



## **Sonam Kapoor is the new brand ambassador for CERA**

**New Delhi, 24 September' 2013:** CERA, the fastest growing Indian premium bathroom solutions provider, has signed up style icon, Sonam Kapoor as its brand ambassador for its forthcoming campaign. CERA, which embodies style, value, and innovation, could not have found a better fit than the style diva Sonam to be its face.

According to Mr. Atul Sanghvi, Chief Operating Officer, for CERA Sonam is the perfect brand fit to be its ambassador for its range of sanitaryware, faucet, wellness and tiles. "She is extremely talented, sophisticated and a style inspiration for everyone in the country," he said of the gorgeous diva who has represented India at the 66<sup>th</sup> Cannes International film festival this year. Sonam is socially conscious, and has associated herself with various NGOs. She has acted in blockbuster movies like Bhaag Milkha Bhaag, Ranjhanaa, Delhi 6, Aisha, to name a few.

As the brand ambassador, Sonam and CERA find a common connection with the brand's core value, Style. Being a pioneer in the sanitaryware segment for over 30 years, CERA stands for superior styling, trendsetting innovation and finest product quality, backed by nation-wide sales & distribution and service network.

CERA, whose identity over 30 years has evolved and a new youthful logo been presented to the world two years ago, now connects well with the young and positive India, who connect very well with Sonam Kapoor.

CERA has bagged *Product of the Year* award for three years in a row, for its innovation and has been awarded *Power Brand* for the last two years consecutively. CERA was also awarded *Asia's Most Promising Brand* last week at Dubai.

### **For further information please contact:**

Sanjeev Choudhary-9313574011

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