



Press Release

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Thin is in: CERA's a new style statement

CERA, India's fastest growing home solutions provider which has been known for its path breaking innovations since 1980, has now launched an of contemporary table top wash basins in varied designs, with thin rim. Being the leader in style and innovation CERA presents yet another opportunity for consumers to give their bathroom a stylish edge, with these wash basins with thinner rim.

"The thin-rim wash basins are the latest addition to the ever evolving sanitaryware range of CERA." remarked Mr. Atul Sanghvi, Executive Director, Cera Sanitaryware Limited. "In tune with the current international trends, CERA's design team has done an exceptional work with the thinner rim."

These stylish thin-rim washbasins make the bathroom more attractive than ever before and are designed keeping in mind the growing needs of modern consumers. Apart from its aesthetic appeal, by virtue of the thinner rim, the bowl area of the washbasins is much larger. The designs are round, rectangular and oval in shape and are meant for tabletop installation.

These thin rim wash basins are manufactured using superior grade inputs and modern technologies conforming to international quality standards. With superior ergonomics and a contemporary look, these new thin rim wash basins portray the versatility and innovation of CERA at its best.

Encl: Photographs of Thin Rim Wash Basins

For favour of publication.

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