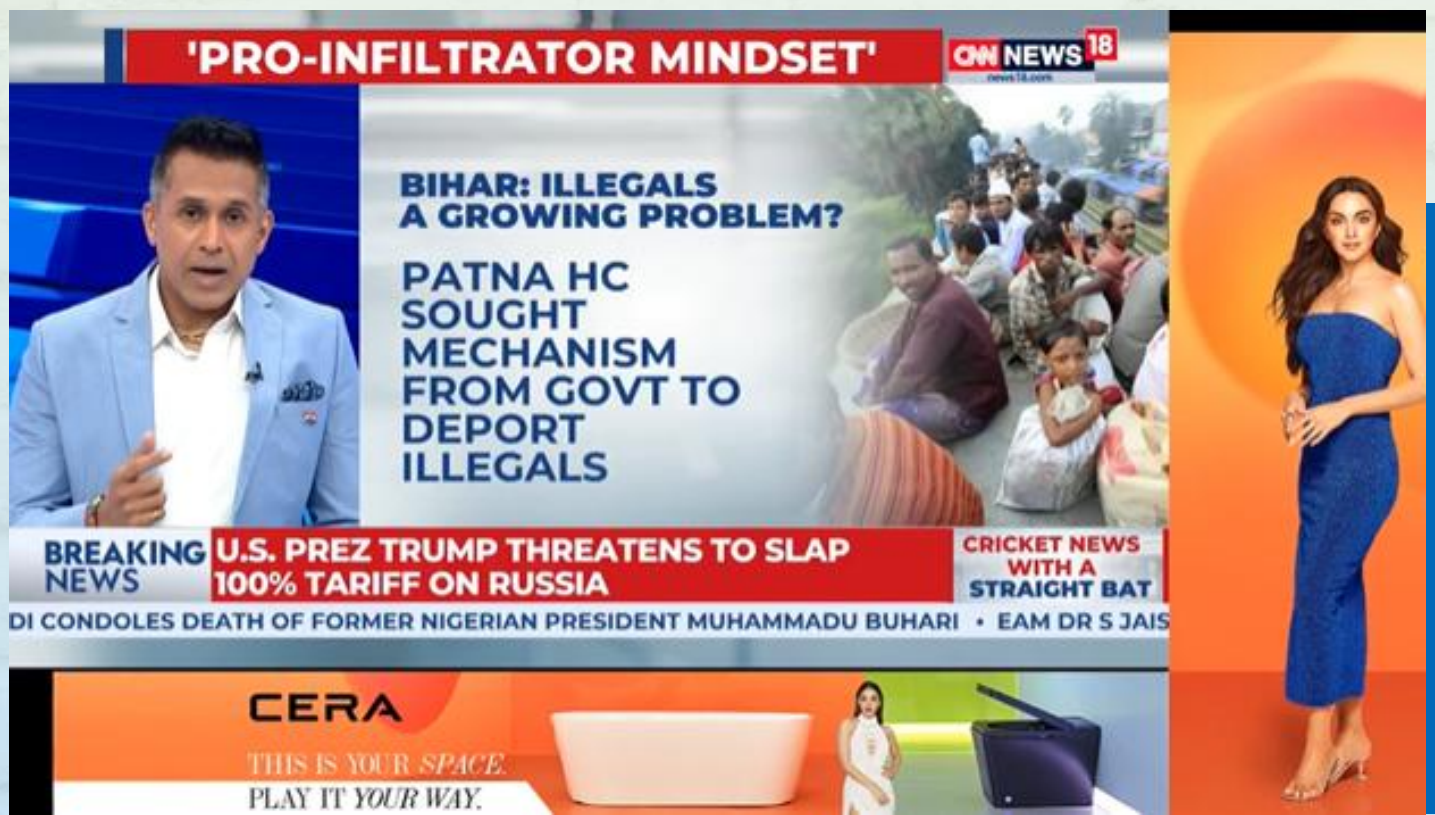
**“CERA**  
*THIS IS YOUR SPACE, PLAY IT YOUR WAY”*

## **DOMINANT MEDIA PRESENCE DRIVING CATEGORY LEADERSHIP**

The Company continued to strengthen its **share of voice in media** through sustained investments in **integrated, high-impact marketing initiatives**, reinforcing its **leadership position** in the category

# Branding & Communication

Executed TV campaign across News Channels with more than 10,000 ad spots and high impact property sponsorships - Big Boss Telugu and Malayalam have strengthened audience engagement, and enhanced overall brand affinity



## OTT SPONSORSHIPS & AIRPORT BRANDING



### JIOHOTSTAR OTT SPONSORSHIP - Salakaar & Trial 2

For HSM Tier 1 Metro market further amplifying our digital reach and relevance



### AIRPORT BRANDING:

To drive high-impact visibility among affluent and discerning consumers, airport branding was done at **Delhi, Bengaluru & Ahmedabad airport**

CERA

# Branding & Communication

## IMMERSIVE PRODUCT SHOWCASES THROUGH EVENTS & EXHIBITIONS



The Hindu Home Expo, Kochi



17<sup>th</sup> Griha Summit, New Delhi



35<sup>th</sup> ABID Interiors, Kolkata



Credai Expo, Visakhapatnam



IIID-LAF Samagam, Lucknow



ARCHEX Exhibition, Chandigarh

## DRIVING GROWTH WITH HIGH-IMPACT LOYALTY PROGRAMMES



LAUNCHED: MARCH 2022

**29K+**  
MEMBER BASE

**6.0L+**  
INVOICES

**₹ 1,680+ Cr**  
SECONDARY SALES

**₹ 52+ Cr**  
REDEMPTION

Silver Feather Awards 2024 | PMAA 2023

FOREIGN TRAVEL SCHEME



AUTOMOBILE



LAUNCHED: AUGUST 2023

**73K+**  
MEMBER BASE

**30L+**  
TOTAL QR SCANS

**₹ 4.4+ Cr**  
STARS ISSUED

**70%**  
REDEMPTION RATE

**₹ 1.65+ Cr**  
UPI TRANSFER

**₹ 1.44+ Cr**  
BANK TRANSFER



LAUNCHED: JUNE 2024

**11K+**  
MEMBER BASE

**4.0L+**  
TOTAL QR SCANS

**₹ 85L+**  
STARS ISSUED

**74%**  
REDEMPTION RATE

**₹ 36L+**  
UPI TRANSFER

**₹ 27L+**  
BANK TRANSFER



CERA

# Branding & Communication

EXPANDING TRADE PRESENCE THROUGH BRAND STORE NETWORK

## SENATOR



## CERA LUXE

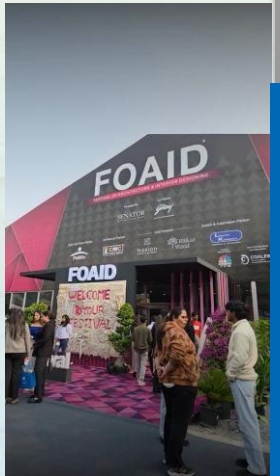


## CERA



## INFLUENCER MARKETING

### Architects & Interior Designers



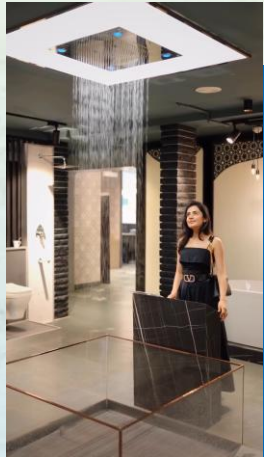
### Lifestyle Influencers



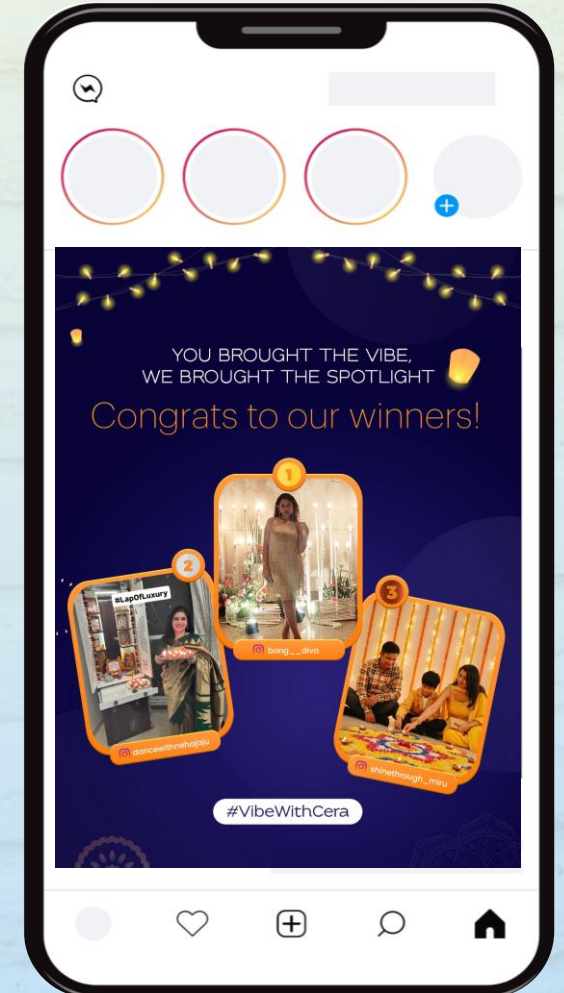
### Digital Amplification



## #VIBEWITHCERA – DIWALI CONTEST



## Contest Winners



**16 Million+** reach



**16,000+** engagement



**200+** contest entries

# CERA – Positioned for Sustainable Growth

## Structural Industry Tailwinds

**High entry barriers supported by brand trust, distribution reach & manufacturing scale**

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**Increasing preference for branded and organized players**

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**Rising housing demand & real estate activity**

## Company-led Growth Drivers

**Retail and distribution-led expansion through Style Centres, Galleries & network expansion**

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**Continued strength of the core CERA brand across retail and project segments**

---

**Premiumization through Senator & CERA Luxe**

---

**Scaling presence in the value segment through Polipluz**

*Structural industry tailwinds, supported by focused execution across segments, position CERA for sustained and scalable growth*



## Mr. Vikram Somany (Founder and CMD)

- B.Sc., FCMI (U.K.)
- Founded the business in 1980
- Over four decades of industry experience and leadership
- Actively involved across strategic planning, operations and execution
- Instrumental in building a strong governance-led culture



## Mrs. Deepshikha Khaitan (Vice Chairman & JMD)

- B.Sc. Hons. (Economics), LLB
- Actively associated with CERA for over 12 years
- Plays a key role in driving design innovation, product development, and R&D initiatives
- Driving channel expansion, brand initiatives and product development strategies across segments

# Leadership Team

## Mr. Anupam Gupta

Executive Director  
(Technical)



- BE in Electrical Engineering; MBA
- Over 34 years of experience across industries such as Cement, Textiles, Chemicals, and Ceramics
- Spent the last 17 years with Aditya Birla Group
- Oversees manufacturing operations across CERA's facilities

## Mr. Vikas Kothari

Chief Financial  
Officer



- A Chartered Accountant with over two decades of diverse experience across industries including Steel, Petrochemicals, Textiles, Polymers, and Ceramics
- Expertise in financial management, operational efficiency and strategic decision-making
- Prior leadership experience across Bic World, Aditya Birla Group and Reliance Industries
- Heads finance, treasury, reporting and investor relations functions at CERA

## Mr. Ramesh Baliga

Chief Business  
Officer



- PGDM; over 39 years of industry experience
- Held senior leadership roles at Jaquar & Co. and served as CEO and later Executive Director at Watertec India. Associated with leading international brands such as Hansgrohe, WTS Italy, and Conti+
- At CERA, he is responsible for driving growth and execution of the Senator and premium businesses, overseeing brand strategy, product development, and business expansion

## Mr. Sandeep Abraham

President  
- Sales



- M.Com, PGDMM, Senior Management Program – IIM Nagpur
- 29 years of experience
- Previously with Roca (RBPPL), Parryware Roca, EID Parry (India), Nuchem Ltd., Hutchison Max Telecom, and Maruti Zen
- Heads the Sales function at CERA

# Leadership Team

**Mr. Rahul Jain**  
President  
- Marketing



- MBA in Marketing
- 21 years of experience
- Held key marketing roles at Roca (RBPPL), Nippon India, Akzonobel
- Leads marketing and consumer engagement; focuses on innovation-driven brand and market share growth

**Mr. Ajay Jain**  
Sr. Vice President  
(Faucetware Division)



- BE in Mechanical Engineering
- 24 years of experience
- Worked with HSIL, Kohler India, and Hindalco
- Heads all aspects of Faucetware manufacturing at CERA

**Mr. Vivek Andankar**  
Vice President  
(Sanitaryware Division)



- BE in Mechanical Engineering
- 29 years of experience
- Worked with Kohler, LG Electronics, and Electrolux
- Leads all aspects of Sanitaryware manufacturing at CERA

# Ownership and stakeholder value creation



Promoters  
54.4%



Public  
17.3%



FII  
14.2%



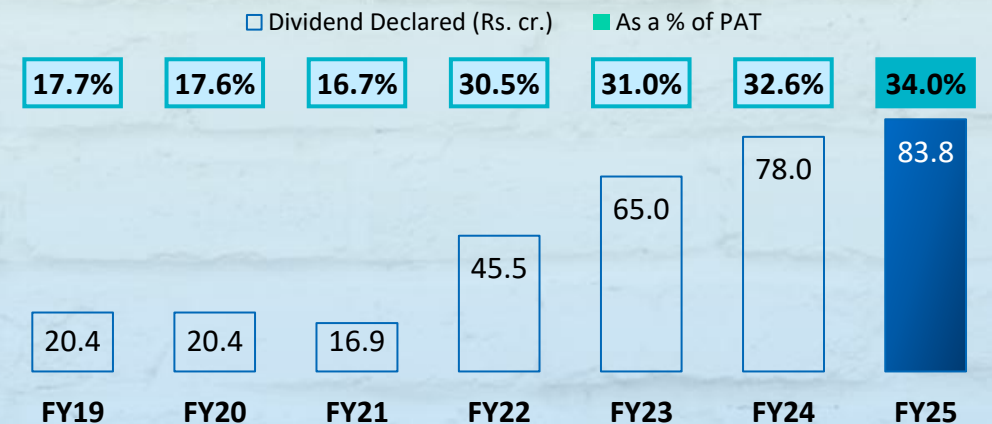
MF  
14.1%

Key Institutional Shareholders	As on 31 <sup>st</sup> March 2026
Nalanda India Equity Fund Ltd.	9.6%
Canara Robeco MF	3.0%
UTI MF	2.8%
HSBC MF	2.6%
Vanguard MF	1.4%
HDFC Life Insurance Co. Ltd.	1.2%
Bandhan MF	0.9%
Mirae Asset ETF	0.9%
ICICI Lombard General Insurance Company Ltd.	0.7%
Emerging Market Funds	0.6%
Tata India Consumer Fund	0.5%
HDFC MF	0.5%
Other Institutional Shareholders	3.6%
<b>Total</b>	<b>28.3%</b>

Market Cap. (in Rs. Crore)

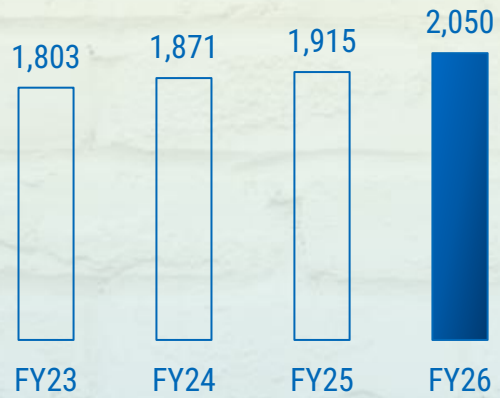


Dividend Distributed (Rs. cr.)

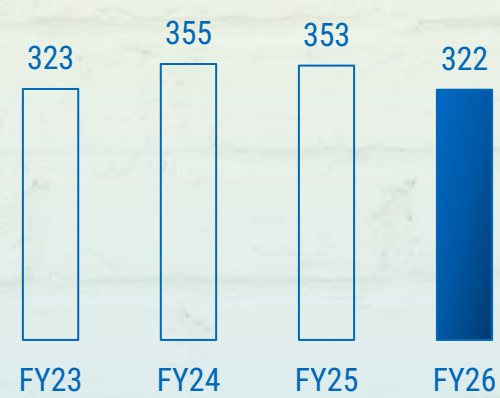


# Financial Overview

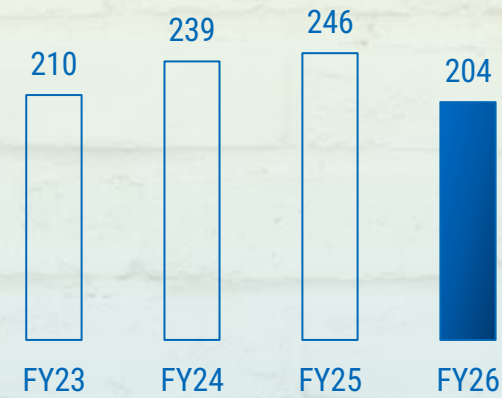
### Revenue (Rs. In crore)



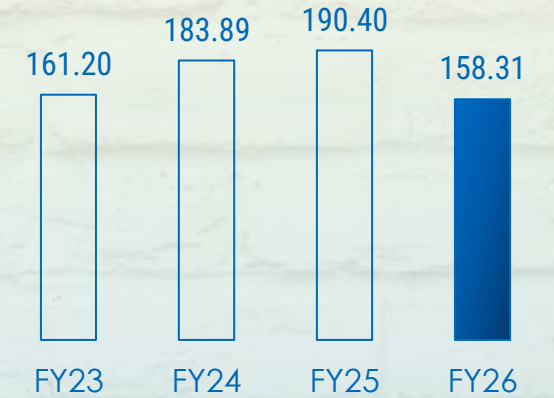
### EBITDA (Rs. in crore)



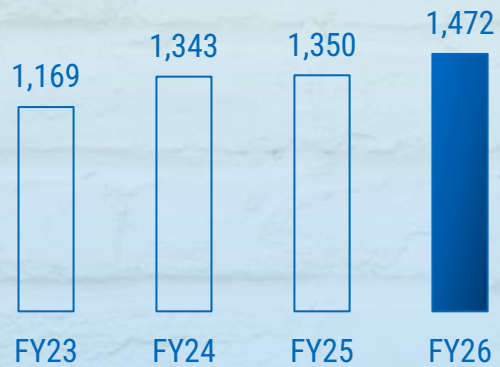
### PAT (Rs. in crore)



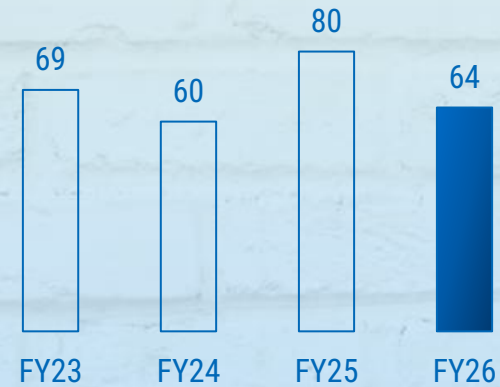
### EPS (In Rs.)



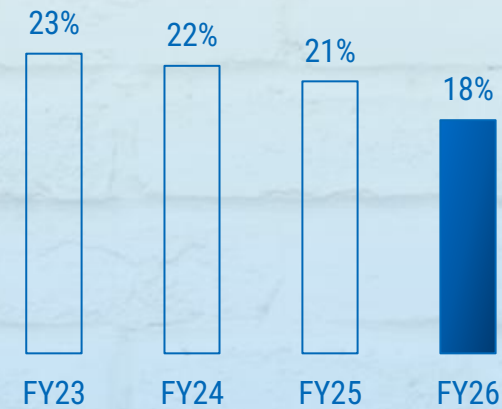
### Networth (in crore)



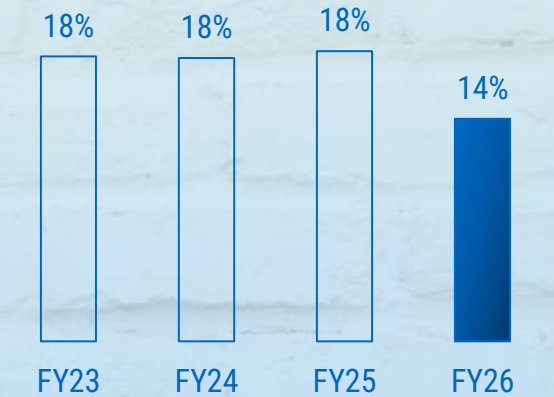
### Working Capital Days (net)



### ROCE (%)



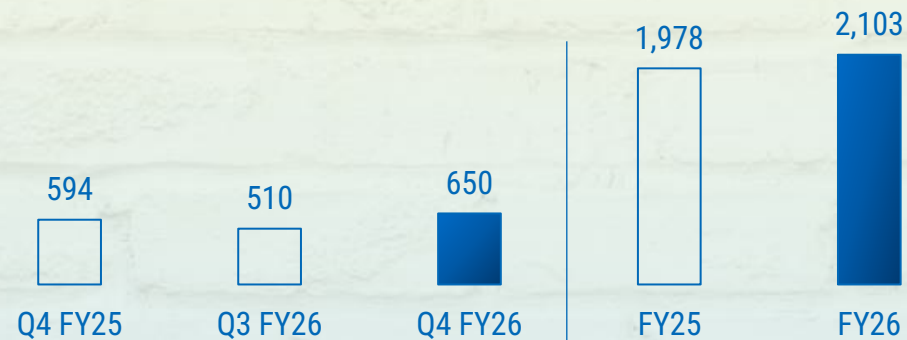
### ROE (%)



# Key Financial Highlights – Standalone Q4 FY26

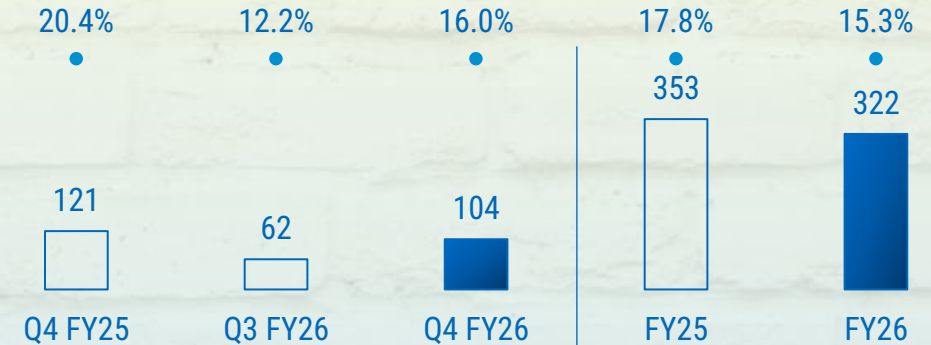
In Rs. crore

## Total Income



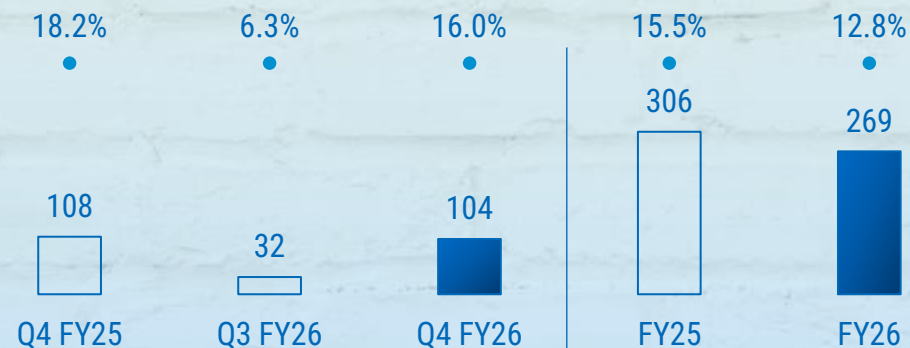
Shift (%) QoQ: 27.5% ↑ YoY: 9.4% ↑ YoY: 6.3% ↑

## EBITDA • Margins



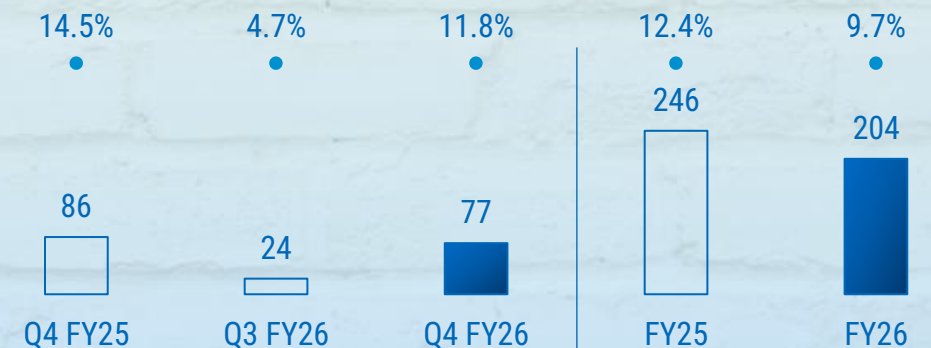
Shift (%) QoQ: 67.7% ↑ YoY: (14.0%) ↓ YoY: (8.8%) ↓

## PBT • Margins



Shift (%) QoQ: 225.0% ↑ YoY: (3.7%) ↓ YoY: (12.1%) ↓

## PAT • Margins



Shift (%) QoQ: 220.8% ↑ YoY: (10.5%) ↓ YoY: (17.1%) ↓

**Note 1:** All figures mentioned in the slide are standalone financials

**Note 2:** Operating EBITDA & EBITDA Margins calculated including other income

# CERA

Mr. Vikas Kothari (Chief Financial Officer)

Mr. Deepak Chaudhary (Vice President, Finance & IR)

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Email: vikas.kothari@cera-india.com

Email: deepak.chaudhary@cera-india.com

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Mayank Vaswani / Devrishi Singh

CDR India

Tel: +91 98209 40953 / +91 98205 30918

Email: mayank@cdr-india.com / devrishi@cdr-india.com

# CERA

Thank You