



## Cera's Snow White voted most innovative

In a nationwide consumer survey among 30,000 people conducted by Nielsen, Cera's Snow White has been voted Product of the Year in the sanitaryware category for 2011.

Cera Sanitaryware Limited, premium bathroom solutions provider, has been in the forefront of innovation right from its inception in 1980. Some of Cera's innovations in the past have become benchmark for the industry—like water-saving twin-flush coupled WCs, 4-litre flush WCs, one-piece WCs, etc.

The latest innovation of Snow White, produced with special raw materials after considerable research by Cera's R&D, is the whiter than the whitest, which has now been corroborated by consumers as well.

“Cera's Snow White enjoys a distinct edge over others' and this has now been validated by consumers as well”, said Mr Atul Sanghvi, President (Sales & Marketing) after receiving the POY award. Cera periodically sets new trends in designs and its constant innovations have given several path breaking contributions to the industry.

*Product of the Year* is a 24-year old international organisation based out of France, currently operating in 38 countries, for rewarding innovation in products based on actual consumer voting. POY has been operating in India for over three years.

Cera has its sanitaryware and faucet manufacturing facilities in Kadi, in North Gujarat. Apart from Sanitaryware and Faucets, Cera has been marketing its wellness range, consisting high end and luxury bath tubs, steam cubicles, shower partitions and shower panels. Also available from the Cera stable are mirrors and kitchen sinks.

Produced from carefully selected raw materials by the R&D team, the Snow White range from Cera is whiter than the whitest today. Fired on natural gas at 1200 degree centigrade in computer-controlled tunnel kilns, the special raw materials like opacifier adds extra gloss and sheen to the products.

This extra gloss and sheen has also been applauded by the consumers across the country now, by voting Cera's Snow White as the Product of the Year 2011 in the Sanitaryware category.



Mr Atul Sanghvi, President (Sales & Marketing), Cera Sanitaryware Limited receiving the Product of the Year award. From Ms. Ritu Anand , Principal Advisor & Chief Economist, IDFC. Also seen is Mr. Ajit Joshi, CEO & MD at Infiniti Retail Limited, Croma

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For any further information, please contact: P K Shashidharan, Vice President (Marketing), Cera Sanitaryware Limited, Ahmedabad on 9327674111 or [pks@cera-india.com](mailto:pks@cera-india.com)