

CERA

CSL/2015-16/340

October 23, 2015

BSE Limited Corporate Relationship Department 1 st Floor, New Trading Ring Rotunda Building, P J Towers Dalal Street, Fort Mumbai - 400 001. Scrip Code :532443 Scrip ID:CERASAN Fax:022-22722039/2061/2041/2037/3121	The National Stock Exchange of India Limited Exchange Plaza BandraKurla Complex Bandra (East) Mumbai - 400 051 Scrip Code : CERA Fax:022-26598237/38 or 022-26598347/48
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Dear Sir,

Sub: Joint Venture for Tiles Project

In continuation to our letter No.CSL/2015-16/336 dated 23.10.2015, the Board of Directors at their meeting held today has proposed to enter into a joint venture by signing MOU with Anjani Tiles Limited with controlling interest of 51% for setting up manufacturing of high quality Ceramic Vitrified Tiles plant in Dist Nellore in the the state of Andhra Pradesh. The cost of the project is estimated to be around Rs.68 crores and proposed to be funded with a good mix of debt and equity Rs.36 crores as equity and balance from long term debt. The company's (CERA) share of 51% of equity will cost approximately Rs.18.36 crores, to be contributed in cash and balance Rs.17.64 crores to be contributed by the Anjani group.

The promoters or the promoter group companies have no interest in Anjani Tiles Limited and it will not fall within the related party transactions. The Anjani Tiles Limited is estimated to go for production of tiles from April, 2016.

The company proposes to enter into a joint venture to obtain uninterrupted supply of tiles required by the company, thereby contributing to the growth of the company, as both are in same line of business i.e. Ceramic industry.

The Anjani Tiles Limited is incorporated on 7.04.2015 in the State of Andhra Pradesh.

We hope you will find the above in order.

Thanking you,

Yours faithfully,
For Cera Sanitaryware Limited



Narendra N. Patel
President & Company Secretary

Cera Sanitaryware Limited

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Registered Office & Works: 9, GIDC Industrial Estate, Kadi 382715, District Mehsana, North Gujarat

CIN: L26910GJ1998PLC034400