



*Press Release*

11<sup>th</sup> October, 2015

## **CERA CMD conferred Business Knights award**

Mr. Vikram Somany, Chairman & Managing Director, CERA Sanitaryware Limited was awarded Business Knights at a function held recently by the Economic Times. Business Knights Awards is an initiative by the Economic Times to honour the business leaders in the country, who have contributed to the growth and development of the country.

Mr. Somany received the award for his remarkable efforts in setting up CERA and making it a leader in bathroom solutions. Brand CERA has a legacy of 35 years. Set up in 1980 in Kadi in Mehsana District of Gujarat in the year 1980, to manufacture vitreous china sanitaryware, today CERA has production of 3 million pieces per annum, making it the largest single location plant in the country.

Also, after the stupendous success in sanitaryware, CERA set up a state-of-the art manufacturing unit for faucets in Kadi. With a daily production of over 7,000 pieces, the faucet plant has latest automatic chrome-plating facilities, low pressure die-casting machines and automatic polishing machines, in addition to an array of CNC machines and 3-D printing making it possible to bring out to new ranges in matter of days.

CERA also diversified into digital wall and floor tiles and also offers a complete range of wellness products from massage bath tubs to steam shower rooms.

CERA has been the Preferred Partner of CREDAI, the apex body of real estate developers of India, for the last three consecutive years. CERA is also the preferred choice for architects, designers and consultants due to its uncompromising quality, easy availability through over 1400 distributors and over 14000 retailers and nation-wide sales and service network.

The simultaneous and continuous investments done in brand building too helped CERA grow, even during worst of the economic downturns.

With fresh investments in expansions and diversifications, CERA is poised to grow from strength to strength.

Attached: Photograph of Mr Vikram Somany, Chairman & Managing Director, CERA

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Issued for favour of publication.

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