

# **CERA bags Power Brand Award**

Cera Sanitaryware Ltd., synonymous with style and innovation, has bagged the 'Indian Power Brand' award second time in a row.

The most powerful brands in the country, with high recall score, brand loyalty and brand connect, are selected for the prestigious Indian Power Brand Awards by IIPM Think Tank and Planman Media in association with the Indian Council for Market Research.

"It is a very proud moment. CERA has bagged the award consecutively for two years now, as one of the top power brands in India." says Mr. Atul Sanghvi, Chief Operating Officer, Cera Sanitaryware Limited, who received the award at a glamorous event in Las Vegas.

CERA is a premium brand acknowledged for its stylish product range and elevated innovation through technological advancement and high quality production. Accolades like Power Brand awards endorse CERA as the pioneer in sanitaryware. Today with accelerated marketing thrust, CERA is a higher growth pace than its peers and is it has found an important place amidst the 30 fastest growing companies in India.

To further fortify its product portfolio and to capitalise on brand strengths, CERA has forayed into a new digital HD wall and vitrified tiles-- one more step towards becoming a complete home solution provider.

CERA Style Studios (Company display centres) across key cities in India have been a huge draw for developers, architects, designers and consultants, where they could see, touch and feel the entire range of CERA.

Since its inception in 1980, Cera has incessantly worked to be the choicest sanitaryware company in India. It is committed to style and offers a diverse range of products in sanitaryware, kitchenware, wellness, faucets, mirrors and tiles suited for all categories of customers.



Mr. Atul Sanghvi- COO, Cera Sanitaryware Limited, receiving the Award and Certificate from Prof. Arindam Chaudhuri - Chairman & Editor-in-Chief, Planman Media

Also present: Mr. Bruce Spotleson - Senior Executive, Greenspun Media, Dr. Ruby Dhalla - Indian Canadian Politician & Brand Ambassador, PowerBrands Glam, Mr. Stavros Anthony - Las Vegas City Council Mayor Pro-Tem