

Press Release
June 07, 2012

Cera does it again.

Cera Sanitaryware Ltd., India's fastest growing sanitaryware company, has once again been voted Product of the Year in the Sanitaryware & Fittings category. The only recipient in this category, the award was received by Mr. Atul Sanghvi, Chief Operating Officer Marketing, Sales & Services, Cera Sanitaryware Limited, on behalf of the company and the entire team at a grand function held recently. "Cera enjoys a distinct edge over competition for its product innovation and this has now been validated by consumers", said Mr. Atul Sanghvi.

Proclaimed winner for its Snow White range in 2011, consumers across the country once again vouched for Cera's Nano Technology and voted it the winner for 2012 as well. Cera's innovative Nano technology ensures a microbial free surface for the products that impedes bacterial growth resulting in a healthier and cleaner environment.

India's premium bathroom solutions provider, Cera has been in the forefront of innovation since 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.

"Cera's products have always been designed for the discerning consumer with unmatched features and inimitable style" commented Mr. Vidush Somany, Executive Director, on the award.

Cera has its sanitaryware and faucet manufacturing plants at Kadi, in North Gujarat.

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. The winner is decided based on the findings of a massive consumer survey among 30,000 people by research firm A C Nielsen.



CERA bagged Product of the Year award second year in a row for Sanitaryware and fittings category. Seen here is Mr. Atul Sanghvi, Chief Operating Officer receiving the POY Trophy from Ms. Kamalika Guha Thakurta of the “Kyunki Saas Bhi Kabhi Bbahu Thi” fame while ace photographer Mr. Vikram Bawa looks on.

Issued for favour of publication

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

Encl: Jpg file (DSC_2834) of Mr. Atul Sanghvi receiving the award attached for your use.