

CERA Unboxes Smiles

Since its inception, CERA is known for its unique sensibility, cutting-edge designs and modern technology when it comes to its products, which forever appeals to 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** – on 15th December 2021 in Delhi. This versatile range of products unboxes **Modern Living, Style, Functionality** as well as **Customers' Expectations**.

From superior design and aesthetics to awe-inspiring styles, futuristic products to the most competitive prices, Unboxing Smiles has everything covered. Addressing the event **Ms. Deepshikha Khaitan (Joint Managing Director – CERA)** said, *“We have recently consolidated our product categories so that we can deliver better service and meet market expectations. Going forward, our efforts will be to build our core businesses - Sanitaryware, Faucet and Tiles.”*

The products are smartly segregated into different categories viz. **Unboxing Style** – which will redefine bathing experience, **Unboxing Functionality** – which lets you experience never seen before purposefulness, **Unboxing Modern Living** – which offers classy & elegant designs along with premium pricing and maintenance and **Unboxing Customers' Expectations** – which showcases irresistible & innovative designs to make the best use of space.

New products are a key growth driver for CERA. This is why they continue to bolster their portfolio with newer products year after year to suit the changing needs of the market. Despite several hindrances in supply chain and logistics imposed due to Covid-19, CERA has been keeping pace with its turnover. **Mr. Vikram Somany (Chairman & Managing Director – CERA)** said, *“CERA delivered excellent results in H1 2021-22, with top-line growth of 34%. With the ‘Unboxing Smiles’ range of products we are poised to close this financial year at a higher than estimated turnover.”* Moreover, CERA has significant plans to achieve robust growth in the coming financial year and beyond.

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