

IT'S TIME TO UNBOX...



## 1<sup>st</sup> Edition of Unboxing Smiles Successfully Launched

Since its inception, CERA is known for its unique sensibility, cutting-edge designs and modern technology when it comes to products and this forever appeals the customers evolving needs. Continuing this philosophy of utmost care and precision, CERA ushered its newest product range by launching it under the theme – **Unboxing Smiles**. The Delhi Launch on 15<sup>th</sup> December 2021 and Chandigarh Launch on 18<sup>th</sup> December 2021 was attended by retail trade partners. This versatile range of products unboxes **Modern Living, Style, Functionality** as well as **Customers' Expectations**.

### UNBOXING MODERN LIVING

Taking elegance, a notch higher, "CERA" defines Matt Black & Matt White as the colours of the season. These products also come with unique features for your bathroom.

Café basin and Carnival Rimless wallhung closet in elegant and classy colour variants. Most importantly inside bowl area is glossy which delivers ultimate hygiene and outside is matt for beautiful aesthetics which enhances the overall bathroom décor.



### UNBOXING STYLE

A very stylish premium looking single piece closet designs with a luxurious feel, comes with straight lines, powerful 5D flush technology, Siphonic, Rimless, 220 MM Wall distance and Duroplast soft close seat cover.

These new designs will redefine the bathing experience.

CERA  
**UNBOXING  
SMILES**

**UNBOXING FUNCTIONALITY**



**UNBOXING CUSTOMERS' EXPECTATIONS**

New table top wash basins showcase irresistible & innovative designs to make the best use of space.

Faucets with strong architectural lines and styling in a value segment makes them a smart choice for every bathroom.

**Unboxing Smiles intends to raise the smile quotient with its new range of incredible products for a beautiful living.**



**VINE**



**CHROMO**



**DELHI** - 15<sup>th</sup> Dec, 2021

**CERA**  
**UNBOXING  
SMILES**



Mr. Mrigendra Singh Kushan, General Manager Sales CERA, Welcoming trade partners



Mr. V Krishnamurthy, President Marketing CERA, Unveiling unboxing smiles video



Mr. Rahul Jain, Vice President Marketing CERA, Sharing information about unboxing smiles and new products



Trade partners observing the features explained by Cera team member



Trade Partners and Team Cera @ Unboxing Smiles Launch



**DELHI** - 15<sup>th</sup> Dec, 2021

**CERA**  
**UNBOXING  
SMILES**



Products from Modern Living on display



Unboxing Style



Mr. Kunal Chadha,  
Assistant General Manager Sales  
CERA, Giving vote of thanks

## CHANDIGARH - 18<sup>th</sup> Dec, 2021

### CERA UNBOXING SMILES



Mr. Sachin Kumar, Assistant General Manager Sales CERA, welcoming trade partners



Mr. Nitin More, General Manager Marketing CERA, Unveiling unboxing smiles and sharing product information



Mr. Mrigendra Singh Kushan, General Manager Sales CERA, Sharing information to trade and explaining product attributes



Trade Partners and Team Cera @ Unboxing Smiles Launch



**CHANDIGARH** - 18<sup>th</sup> Dec, 2021

**CERA**  
**UNBOXING  
SMILES**



Display of Modern and Style appreciated



Trade partners touch and feel products displayed