

The grand launch of large format slabs

CERA launched Grande Slabs, a collection of large format slabs, at JW Marriot, Mumbai. Renowned Architect Prem Nath, inaugurated the event wherein over 52 designs of Grande Slabs were unveiled. The program, spread over 2 days, was attended by over 400 dealers from the length and breadth of the country.



CERA tiles - grande slabs display in launch event in Mumbai



Ar. Prem Nath inaugurating Grande Slabs display in Mumbai. Also seen are Mr. Abbey Rodrigues, President Sales, Mr. Manish Agrawal, General Manager Sales, Mr. P.K. Shashidharan, President Marketing and Mr. Atul Sanghvi, Executive Director & CEO, CERA.



CERA tiles - grande slabs display in launch event in Mumbai

Already renowned in the sanitaryware and faucets category, CERA has steadily established a leading position in the tiles segment as well. In keeping with the ethos of constant growth and innovation, CERA launched Grande Slabs in 1200X2400 mm, 800X1600 mm and 1200X1200 mm. This launch of Grande Slabs will give consumers a broader choice of GVT tiles to choose from. Over 400 design concepts of floor and wall tiles in different sizes were displayed at the event.

The two-day event was attended by a large numbers of invited guests from trade partners of CERA -- dealers, sub-dealers, suppliers, architects and developers.



A cross section of the audience to attended the inauguration



CERA trade partners at tiles display in launch event



kuch pal
ghar ke naam