

# CERA Launches 'SENATOR'- A premium brand with an Italian touch.

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CERA, India's fastest growing home solutions provider, which has been known for its path breaking innovations since 1980, is proud to launch **SENATOR by CERA**, a premium range of sanitaryware, faucets, wellness and mirrors. Being a leader in style and innovation CERA presents yet another opportunity for consumers to give their bathroom an edge by choosing from a wide range of premium collection.

**SENATOR by CERA** is curated by the award winning Italian designer Mr. Ettore Giordano and is specially crafted to indulge the royal in you. The collection has been designed keeping in mind the changing needs and demands of the niche urban homeowner in the luxury segment. The wash basins have decoration in gold, silver, etc. and the faucets too have matching colours of rose gold, silver and copper, etc.

Exclusive displays for **SENATOR by CERA** have been launched in CERA Style Studios in Ahmedabad, Hyderabad, Cochin, Bangalore and Chandigarh for the customers to have a touch and feel of the range. In addition to this, **SENATOR by CERA** have been displayed over 50 showrooms across India. CERA plans to take the number of SENATOR by CERA showrooms to 100 soon.

**Mr. Atul Sanghvi, Executive Director, CERA Sanitaryware Ltd.** said "With the launch of **SENATOR by CERA**, we now have a product portfolio and range across all market segments. **SENATOR by CERA** will be a major growth driver for CERA in the premium segment. The goodwill of brand CERA coupled its sales and service network and the designs per se, carefully curated by renowned Italian Ettore Giordano will propel **SENATOR by CERA** into the leadership position in its segment."

For more details, click here: <https://senator.cera-india.com/>

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