



PRESS NOTE

6th March 2018

CERA launches premium brand SENATOR

Mrs. Deepshikha Khaitan, Vice Chairperson, CERA Sanitaryware Limited, unveiled SENATOR by CERA, the premium offering from CERA stable, at a glittering function held at Ahmedabad, in the presence of trade associates invited from all over India.

CERA, the fastest growing brand in sanitaryware, faucet and tiles, has been established as the leader in the mid and upper segment, while SENATOR will cater to the premium segment.

SENTOAR by CERA is conceived by CERA's own core team consisting of designing, manufacturing, sales and marketing and is curated by the famous Italian designer, Mr Ettore Giordano. He is based out of Milan and runs a successful design company.

The SENATOR range currently consists of sanitaryware, faucets, wellness and mirrors. The range would gradually be expanded to include more products.

Speaking to media, after the launch, Mrs. Deepshikha Khaitan said that CERA is filling and vacuum and moving up the value chain with the new range.

Mr Atul Sanghvi, Executive Director, CERA said that the distribution of SENATOR would be through select outlets from among existing CERA distribution network. He said that with SENATOR, CERA would now be able to garner a larger share from the premium segment and put the company on a faster lane of growth.

Attached:

1. Photograph of unveiling of SENATOR by CERA by Mrs. Deepshikha Khaitan, Vice Chairperson, CERA Sanitaryware Limited. Also seen are (left to right) Mr Abbey Rodrigues, Senior Vice President Sales, Mr Bharat Mody, Corporate Strategy Consultant, Mr P K Shashidharan, Senior Vice President Marketing and Mr Atul Sanghvi, Executive Director
2. Photograph of one a few ranges