

## CERA - The Star SME of the Year

CERA has bagged the Business Standard Star SME of the Year award 2015. The jury discussed a long list of names in the SME space, but Cera Sanitaryware, led by Chairman & Managing Director Vikram Somany emerged as the winner. CERA adapted the strategy of changing consumer preferences and positioned itself as the bathroom solutions provider instead of just sanitaryware. Investment in right products backed by vast network, brand building and customer satisfaction which are the keys to CERA's success.



Mr. Vikram Somany, Chairman and Managing Director, CERA receiving the award from Mr. Nandan Nilekani, Former Chairman, UIDAI.

## CERA CMD receives Business Knight award from Economic Times

The Economic Times Business Knights award was conferred on CERA Chairman and Managing Director, Mr Vikram Somany at a function held in Taj Vivanta, Gurgaon on 30th September, 2015. The Business Knights awards is an initiative of The Economic Times to recognize the contributions of leading business leaders in the country.



## CERA is the Best Mid-sized Company

CERA, the fastest growing home solutions leader, has been awarded the best mid-sized company, by Nav Gujarat Samay and The Times of India. The award was presented at a function in Ahmedabad by Gujarat's Finance Minister, Mr. Saurabh Patel and Education Minister, Mr. Bhupendrasinh Chudasama.

A jury of eminent people comprising of Mr. P K Laheri, Mr. Chinubhai Shah and Mr. Sunil Parkeh deliberated on the inputs and created a shortlist of 5 entries. Considering all the aspects, the jury then decided on the winners, which was attested by a Delphi panel comprising of Mr. Deepak Parekh, Lord Bhikhu Parekh and Mr. YK Alagh.

Accepting the award, CERA's Chairman and Managing Director, Mr. Vikram Somany said: "CERA will pursue its growth trajectory in the coming years too and be ahead of its competition".



Mr. Vikram Somany, Chairman and Managing Director, CERA receiving the award for best mid-sized company from Gujarat's Finance Minister, Mr. Saurabh Patel and Education Minister, Mr. Bhupendrasinh Chudasama