



Press Release

July 14, 2012

CERA bags Power Brand 2012 Award

Cera Sanitaryware Ltd., India's fastest growing sanitaryware company, has been selected Power Brand for 2012. The Power Brand award is instituted by IIPM Think Tank and Planman Media in association with the Indian Council for Market Research. The Power Brand 2012 enlists the top 100 of the most powerful brands in India, based on the parameters such as high recall value and *brand following* and *brand connect*, garnered through marketing activities conducted by organizations to promote their brand.

The Power Brand 2012 for CERA was received by Mr Atul Sanghvi, Chief Operating Officer from actor Pratik Babbar, in a glittering function held recently at Gurgaon, which was attended by the glitterati and top corporate honchos.

India's premium bathroom solutions provider, CERA has been in the forefront of innovation since its inception in 1980. CERA has an extensive and comprehensive product portfolio that includes sanitaryware, faucets and wellness range (steam shower rooms, whirlpools, etc.).

Close on the heels of the award received for the Product of the Year, second year in a row, the Power Brand award to CERA once again re-affirm the inherent strength of Brand CERA, which has been built over a period of three decades

This year, CERA designed a new website with a concept of designing your own bathroom. Customers can log on to the website and design their own bathroom using the special software and view it on 3D as well as 2D. They can also click and choose the products from the CERA range and place orders for the the products on-line.

Attached: Photograph (caption)

Mr Atul Sanghvi, Chief Operating Officer, CERA receiving Power Brand 2012 award from actor Pratik Babbar

Issued for favour of publication

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