



Press Release

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CERA opens new CERA Style Studio in Hyderabad

CERA, India's most preferred premium home solutions brand, has moved its CERA Style Studio to a larger space at Mytri Heights, Jubilee Hills. The CERA Style Studio spanning over 2 floors and admeasuring over 14,000 square feet was opened by Mr. Vikram Somany, Chairman & Managing Director and Mrs. Deepshikha Khaitan Vice Chairman of CERA Sanitaryware Limited in the presence of a large numbers of invited guests from a cross section of society, comprising of trade, architects, developers, designers and consultants.

This is one of the largest CERA Style Studios in the country and showcases full range of CERA sanitaryware, faucets, tiles, wellness, mirrors and kitchen sinks.

Apart from CERA product range, the CERA Style Studio in Hyderabad also displays SENATOR by CERA, the premium offering, launched nationally recently. SENATOR by CERA product range includes sanitaryware, faucets, mirrors and wellness.

The Italian luxury designer sanitaryware, ISVEA, which is brought to India exclusively by CERA is also displayed in CERA Style Studio, Hyderabad.

"The customers can have the touch and feel experience of all segments and categories of products in CERA Style Studio and they have to look no further for their home solution products" says Mr Atul Sanghvi, Executive Cera Sanitaryware Limited.

CERA enjoys top of mind recall in all sections of customers—end users, influencers and institutional buyers. CERA has been preferred partner with CREDAI, the apex body of developers, for seven consecutive years.

The sanitaryware plant of CERA, situated in Kadi in North Gujarat, produces 3.5 million pieces per annum, making it the largest single location plant. It has one of the most advanced technologies like 3D printing, robotic glazing, etc.

Similarly, CERA's faucet plant also situated in Kadi, has state of the art technology, including low pressure die casting machines, automated chrome plating units, etc. to name a few.

One of the tile plants of CERA is situated in Gudur in Andhra Pradesh, and manufactures mainly glazed vitrified tiles for both wall and floor.

"Andhra Pradesh and Telengana are priority markets for CERA and this CERA Style Studio in Hyderabad is the largest in that category" added Mr Atul Sanghvi.

Photograph attached:

For favour of publication. For more information, please contact: P K Shashidharan on 9327674111 or pks@cera-india.com