

## The No. 1 Reflection of Style

Superior styling, sterling performance, enduring quality and trendsetting innovation of CERA faucets now makes it the No. 1 choice of discerning consumers across the country. CERA's single lever faucet has bagged the Product of the Year Award for 2013. In fact, for CERA it was a hat trick-- in the sanitary ware & fittings category. It was voted the Product of the Year winner for its epoch making Snow White range of sanitaryware in 2011 and again for its sanitaryware with surfaces with nanotechnology in 2012.



*Mr. Atul Sanghvi, Chief Operating Officer, CERA receiving POY award from actor Mr Dalip Tahil and Dr. Ganesh Natarajan, Vice Chairman and CEO, Zensar Technologies.*

“To be selected the best innovative product by consumers for faucets is a huge honor for us, especially when we are a young brand in faucets,” said Mr. Atul Sanghvi.

The premium bathroom solutions provider has been in the forefront of innovation since its inception in 1980. The faucet manufacturing plant of CERA is only three years old. CERA’s several innovations in the past in sanitaryware have become a benchmark for the industry--like water-saving twin-flush coupled WCs, 4-litre flush WCs, and one-piece WCs.

Its manufacturing facilities are located in Kadi, in North Gujarat. Adhering to highest quality measures at each step from the raw material selection to finished product preparation, CERA’s faucet manufacturing facility has been equipped with advanced technologies to ensure high performance and excellent

quality. The innovative designs of the CERA faucet collection are enhanced with the latest techniques for impeccable mirror-like finish.

Besides sanitary ware and faucets, CERA is also well-known for its wellness range, which includes high-end wellness range of whirlpools, shower panels and steam cubicles.

"CERA will pursue the path of innovation, delivering maximum value to its consumers" says Mr. S C Kothari, CEO, Cera Sanitaryware Ltd.

---

For further details contact:

Mr. PK Shashidharan, Vice President (Marketing), Cera Sanitaryware Limited Phone +91 79 26449781, Fax: +91 79 26569259  
Mob: +91 9327674111 Email: pks@cera-india.com