



## **SECOND 100 DAYS' CAMPAIGN - "SAKSHAM NIVESHAK"**

Dear Shareholders,

**Investor Education and Protection Fund Authority (IEPFA)** in line with the objectives of the Niveshak Shivir, and its broader drive for investor education and facilitation, has launched a **SECOND 100 DAYS' CAMPAIGN – "SAKSHAM NIVESHAK"** from **1<sup>st</sup> April, 2026 to 9<sup>th</sup> July, 2026**, targeting shareholders whose dividends have remained unpaid/unclaimed.

All the shareholders who have unpaid/unclaimed dividend or those who are required to update their KYC & nomination details or have any issues / queries related to unpaid / unclaimed dividend and shares, are requested to write to our Registrar and Share Transfer Agent (RTA) at **MCS Share Transfer Agent Limited (UNIT: CERA SANITARYWARE LIMITED) , 201, Shatdal Complex, 2nd Floor, Opp. Bata Show Room, Ashram Road, Ahmedabad – 380009**. You can also send your KYC documents through electronic mode on RTA at: [mcsstaahmd@gmail.com](mailto:mcsstaahmd@gmail.com) and Company at: [ceragreen@cera-india.com](mailto:ceragreen@cera-india.com)

The shareholders may further note that this campaign has been initiated to reach out to the shareholders to update their KYC and nomination details whose dividend are unpaid/unclaimed. **The shareholders are requested to update their details and claim their unpaid/unclaimed dividend in order to prevent their shares from being transferred to the IEPFA.**

Thanking You,  
For **Cera Sanitaryware Limited**

**Sd/-**  
**Hemal Sadiwala**  
**Company Secretary**

---

### **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

To  
The Nodal Officer  
[Company's Name]

**Subject: Request to Initiate Second 100-Day Campaign – “Saksham Niveshak” – for KYC and Related Updatons and Shareholder Engagement to Prevent Transfer of Unpaid/Unclaimed Dividends to IEPF – regarding**

Dear Sir/Madam,

In continuation of the earlier campaign, the Authority proposes to relaunch the initiative with an expanded scope to further facilitate the direct payment of unclaimed/unpaid dividends to the rightful shareholders by the companies.

Aligned with the objectives of the Niveshak Shivar and IEPFA's broader mandate of investor education, awareness, and facilitation, it is proposed to launch the **Second 100-Day Campaign – “Saksham Niveshak”** – focusing on shareholders whose dividends remain unclaimed, with an emphasis on KYC updation and related compliance measures.

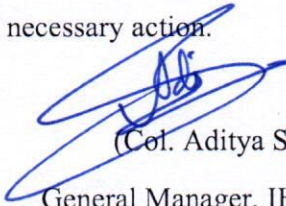
This campaign should focus on the following key actions:

1. **Proactive Engagement:** Reach out to shareholders to update their KYC, bank mandates, and contact information.
2. **Timely Dividend Processing:** Ensure swift processing of dividend claims and related requests.
3. **Prevent Unnecessary Transfers:** Avoid the transfer of shares to IEPFA by ensuring all eligible shareholders make necessary claims.
4. **Direct Claim Settlement:** Enable shareholders to receive their rightful claims directly from the Company.

In view of the above, you are requested to initiate the Second 100-Day Campaign during the period from **1st April, 2026 to 9th July, 2026**. You are also requested to submit **three periodic Progress Reports** and one final consolidated **Action Taken Report**, detailing the steps undertaken during the campaign period, as per the schedule below:

- **1st Progress Report:** 30th April, 2026
- **2nd Progress Report:** 25th May, 2026
- **3rd Progress Report:** 20th June, 2026
- **Final Report (Campaign Summary & Outcomes):** 15th July, 2026

The reporting format is enclosed herewith for your reference and necessary action.

  
(Col. Aditya Sinha)

General Manager, IEPFA