



## **CERA creates Cerenity and thereby a new category**

Cera Sanitaryware Limited launched Cerenity, first toilet sanitizer in 2013. A study conducted reveals that women do not use public toilets because of hygiene reasons. Cerenity, the amazing new-age toilet seat sanitizer is developed with best in class know-how that gives complete hygienic experience. The product revolutionises mobile hygiene and is aimed at a new age woman who will not compromise on their hygiene. Cerenity, a spray offers upto 99.9% safe toilet seat experience within 5 seconds of spraying.

Cerenity is available in Flora, Citroma and Mystic fragrances in a 75 ml easy to carry pack. It not only gives you a hygienic and safe toilet seat experience, its delicate fragrances lifts the mood too.

Cerenity is brought to you by CERA, a Rs.700 crore bathroom solutions provider and India's fastest growing sanitaryware company. Renowned for its innovative products, CERA has received several awards and set benchmarks for the industry.

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For any further details, you may please contact PK Shashidharan, Vice President Marketing on 9327674111 or pks@cera-india.com



## **Cerenity toilet seat sanitizer endorsed by consumers with Product of the Year 2014**

Cerenity launched in 2013 for the new age women who do not compromise on their hygiene has been awarded Product of the Year 2014. This was endorsed by consumers in a recent survey conducted by Nielson over 38 cities upon 30000 consumers.

Cerenity destroys upto 99.9% bacteria built up within 5 minutes of spraying without leaving any harmful chemicals and the seat is ready to use after 5 seconds of spraying.

Cerenity apart from sanitizing the seat, eliminates foul smell and lifts the mood with its 3 fragrances - Flora, Citroma and Mystic. It is portable and fits in women's bags and men's travel kit. The product is available in select stores and through website [www.cerenity.co.in](http://www.cerenity.co.in) or through face book.

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