

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.

The awards were considered for those companies registered in Gujarat. To shortlist the winners, inputs were taken from Centre for Monitoring Indian Economy (CMIE). The inputs were calibrated on statistical and qualitative parameters by the Nav Gujarat Samay editorial team.

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.

CERA with its impressive compounded annual growth of over 35% in the past several years, was the winner among the mid-sized companies.

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".

With the on-going expansion in both its Faucetware and Sanitaryware plants, and the addition of floor and wall tiles, CERA's growth would certainly continue.



Mr. Vikram Somany, Chairman and Managing Director, CERA at the award ceremony

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



CERA

Eternal Youth

CERA introduces CERENA. Now give your faucets a stylish makeover with Cerena faucet cleaners.

Cerena retains the shine and the brand new look of your faucets.

Easy to use, just smear and wipe your faucets and other chrome plated bathroom accessories with Cerena.

Unlike, other harsh cleaners, this highly effective scale remover will also extend the life of your faucets and preserve their eternal youth.



Cerena
Faucet Cleaner

www.cera-india.com/cerena

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From the Desk of CMD

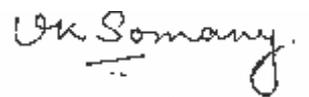
With the onset of 2015, CERA has paved its way to constant innovation to uphold its virtue of product standards for its contemporary customers. Continuous and perpetual support of our dedicated team has helped CERA in all its efforts. Today, CERA is one of the most sought after and preferred customer options in the global building and construction industry. The Nav Gujarat Samay, a Times Group Publication, has adjudged CERA the Best Mid-sized Company.

At CERA, we strongly believe that we make a life by what we give. In the current corporate scenario where social responsibility plays an inevitable role, it is only justified that the corporates give back to the community. We can uproot many national problems with a more relevant education system, proper healthcare solutions and empowering the women of our country. Basic education is widespread, but opportunities for learning continue to elude many. To overcome this conundrum, the CERA Foundation religiously works towards providing scholarships to aspiring and motivated students and conducts educational classes to curb illiteracy rate. It conducts medical camps at regular intervals to ensure physical well being of the community. CERA Foundation strongly supports women to become self-employed and independent by conducting classes for various skills. Corporate social responsibility is not an option but an obligation for all corporates.

Our Prime Minister, Shri Narendra Modi launched a new national campaign, 'Make in India', planned to transform India into a global manufacturing hub. The campaign will boost the national economy, making India a self-sufficient and a self-reliant country. Anticipating the needs of this campaign, CERA has already been working to establish an independent network. Gujarat has easy access to raw materials as it is the ceramic hub of the country. We have been trying to turn every opportunity into a success story to fulfil our pledge of building an autonomous organization. 'A Handbook for Production of Vitreous China Sanitary Wares' by Dr. K. N. Maiti, Director, Cera Sanitaryware Ltd. will serve as a source book and guide to adopt the basic quality measures required for ceramic manufacturing not only to the technical personnel of Cera Sanitaryware Ltd. but also to the existing ceramic units in India. His laudable contribution to the industry has brought us closer to bringing the Indian economy a global recognition and will provide necessary impetus to manufacture quality sanitaryware.

The secret to a successful and a sustainable business is being at par with the contemporary needs. CERA team has been extremely active in introducing new products and technology to its consumers. It adapts to the latest industry trends and accordingly initiates a game changing product that eventually proves to be a benchmark of modernization. CERA faucetware is now India's first IAPMO certified facility. CERA is proud of its hard-working professionals that constantly devise sanitation products with more efficient work processes, better productivity and performance.

With regards,



Vikram Somany

Chairman and Managing Director



CERA – widening horizons

CERA is widening its horizons with every quarter. Always the talk of the town by the virtue of its constant innovation in the Sanitaryware segment, CERA has now launched 14 new CERA Style Galleries within a short span. With the wide range of products to choose from and the contemporary appearance, these CERA Style Galleries are designed keeping consumer desires in mind.



Mr. Atul Sanghvi, Executive Director, CERA inaugurating the CERA Style Gallery at Tirupati in the presence of Mr. Narsimha Naidu of Sri Bhavani Agencies and Mr. G V Chowdary, Assistant General Manager Sales, CERA



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Himmatnagar. Also present are Mr. Nilesh Patel, Mr. Ganpat Patel and Mr. Mahesh Patel of Shivam Corporation along with Mr. Abhay Sapre, General Manager Sales and Mr. Nehal Golwala, Senior Manager Sales, CERA



A joint lamp lighting by Mr. Kirit Shah, Mr. Vaibhav Shah of Vaibhav Ceramics, Mr. Abhay Sapre, General Manager Sales, CERA, Mr. Kamlesh Upadhyay, President Yeola Charitable Trust, Mr. P.K. Shashidharan, Senior Vice President Marketing, CERA and His Holiness Param Pujya Maadi, marked the opening of CERA Style Gallery at Gandhinagar



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Tumkur in the presence of Mr. Dayanand and Mr. Thejesh of Hardware and Hardware along with Mr. Ratheesh Kumar Nair, Senior Manager Sales and Mr. H N Prasanna Kumar, Assistant Manager Sales, CERA



Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, CERA and Smt. Bachnidevi inaugurating the CERA Style Gallery at Patiala. Also seen are Mr. Ved Prakash Bansal, Mr. Ankush Bansal of Bansal Sales and Mr. Puneet Pal, Assistant Manager Sales, CERA



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Gallery at Bengaluru jointly with Mr. N Ramachandra Reddy of Hemadri Ceramics. Also seen are Mr. B C Suresh, Vice President Projects, Brigade Enterprises Limited, Mr. Ajay Kumar Dash, Assistant Manager Sales and Mr. Ratheesh Kumar Nair, Senior Manager Sales, CERA



Mr. Govindbhai Patel of Shree Shivam Enterprise inaugurating the CERA Style Gallery at Baroda. Also present are Mr. Bipin Patel and Mr. Piyush Patel of Shree Shivam Enterprise along with Mr. Chirag Solanki, Deputy Manager Sales and Mr. Digish Trivedi, Senior Executive Sales, CERA



Mr. Mrigendra Singh Kushan, Assistant General Manager Sales, CERA inaugurating the CERA Style Gallery at Parwanoo. Also seen are Mr. Subhash Singla, Mr. Sudhir Singla of Impact Enterprises and Mr. Sachin Kumar, Deputy Manager Sales, CERA



Mr. Naveen Nawathe, Assistant General Manager Sales, CERA inaugurating the CERA Style Gallery at Pune. Also seen are Mr. Akshay Goyal, Mr. Sanjay Goyal, Mr. Rajendra Goyal and Mr. Shyam Sunder Goyal of Sapphire Sales Corporation, Pune



Mr. Abhay Sapre, General Manager Sales, CERA inaugurating the CERA Style Gallery at Dahod. Also present are Mr. Sumit Doshi, Ar. Hiren Doshi, Mr. Girish Doshi, Mr. Kirit Doshi of Amit Traders and Mr. Chirag Solanki, Deputy Manager Sales, CERA



Mr. G V Chowdary, Assistant General Manager Sales, CERA interacting with guests during CERA Style Gallery Santhi PVC Tiles & Sanitary, Rajmundry opening



Mr. Nandkishor Agarwal, Shyam Iron Udyog, Mr. Karan Hota, Senior Manager Sales, Mr. Pradip Kumar Manna, Officer Business Development, Mr. Binod Chandra Pradhan, Assistant Manager Sales, Mr. Bhaskar Nandy, Assistant Manager Sales, CERA and Mr. Ramgopal Agarwal of Shyam Iron Udyog during the inauguration of CERA Style Gallery Shyam Iron Udyog, Jaigaon



Mr. Donthi Madhava Reddy, MLA Narsampet exploring CERA products in CERA Style Gallery Noble Tiles Home, Hanamkonda, Telangana which was inaugurated recently

Style gets a better place

A wide range of products from CERA have been displayed at the CERA Style Centres. In the last quarter the largest CERA Style Centre in the country was inaugurated.



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA inaugurating the CERA Style Centre at Poickattussery. Also present at the occasion are Mr. Jayadeep N, Deputy General Manager Sales, CERA and Mr. Joji Chumaar of Pulari Granites and Tiles. Pulari Granites and Tiles has over 13000 sq. ft. of CERA products display, making it the largest CERA Style Centre in the country.



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA and Mr. Prasad Kuruvila of KP Sanitary Stores inaugurating the CERA Style Centre at Trivandrum. Also seen are Mr. Unnikrishnan, Senior Officer Sales and Mr. Benny K. John, Deputy Manager Sales, CERA

Showcasing Style across the World

CERA participates in various exhibitions across the country. The stalls present the stylish products ranging from Sanitaryware to faucets, wellness to tiles and mirrors to kitchen sinks. The new products showcased attracted the attention of the visitors.



A view of the CERA stall at CREDAI Gujcon Ahmedabad

CREDAI Gujcon 2014, Ahmedabad

CERA participated in CREDAI Gujcon 2014 displaying latest innovations in faucets, tiles and other range of products. The products were well appreciated by the visitors.



Mr. Abhay Sapre, General Manager Sales, CERA interacting with the visitors at CREDAI Gujcon

CREDAI Property show, Vijayawada

CERA participates in CREDAI exhibitions held at different towns of Andhra Pradesh and Telangana. The participation helps CERA to connect with both influencers and end customers. The target groups take interest in CERA's new ranges. CERA participated in CREDAI Property Show Exhibition, Vijayawada.



A view of the CERA Stall at CREDAI Property Show, Vijayawada

TREDA Property Show, Hyderabad



Encouraged by the overwhelming response of the consumers in the last CREDAI Property Show, CERA participated in the TREDA Property Show. And the people of new state did not disappoint CERA this time either. Visitors collecting information and getting familiar with CERA products

CREDAI Home Expo, Kakinada



At the CREDAI Home Expo 2014, held at SMRT Function Hall, Kakinada, Andhra Pradesh, CERA displayed its range of products. Seen here are Mr. M Srinivas Rao of Sree Veera Sai Build Mart & Mr. S V M Chandrashekar, Vice President, CREDAI Kakinada



Vanitha Veedu Exhibitions

CERA Vanitha Veedu exhibition is a complete exhibition on the construction industry. CERA continued to be the presenting sponsor of this event. The perfection of the stall design and product display won the hearts of the organisers who declared the CERA stall as the "Best Designed Stall".

The objective of participating in a consumer exhibition is to showcase products and extend an opportunity for consumers to touch and feel the products. Objective accomplished.



Renowned actress Shweta Menon inaugurating CERA Vanitha Veedu Exhibition held at Kochi



The District Collector of Thrissur, Ms. M S Jaya, IAS, graced CERA's stall at CERA Vanitha Veedu Exhibition



CERA Vanitha Veedu Exhibition held at Kottayam. Seen above are visitors taking a close look at CERA's new range of Faucets



Mr. V S Sivakumar, Minister for Health, Family Welfare and Devaswom, Government of Kerala visited CERA Stall at CERA Vanitha Veedu Exhibition held at Trivandrum. Also seen are Mr. Benny K. John, Deputy Manager Sales, CERA and Mr. V Sajeew George, Chief General Manager, MM Publications Ltd.



Ms. A K Premajam, Mayor of Calicut, the Chief Guest, took keen interest in CERA products at CERA Vanitha Veedu exhibition

Arch Build 2014 Exhibition, Chandigarh

CERA participated in the 3rd edition of Arch Build 2014 exhibition held at Chandigarh. Arch Build is a unique exhibition for Chandigarh that focuses on the new products of construction and building industry material launched in the market.



Ms. Mandeep Kaur Bains, Officer Business Development, CERA explaining about the products to the visitors

Home & Decor Exhibition, Kolkata



CERA participated in Home & Decor Exhibition held at Science City Exhibition Ground, Kolkata wherein CERA had put up a stall to display its new products

AREIDA Realty Summit 2014, Guwahati



CERA reached the consumers of Guwahati by putting up a stall in AREIDA Realty Summit 2014 exhibition. The stall and the display appreciated by the AREIDA members, influencers and consumers were awarded "The Best Display Award". Mr. Bikash Chachan, Assistant Manager Sales, CERA receiving "The Best Display Award" from Mr. Amit Baruah, Member of Assam Real Estate and Infrastructure Developers Association and Director, Synergy Creation (I) Pvt Ltd.

Credai Karnataka Statecon 2015



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA addressing the delegates during CREDAI Karnataka Statecon 2015 held at Bengaluru

CREDAI Conclave

CERA and CREDAI, the apex body of housing developers, have been closely associated for a long time. CERA being the Preferred Sanitaryware Partner of CREDAI, participated in the CREDAI conclave to be at par with the latest trends prevailing in the industry.



Ms. Meenakshi Thakur demonstrating CERA faucets to Mr. Avinash Shirode of Rohan Enterprises - promoters & builders, Nashik at CREDAI Conclave 2014, Delhi

18th Indian Plumbing Conference+Exhibition, Bengaluru



CERA sponsored the 18th Indian Plumbing Conference + Exhibition, held at Manpho Convention Centre, Bengaluru where it displayed its premium range of products. Mr. Ratheesh Kumar Nair, Senior Manager Sales, CERA addressing the conference

BuildMat 2015 Exhibition, Coimbatore



Ar. Balasubramanian from Swaminathan Associates visiting CERA Stall at BuildMat 2015 exhibition held in Coimbatore. Also seen is Mr. A Devaraj, Officer Sales, CERA

IIAPL Season 3, Hubli



Ms. Meenali Joshi, Assistant Manager Business Development and Mr. Santosh Kumar D, Senior Executive Sales, CERA receiving memento for sponsorship from Ar. Prakash Deshmukh, President IIA during IIAPL Season 3 held at Hubli between 19th and 20th February 2015. Also seen from left are Ar. Jitendra Mehta, Chairman, IIA Sports Committee, Ar. Dilip Chandra Chatterjee, Junior Vice President IIA and Mr. Baba Bhusad, Member, BCCI

India's first IAPMO recognised Lab at CERA's Faucetware plant

CERA provides complete bath solutions to its customers and has been at the forefront of launching path-breaking products since its inception.

CERA has always believed in superior quality of products. The lab at the CERA faucetware plant has an efficient panel for research and development that ascertains excellence. The testing procedures followed at the lab conforms to the international standards laid by IAPMO.

Pursuing the objective of discerning the customer's mindset, it has launched a range of elegant faucets, designed with style and expertise. The plant is equipped with latest machines like CNC Machine, Low Pressure Die Casting Machine, Automatic Polishing Machine and Auto Electro Plating Machine.





IAPMO INDIA



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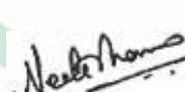
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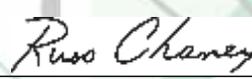
- ASME A112.18.1-2012/CSA B125.1-12, Plumbing supply fittings (only sections 4.1.1, 5.2, 5.3.2, 5.4 & 5.6)
- ASME A112.19.2-2013/CSA B45.1-13, Ceramic plumbing fixtures (except sections 7.8 & 7.10)
- ASME A112.19.14-2013, Six-Liter Water Closets Equipped with a Dual Flushing Device
- 2013 Water Efficient Products-India (WEP-I)

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Neeta Sharma
Managing Director



GP Russ Chaney
CEO, The IAPMO Group





Winners, Jury members and guests posing for a photograph at Istanbul



The Award Ceremony of the 'Architecture+Design & CERA Awards 2014' was recently held in Istanbul, Turkey – the city of great historical and architectural relevance. Architecture+Design, a premier national journal of architecture, partnered with CERA, to celebrate and recognize excellence in architecture. Iconic figures from the Architectural fraternity were present like the acclaimed Turkish architect Dogan Hasol; internationally acclaimed architect and the ex-secretary general of the Aga Khan Awards – Dr Suha Ozkan was the guest of honour. Jatin Das graced the occasion as a special guest. One of the highlights of the event was a grand painting created by Jatin Das, which was up for auction at the end of the function. The thought-provoking ideas and inspiring talks of the speakers impressed over 150 architects from India who travelled to Istanbul for this significant event in the architectural fraternity.



Mr. Vikram Somany, Chairman and Managing Director, CERA



Ar. Shirish Beri with his "The Hall of Fame Award". Also seen is Ar. Suha Ozkan

The event commenced with the inauguration of the exhibition of the winning projects and a few projects of some emerging Turkish architects. Dr Suha Ozkan inaugurated this interesting display. Before the awards presentation, Mr. Vikram Somany, Chairman and Managing Director, CERA, greeted the audience with his welcome note.



Ar. Namith Varma receiving "The Recreational Architecture Award" from Mr. Vikram Somany, Chairman and Managing Director, CERA



Mr. Jatin Das, renowned artist graced the occasion by his live painting



Ms. Ruhi Ranjan, Ms. Mrignayee Bhagat and Ms. Manushi A Jain with their "Students' Thesis Project Medals 2014". Also seen are Mr. P K Shashidharan, Senior Vice President Marketing, CERA, Ar. William J R Curtis, Mrs. Deepshikha Khaitan, Director, CERA and Mr. Piyush Sharma, Chief Executive Officer, Exposure Media Marketing Pvt. Ltd.

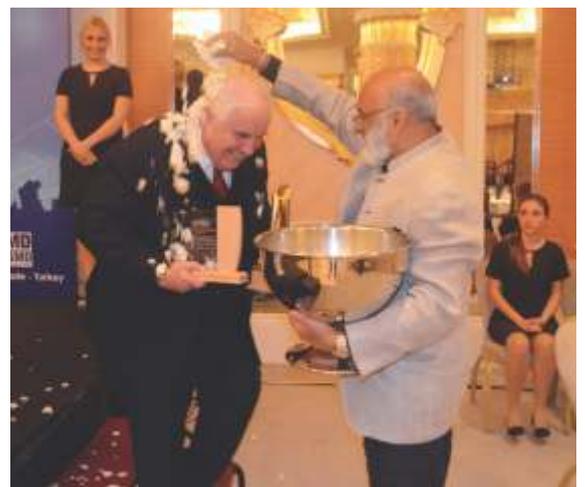


Winners posing for a photograph at Istanbul

Ar. Rahul Mehrotra bagged the revered Golden Architect Award – India and in his acceptance speech he said “Awards like this are very important for a country like India to recognize the gamut of work that is being done.”



Ar. Shilpa Gore Shah with her “The Innovative Interior Design Award for Residence Interior Design”. Also present are Ar. Pinkish Shah, Mr. P K Shashidharan, Senior Vice President Marketing, CERA Ar. William J R Curtis, Mrs. Deepshikha Khaitan, Director, CERA and Mr. Piyush Sharma, Chief Executive Officer, Exposure Media Marketing Pvt. Ltd.



Ar. William JR Curtis, who won “The Golden Award for Global contribution in Architecture” showered with flowers by Ar. Karan Grover



Ar. Chang Yong Ter with “The Golden Emerging Architect - Singapore” Award. Also seen are Mr. S K Pasari, Director, CERA and Mr. Xavier Colaco, President, Exposure Media Marketing Pvt. Ltd.



Ar. Hakan Demirel with “The Golden Emerging Architect - Turkey” Award. Also seen are Mrs. Deepshikha Khaitan, Director, CERA and Ar. William JR Curtis



Ar. Hiren Patel with “Award for Residence Design with a Difference”. Also seen are Mr. P K Shashidharan, Senior Vice President Marketing, CERA, Ar. Dogan Hasol, Chief Guest, Mr. Vikram Somany, Chairman and Managing Director, CERA and Mr. Suneet Paul, Editor-in-Chief, Architecture + Design



Architects at the event

Architect Dogan Hasol, who presided as the chief guest, addressed the audience and shared some similarities between India and Turkey saying, "My opinion in general is that India is not only a country of democracy and tolerance, but a country of unique architecture as well." He further elaborated, "I couldn't help but notice that there are similarities between India and Turkey. For example they share Eastern cultural values and attachment to traditions. Another similarity can be found between the planning process of Chandigarh as the new capital of Punjab and the formation of Ankara as the new capital of the Republic of Turkey." Elucidating about Istanbul as one of the most outstanding cities in history, he said, "It was the capital of three empires throughout many centuries with its extraordinary beauty, with its cultural and historical legacy."

World renowned critic William J R Curtis, a historian, a painter and a photographer has won the most exalted Golden awards for Global Contribution in Architecture. He captivated the audience with his anecdotes when he narrated his passionate journey of architecture.



Ar. Razin Mohmood with "The Golden Emerging Architect - Malaysia" award



Ar. Sandeep J with his award for "Residence Design with a Difference" category. Also present are Mr. Vikram Somany, Chairman and Managing Director, CERA, Chief Guest Ar. Dogan Hasol, Mr. P K Shashidharan, Senior Vice President Marketing, CERA and Mr. Suneet Paul, Editor-in-Chief, Architecture+Design



Ar. Dogan Hasol, Ar. William JR Curtis and Mr. Vikaram Somany, Chairman and Managing Director, CERA

A view of the gathering engrossed in the Architecture+Design & CERA Awards 2014 at Istanbul



Vanitha Film Awards 2015

The Vanitha Film Awards are presented annually by Vanitha, an Indian magazine from the Malayala Manorama group in the south Indian state of Kerala. The awards ceremony has been instituted to honour both artistic and technical excellence in the Malayalam film industry. Held and broadcast annually, the ceremony has gained in popularity over the years and is currently one of the most-watched award ceremonies in Kerala. CERA has been a Title sponsor for Vanitha Film Awards and has actively contributed for this event.



Mr. Abbey Rodrigues, Senior Vice President Sales, CERA presenting a token of gratitude to Padmasree Bharath Mammooty who won the Best Actor Award in CERA Vanitha Film Award 2015 held at Kochi in the presence of Actor Padmasree Jayaram



Mr. Jayadeep N, Deputy General Manager Sales, CERA presenting a token of gratitude to Director I.V. Sasi for the Life Time Achievement Award in CERA Vanitha Film Awards 2015 held at Kochi in the presence of Actor Lulu Alex



Style meets the glamour quotient

Actress Harshika Poonacha, one of the leading Actresses in Kannada Film Industry visited the CERA Style Studio, Bengaluru. She was one of the contestants in BIGG BOSS Season 2 (Kannada) which was sponsored by CERA.



A happy journey for dealers

CERA has always believed that the dealers are the most valuable asset of the company. It is because of the core team that CERA has reached the pinnacle of success. Dealers get a well deserved break after the hard work.



Kerala Sub dealers visited the Royal Botanic Garden, Sydney and enjoyed the flora and fauna at the garden during their trip to Australia

North East dealers had a gala time at the Dream World Amusement Park, Thailand





Dealers from Karnataka take time-off at Bali



Karnataka dealers during their trip to New Zealand

Upper North dealers at Malaysia



Transforming lives with CERA Foundation

Corporate Social Responsibility is an initiative to assess and claim responsibility for the company's effects on the environment and impact on social welfare. It is a commitment to developing policies that integrate responsible practices into daily business operations. CERA has strived to make continuous efforts in the direction of social upliftment. It is involved in an array of activities to promote education, health and women empowerment.

Education Programmes & Scholarships

To achieve the motive Empowerment through Education, CERA Foundation promotes educational classes (3rd to 10th Standard) in various core subjects like Maths, Science, Social Science, English and Computer education.

CERA Foundation also provides scholarships for bright students who aspire to be in the Engineering/Medical fields as the courses are very expensive. Under the aegis of this programme scholarships have been provided to more than 50 students who have applied for Engineering and Medical courses.

Empowering tomorrow with CERA Foundation

Corporate Social Responsibility in today's era holds greater significance as it plays a facilitating role in India's socio-economic development. It helps achieve CERA a balance of economic, environmental and social imperatives while at the same time addressing the expectations of shareholders and stakeholders integrating social and environmental concerns.

Health Programmes

CERA Foundation conducts regular health checkup programmes. 152 people from the surrounding areas were covered under this programme.

The CERA Foundation sponsors Medical Aid on monthly basis for the elderly.

In August 2014, CERA Foundation conducted medical camps for approximately 2800 children across all Government schools with the help of Care Hospital, Kadi.



Physical well-being

A two week Yoga Shibir was organised by the CERA Foundation in November 2014.

Skill Development Classes

"Education for Employability" is the mantra at the CERA Foundation. The Foundation helps almost 200 women staying at various remote locations around Kadi for learning various skills like tailoring, beautician courses, hand embroidery and cooking. This enables them in becoming self-sufficient and independent.

The Government School at Budasan is supported by the CERA Foundation. It has committed to build classrooms and toilets as a part of the Swachh Bharat Abhiyan.



CERA Foundation is planning Pilot projects for various trades like plumbing, glazing, casting, moulding, grinding & polishing with the support of SV University, Kadi

CERA Foundation jointly with the SEWA team will conduct various women empowerment initiatives for local women from nearby villages of Kadi.

CERA Karnataka Eagles joining hands for social cause at SOCARE IND orphanage. Karnataka team has fulfilled the basic daily needs for them. SOCARE IND orphanage has 50 girl children whose Fathers have been imprisoned and are sentenced to Death.



CERA's contribution for Sustainable development

Our Prime Minister, Shri Narendra Modi has launched a national campaign "Make in India" with a view to transform India into a global manufacturing hub. The campaign will fuel the national economy and meet the growing demand of job creation in the manufacturing sector. Gujarat, the ceramic hub of the country, can play a pivotal role due to the labour intensive nature of the industry.

Dr. K N Maiti, Director, CERA addressed the 2014 Indian Ceramic Industry Development Forum on the topic Sustainable Development of Indian ceramic industry. He analyzed the entire production process and how optimum utilization of resources was possible at the base level.



Dr. K.N. MAITI, M. Tech., PhD (Tech), FII Cer, Ex-FIMMM (UK) & Ex-Chartered Scientist (UK),
Director, Cera Sanitaryware Limited

Plumber Meet

The journey of a plumber with CERA is never complete. Starting from pre-construction plumbing of a building to a replacement/ repair of existing house, the interaction is ongoing. Showing new products and their proper installation is therefore an absolute necessity for a smooth journey. CERA organises periodical meets in order to assist plumbing technicians understand the accurate installation of products.



A joint plumber meet was held by CERA and Krishna Hardwares at Trichy



CERA organised a Plumbing Technicians Meet at Khammam District, Telangana



A Plumbing Technicians Meet held at K3 Style Homes, Malappuram



Christmas Day celebrations at CERA

CERA expressed camaraderie with the Christmas Day celebrations at CERA. Inclusiveness being the core belief at CERA, the day was celebrated with the employees at the Mumbai Style Studio.

New arrivals

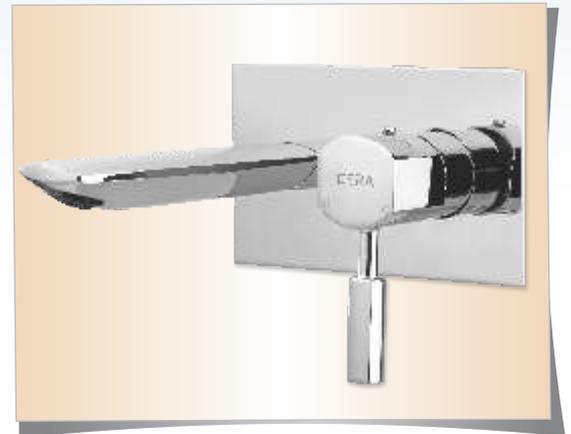
Gayle Range of Faucets

CERA, a complete home solutions leader has been upgrading its faucet production facilities in its manufacturing plant in Kadi, North Gujarat, launched a new contemporary faucet series-GAYLE.

CERA's Gayle series of faucets is a fusion of modern straight lines and classical curves-giving it aesthetic style and functional utility. Gayle, conforming to green norms, is crafted by in-house designers of CERA, in its IAPMO recognized lab, which incidentally, is the first of its kind in India.

With a blend of sharp edges and curved contours, Gayle has both single lever and quarter turn ranges and comes with a coin-slot aerator for easy maintenance.

Manufactured at CERA's state-of-the-art plant equipped with the latest CNC machines, automatic polishing machines, low pressure die casting machines and automatic plating unit lends impeccable finish to the Gayle series.



1218 Charmis Table Top wash basin

CERA, a leading name in the world of style introduces Charmis Table Top wash basin. The contemporary straight line design with table top installation is yet another product fuelling style.

5025 Cicily Urinal

CERA launched Cicily, the lidless sensor urinal with a unique compact design for the first time in India. The lidless sensor urinal is easy to install and maintain because of its superior structure that prevents moisture from entering into electronic flushing system. In addition to this, it can also be converted into a green product by adjusting the pre-flush and post-flush water discharge. Its Electronic Flushing System feature makes it hygienic.



Fiore Digital floor tiles

Foraying into a new arena, CERA launched an array of stylish wall and floor tiles. The Fiore floor tiles are a mélange of style and modernity giving a new perspective to contemporary lifestyle. This adds elegance to the plush ambience.

CERA Style Seal Anti-Mildew Neutral Silicone Sealant

CERA, a synonym for style and innovation introduces CERA Style Seal. CERA Style Seal Anti-Mildew Neutral Silicone Sealant is a revolutionary and modern sealant that helps easier installation of Sanitaryware products. CERA Style Seal is a 100% neutral cure (non-acidic) one-component silicone sealant which improves the aesthetics of your spaces by giving it a neat, clean and stylish look. Experience this excellent adhesive for fixing Sanitaryware which brings along style with ease.

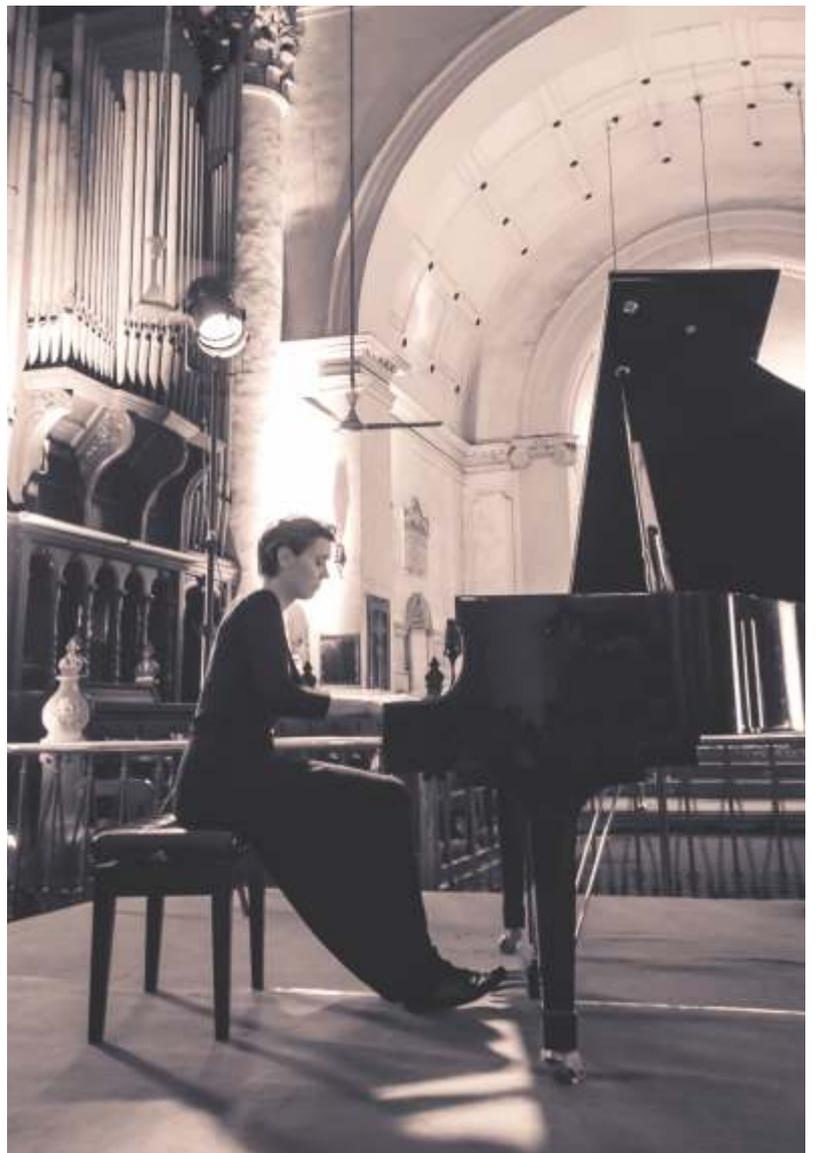




It was an honour to be a part of an enchanting musical soiree by pianist Ms Christine Chareyon at st John's Church Kolkata. Mr Vikram Somany, Chairman and Managing Director, CERA had sponsored the event and was also present there with his team, along with Mr. Abhishek Basu, Basu Foundation for Arts

An enchanting musical soiree

The Basu Foundation for Arts presented an enchanting soiree by pianist Ms. Christine Chareyron. Mr. Vikram Somany, Chairman and Managing Director, CERA was present at the event. The event was held at the iconic St. John's church, wherein music lovers and aficionados of western classical music got a rare opportunity to listen to this most versatile musician of modern times.



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