

From the Desk of CMD



Fiscal 2011-12 has been a resounding growth year for CERA. Thanks to CERA's business partners – trade associates, institutional customers and influencers, like architects, interior designers, plumbing consultants, etc. Not to be complacent with the 32% growth, we are now targeting higher growth in 2012-13. The all India sales team celebrated this growth with a sales meet at Colombo and pledged to go all out and put CERA on the fastest growth track.

Production increase and technical upgradations are a way of life at CERA's factory in Kadi. Work for commissioning a new 110 metre long kiln is on at a frenetic pace in the sanitaryware factory. Soon, two new shuttle kilns will also get ready for firing. At the faucet factory, commissioning of CNC machines for both mould-making and machining have hastened the launch of new designs into a matter of weeks. Also, the polishing machines have helped the faucet factory churn out more pieces in lesser time with finesse. CERA's tradition of superior R&D continued this year too – with it winning Product of the Year 2012 for the second time in a row. Read on and you will find more exciting happenings at CERA.

With best wishes,

Vikram Somany

Chairman & Managing Director

CERA on Fast Track

CERA recorded a topline growth of 32% in 2011-12, despite rumours of an impending slowdown. The next fiscal, says Mr. Atul Sanghvi, would be even better. "The sales team is highly motivated and sky is the limit". The State Sales Heads met at Ahmedabad, followed by a full-fledged all India meet at Colombo. "We go for the goal; and we can't be stopped," says Mr. Abbey Rodrigues, who recently moved from Kochi to Ahmedabad to take charge of all India sales.

The new CERA logo, unveiled a few months back by renowned architect Mr. Hafeez Contractor, has infused a contemporary youthful freshness into the brand.



CERA State Sales Heads during the sales meet at Ahmedabad, flanked by Mr. Vidush Somany, Executive Director.



POY – CERA Does it Again

For the second year in a row, CERA was awarded Product of the Year for 2012 for its innovation in sanitaryware and fittings. POY is an international organisation, honouring innovative products. The winner is decided based on the findings of a massive consumer survey among 30,000 people by research firm A C Nielsen.

CERA bagged Product of the Year award second year in a row for sanitaryware and fittings category. Seen here is Mr. Atul Sanghvi, President Sales & Marketing receiving the POY Trophy from Ms. Kamalika Guha Thakurta of the "Kyunki Saas Bhi Kabhi Bbahu Thi" fame while ace photographer Mr. Vikram Bawa looks on.

CERA Style Studio Opened in Mumbai

Style has a new address in Mumbai. Located at Veera Desai Road in Andheri (West), the new CERA Style Studio was inaugurated by Mr. Vidush Somany, Executive Director recently. "Ever since we opened the new CERA Style Studio in Andheri, there is a stream of architects and prospective institutional buyers dropping in to check out the latest designs and products" says Mr. Naveen Nawathe, Assistant General Manager Sales.



The new Style destination: Mr. Vidush Somany, Executive Director inaugurates the Cera Style Studio, Mumbai.

New Product Launches

ONE PIECE EWCs WITH INTEGRATED CISTERN, SEAT COVER AND TWIN FLUSH FITTINGS



CERTEL
3130 One Piece EWC
(concealed 'P' trap)
3330 Soft Close Seat Cover
3430 Twin Flush Fittings



COBY
3131 One Piece EWC
(concealed 'S' trap)
3331 Soft Close Seat Cover
3431 Twin Flush Fittings
Wall Distance: 305^{±10} mm



CARMA
3135 One Piece EWC
(concealed 'S' trap)
3335 Heavy Duty Urea
Soft Close Seat Cover
3435 Twin Flush Fittings
Wall Distance: 300^{±10} mm

New CERA Ad with Dia Mirza Released

A new 30 sec TV commercial, featuring CERA's brand ambassador, Ms. Dia Mirza was released on Star Plus. Show-casing CERA's premium designs of WC, Faucet and Steam Cubicle, the ad received rave reviews. The ad will soon be seen on business, infotainment and news channels.

Making of a new TV ad for CERA: Ms. Dia Mirza on the sets of new CERA TV ad.



A view of the display at CERA Style Studio in Mumbai.

New Product Launches

TWO PIECE EWCs WITH CISTERN, SEAT COVER AND TWIN FLUSH FITTINGS



500 mm
Seat
height

CIMBERLY
3128 EWC (concealed 'S' trap)
3225 Cistern
3325 Soft Close Seat Cover
3425 Twin Flush Fittings
Wall distance: 250^{±10} mm



CIMBERLY
3125 EWC (concealed 'S' trap)
3225 Cistern
3325 Soft Close Seat Cover
3425 Twin Flush Fittings
Wall distance: 250^{±10} mm

Safety First

With a view to encouraging safety practices amongst workers at the factory and safe guard company property, CERA got its existing safety management systems certified for OHSAS 18001 by ISOQAR.



More CERA Style Galleries Opened



Mr. Atul Sanghvi, President Sales & Marketing inaugurating CERA Style Gallery in Guntur. To his left is Mr. Wisweswara Rao.

Style addresses are increasing. Not just in metros and mini metros, but even in smaller towns. Recently, CERA Style Galleries were opened in Thiruvananthapuram, Guntur, Thirunelveli and Karnal. "The quality footfalls and consequential sales have increased by leaps and bounds after we opened the CERA Style Gallery" says Mr. Ramesh Shah, who opened the CERA Style Gallery a few months back in Ahmedabad.



A view of the display at CERA Style Gallery in Guntur.



Mrs. Pooja Somany and Mrs. Savitha Mohandas jointly inaugurate CERA Style Gallery at Thiruvananthapuram, while Mr. Vidush Somany and Mr. V Mohandas look on.



A view of the newly opened CERA Style Gallery in Thiruvananthapuram.



Mr. Atul Sanghvi, President Sales & Marketing, inaugurates the CERA Style Gallery at Karnal. Also seen are Mr. Kishan Chand, Mr. Surinder Pal of Cera Style Gallery, Karnal with Mr. Rakesh Sambyal, General Manager Sales, CERA.

CERA Retailer Meets

CERA retailer meets were held in Ahmedabad, Vadodara and Surat recently. Those who achieved the targets were also rewarded.



A view of the gathering of CERA retailers during the meet.



Mr. Abhay Sapre and his team along with CERA dealers during the retailer meet held at Ahmedabad.



A view of the gathering at the CERA retailer meet at Vadodara.



Mr. Abhay Sapre, General Manager Sales making a presentation on CERA to CERA retailers at the meet held in Surat.



CERA retailers at the meet in Surat.

Sales Meet at Colombo

When the entire sales team from Business Development Officers to President, met at Colombo, it was indeed a historic moment for CERA.

While Mr. Atul Sanghvi, President Sales & Marketing opened the meet with his curtain-raiser Mission 500 film, Mr. Abbey Rodrigues, Vice President Sales sang the CERA anthem:

"We are eagles... we fly up above"

While the chorus was going on, there was a tsunami alert (the hotel in Colombo where the conference was being held was right on the beach, while a massive earthquake of 8.6 on Richter scale hit near Sumatra).

"We swim above tsunami too"

One of the team members added.



Mission accomplished: Team CERA at Colombo.



Rising UP: Team UP (the area includes both Uttar Pradesh and Uttarakhand) has risen to the occasion and has bagged the performance award for 2011-12. Mr. Rakesh Sambyal, General Manager Sales and Mr. Lokesh Verma, Manager Sales with the team members.



God's Own Country wins again: Team Kerala won the award for best sales performance in 2011-12. Mr. N Jayadeep, Assistant General Manager Sales with the trophy along with his team members.



AP is upbeat: Team Andhra Pradesh has been doing extremely good work in sales growth in the past few years and they repeated it in 2011-12. Mr. G V Chowdary, Senior Manager Sales along with his team members receives the trophy from Mr. Atul Sanghvi, President Sales & Marketing.



CERA Gujarat dealers visited Malaysia. Seen here is the group near the Petronas Towers in Kuala Lumpur along with CERA's personnel - Mr. Abhay Sapre, Mr. Nehal Golwala, Mr. Chirag Solanki and Mr. M Jagadeesan.

Foreign Trips by CERA Dealers

Last quarter saw several trips by CERA dealers to exotic countries like Greece, France, New Zealand, etc. There were several trips during the current quarter also: to Singapore by Goa dealers, to Beijing by Kerala dealers, to Malaysia by Gujarat dealers.

CERA retailers from Kerala visited China. They were accompanied by Mr. K Thulasidas, Deputy Manager Sales, CERA, Thiruvananthapuram and Mr. B Padmakumar, Assistant Manager Sales, CERA, Thrissur.



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CERA Goa dealers during their trip to Singapore.

New Product Launches



CQ 434
5-Way single lever concealed diverter system for spout and overhead shower



CQ 435
High flow single lever concealed diverter system for spout and overhead shower

Vanitha Film Awards

CERA sponsored the Vanitha Film Awards this year also. The event held in Willingdon Island in Kochi was attended by who's who of the Malayalam film world, including superstar Mohanlal. The presence of superstars of yesteryears, Madhu and Sheela added a nostalgic touch to the event.

Mr. N Jayadeep, Assistant General Manager Sales, CERA presenting award to Mr. Ashique Abu for the best director during the Vanitha Film Award function held at Kochi.



CREDAI

CERA participated in the CREDAI Expo. The top dignitaries visited CERA Stall. They include (from left to right): Mr. John Thomas of Noel Villas & Apartments who is Secretary CREDAI Cochin Centre, Mr. M V Antony of Kunnel Engineers & Contractors who is President CREDAI Cochin Centre, Mr. Abdul Azeez of Skyline Builders who is Chairman CREDAI Kerala Chapter, Mr. M P Pradeep, Manager Sales, CERA, Mr. Hibi Eden, MLA, Ernakulam, Mr. Benny Behanan, MLA Thrikkakara, Mr. M V Murali, Councillor, Kochi Municipal Corporation, Mr. V Sunil Kumar of Asset Homes and Chairman CREDAI Exhibition committee.

Going High-tech in Faucetware

CERA installed several high-tech CNC machines and polishing machines in its faucetware factory to augment the production. Seen here is Mr. Vidush Somany, Executive Director after commissioning one of the CNC machines, which is used for both mould-making and machining of faucets.





Launch of IIA Kerala Chapter and KAFE Dubai Directory: (from left to right) Ar Neel Fisher from London, Ar N M Salim from Kozhikode, Ar Prafulla Karkhanis, IIA President from Mumbai, Ar K Jaisim from Bangalore, Ar B Sudhir from Thiruvananthapuram, Ar Shashikala Bhooshan from Mysore, Ar Christopher Charles Benninger from Pune, Ar Tony Joseph from Kozhikode and Ar Sanjay Mohe from Bangalore.



Architects of the Architects' Festival celebrating it again at Thiruvananthapuram: from left to right: Ar Mohandas Kalipurayath, Ar C Najeeb, Ar B Sudhir, Ar L Gopakumar and Ar A K Prashant.



Architects celebrating success of architecture festival in Dubai: (from left to right) Ar George K. Thomas from Kannur, Ar Roy John from Kochi, Ar B Sudhir from Thiruvananthapuram, Ar C Najeeb from Kochi, Ar Mohandas Kalipurayath from Kozhikode and Ar L Gopakumar from Kochi.

The young winners: The young architects who won awards for their work, flanked by Ar Sanjay Mohe from Bangalore (in the centre) and Ar Sandhya from Kozhikode (extreme right).



CERA Sponsors IAFK 2012 in Dubai

CERA's close association with leading architects and more so with the Indian Institute of Architects' (IIA) various chapters across India is well known. When IIA Kerala Chapter celebrated the Indian Architectural Festival of Kerala (IAFK) in Dubai, CERA was in the forefront as one of the key sponsors. Mr. P. K. Shashidharan, Vice President Marketing and Mr. Abbey Rodrigues, Vice President Sales were with the IIA delegates in Dubai to take part in the festivities, which included presentations by renowned architects like Mr. Shashikala Bhooshan, Mr. Sanjay Mohe, Mr. Christopher Benninger, etc. The crème de la crème of Kerala's architectural fraternity was in Dubai at IAFK, apart from Kerala Architects' Forum of Emirates (KAFE) members in large numbers.

IIA Kottayam Centre



CERA sponsored the programme Architecture World, organised by IIA Kottayam Centre. Ar S Gopakumar of Kumar Group, Kochi delivering the speech. Seated on the dais (from left to right) are: Ar George K Thomas from Kannur, Ar Jeff Antony from Thrissur, Ar B Sudhir from Thiruvananthapuram, Ar Thomas Jose from Kottayam and Ar Lalichan Zacharias from Kochi.

IIA Karnataka Chapter Meeting

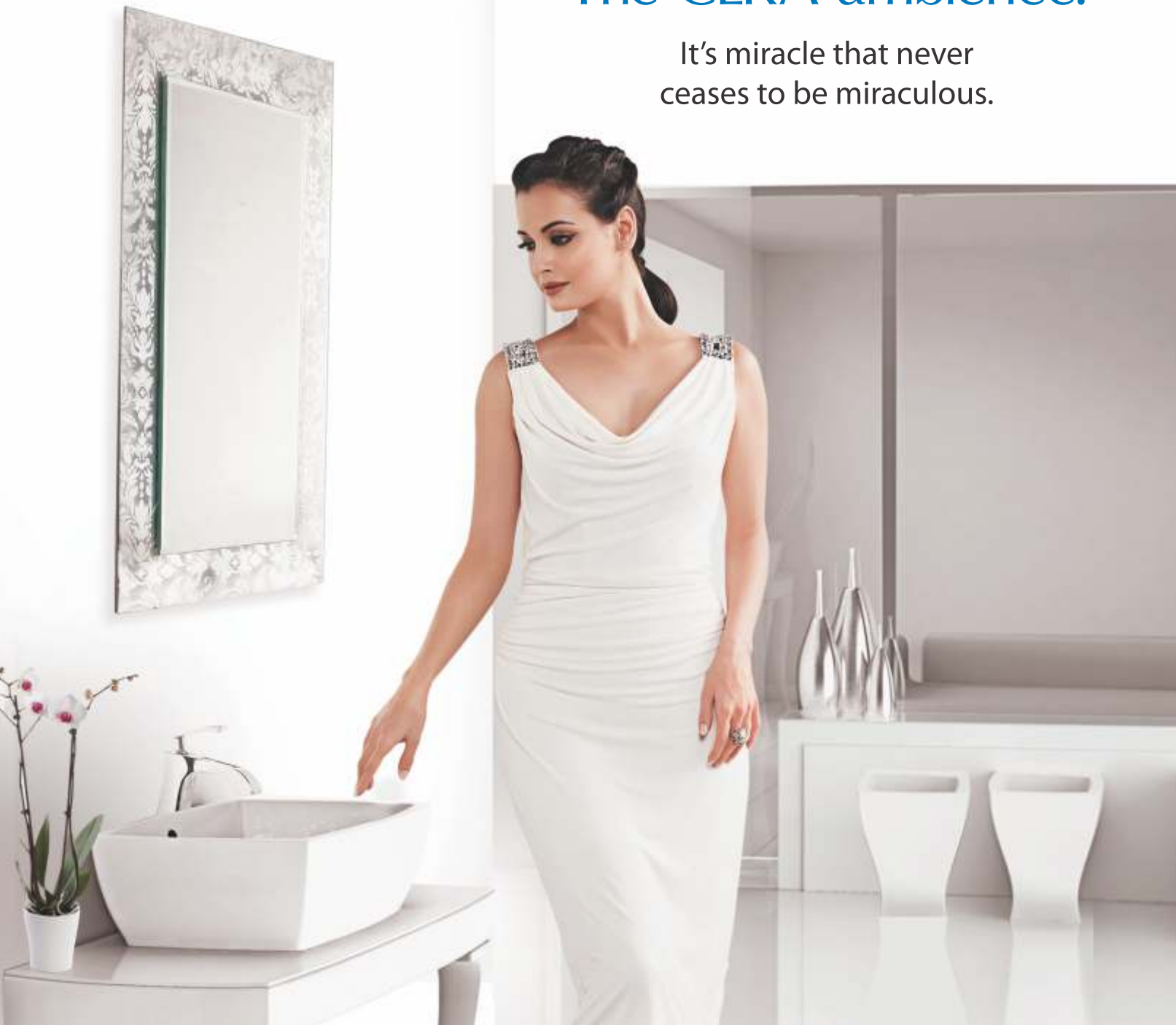
CERA sponsored a meeting of IIA Karnataka Chapter at Hotel Taj Gateway, Bangalore. Over 200 members of IIA Karnataka Chapter turned up. There was a presentation by Ar Jayson Boyle from Australian architectural firm Woodhead.



CERA Karnataka team along with (sitting from left to right) Ar K Jaisim, Mr. P. K Shashidharan, Vice President Marketing, Ar Itty Zachariah, Ar Vidhya Sagar S Wodeyar, IIA Karnataka Chapter President and Mr. Ratheesh Nair, Manager Sales CERA and his team members (standing).

The CERA ambience.

It's miracle that never
ceases to be miraculous.



CERA
Reflects your style

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