



CSL/2026-27/39
18th May, 2026

To, BSE Limited Corporate Relationship Department 1 st Floor, New Trading Ring Rotunda Building, P J Towers Dalal Street, Fort, Mumbai – 400001. Scrip Code :532443 Scrip ID: CERA	To, National Stock Exchange of India Limited Exchange Plaza Bandra Kurla Complex Bandra (East) Mumbai – 400051. Scrip Code: CERA
---	---

Dear Sir/Madam,

Sub: Regulation 30 of the SEBI (LODR) Regulations, 2015 - Investor Presentation

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Investor Presentation.

The same will be available on the website of the company.

We hope you will take the same on your records.

Thanking you,
For Cera Sanitaryware Limited.

Hemal Sadiwala
Company Secretary
Encl: As above

Cera Sanitaryware Limited

Registered Office & Works : 9, GIDC Industrial Estate, Kadi 382715. District : Mehsana, North Gujarat, INDIA
Tele : +91-2764-242329, 243000 E-Mail : kadi@cera-india.com www.cera-india.com

CIN No. : L26910GJ1998PLC034400



CERA

Sanitaryware Limited

Investor Presentation
May 2026



This presentation and the accompanying slides (the “Presentation”), which have been prepared by Sanitaryware Limited company, have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

This presentation contains certain forward-looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The company does not undertake to make any announcement in case any of these forward-looking statements become materially incorrect in future or update any forward-looking statements made from time to time by or on behalf of the company

**1****Company Overview****2****Product Portfolio & Brand Architecture****3****Distribution, Manufacturing & Execution****4****Growth Strategy & Market Opportunity****5****Marketing & Customer Engagement****6****Leadership & Governance****7****Financial Overview**

Premier Sanitaryware Company in India

Trusted Brand & Multi-Segment Positioning

- Established consumer trust built over four decades
- Portfolio spanning value to premium segments
- Strong positioning across sanitaryware and bathware categories

Extensive Retail & Distribution Network

- Pan-India reach with deep retail penetration
- Multi-layered distribution ecosystem
- Strong last-mile visibility through style centres and galleries



Manufacturing Excellence & Innovation Capabilities

- In-house manufacturing and process excellence
- Faster product development through 3D design and automation
- Focus on innovation-led differentiation

Financial Strength & Execution Discipline

- Debt-free balance sheet with healthy cash reserves
- Consistent growth, margins and return ratios
- Strong execution and governance track record



CERA

Strong Brand Promise

SENATOR



CERA LUXE



CERA



CERA's product portfolio encompasses every aspect of the price and design matrix

Niche brands for deeper engagement with varied customer and market segments

Brand Promise carefully cultivated over 45 years by consistently delivering on quality, value, expectations

CERA

Strong Brand Promise – Senator



Senator: Elevating standards, redefining luxury, and capturing the essence of future-forward elegance

CERA

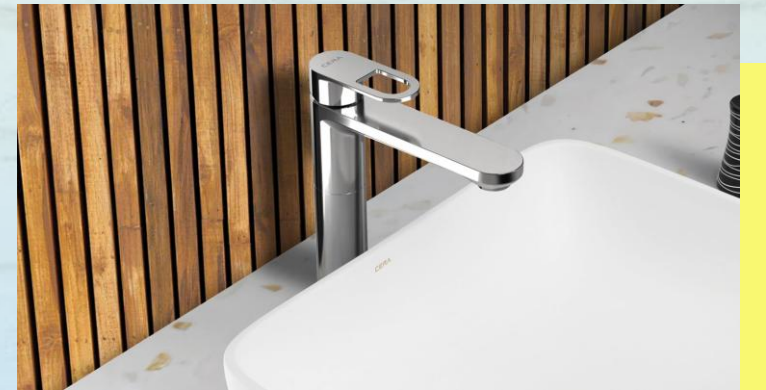
Strong Brand Promise – CERA Luxe



CERA Luxe: Pinnacle of innovation and premium elegance, shaping unparalleled bathroom experiences and indulgence

CERA

Strong Brand Promise – CERA



The latest from CERA: Designed with pristine perfection, elevating bathroom space to unprecedented levels of sophistication, style, and functionality

CERA

Polipluz – Expanding Reach with Value-Focused Innovation

POLIPLUZ
AFFORDABLE BATH SOLUTIONS BY CERA



Smart. Stylish. Affordable

Addressing the Value Segment Opportunity

- Polipluz aims to offer reliable, quality and affordable sanitaryware solutions targeted at rural and semi-urban markets
- Targets a segment currently dominated by unorganized players offering substandard products

Smart Expansion Strategy

- Polipluz expands CERA's reach into the affordable segment, enabling the company to cater across a wider consumer base
- Focused on functionality, durability, and design, suited to regional needs

Strategic Advantage

- Benefits from CERA's understanding of consumer preferences and market dynamics
- Well-positioned to capture scalable growth opportunities across underpenetrated markets

Polipluz – Extending CERA's Promise of Smart Living to Every Indian Home

Experience-led Retail & Marketing Infrastructure

- **13 CERA Experience Centres:** Ahmedabad / Mumbai / Bengaluru / Kolkata / Cochin / Hyderabad / Trivandrum / Morbi / Chennai / Mohali / Lucknow / Jaipur / Pune
- Offers a unique touch-and-feel experience for discerning customers, architects, and influencers
- No sales orientation – designed for experience
- Average size of each company-owned showroom is approx. 7,000 sq. ft.
- With over 14,000 sq. ft. of display space, the Hyderabad CSS is the largest company showroom



Showcase of Select Experience Centres



Hyderabad



Kochi



Chandigarh



Pune



Jaipur



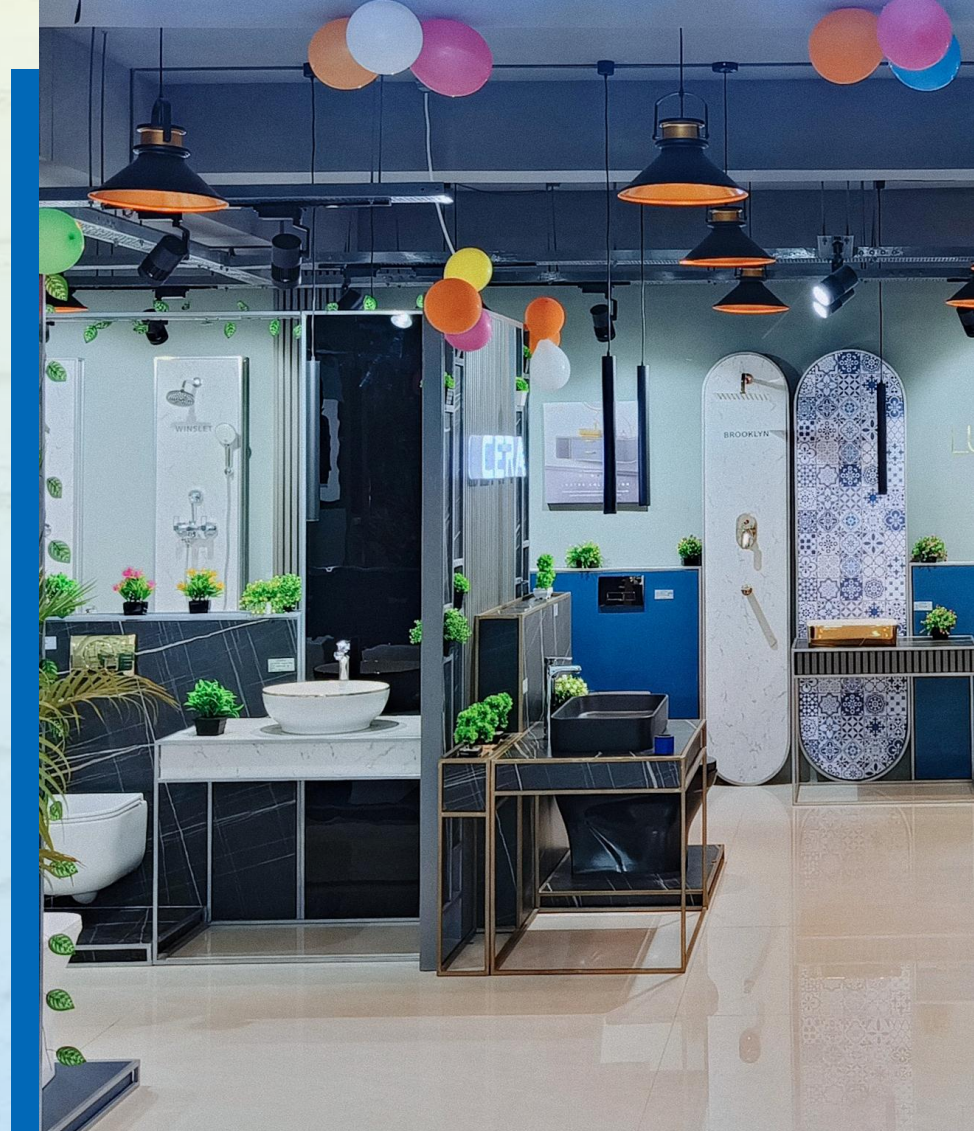
Lucknow

CERA

Multi-layered Retail & Distribution Network

CERA Style Gallery

- **272 CERA Style Galleries (CSGs):** Dealer-owned showrooms with pan-India coverage
- Designed to complement CERA Experience Centres across markets
- Selection filters include: - showroom location, display area size, sales turnover history, and dealer commitment
- Exclusive product displays in a dedicated, branded space
- Trained sales staff assist customers in making informed purchase decisions
- Minimum showroom size typically exceeds 1,000 sq. ft.



CERA

CERA Style Hubs & Style Centres

CERA Style Hub

- **292 CERA Style Hubs (CSHs):**

- Dealer-owned showrooms with pan-India presence
- Strengthening brand visibility in Tier B & C towns
- Dedicated display zones showcasing CERA's featured product range



CERA Style Centre

- **1,613 CERA Style Centres (CSCs):**

- Retailer-owned units enhancing last-mile brand presence
- Designed to improve retail engagement and product visibility
- Over 1,400 CSCs planned over the next 3–4 years

Multi-format retail infrastructure enables CERA to deepen market penetration across premium, urban and emerging markets

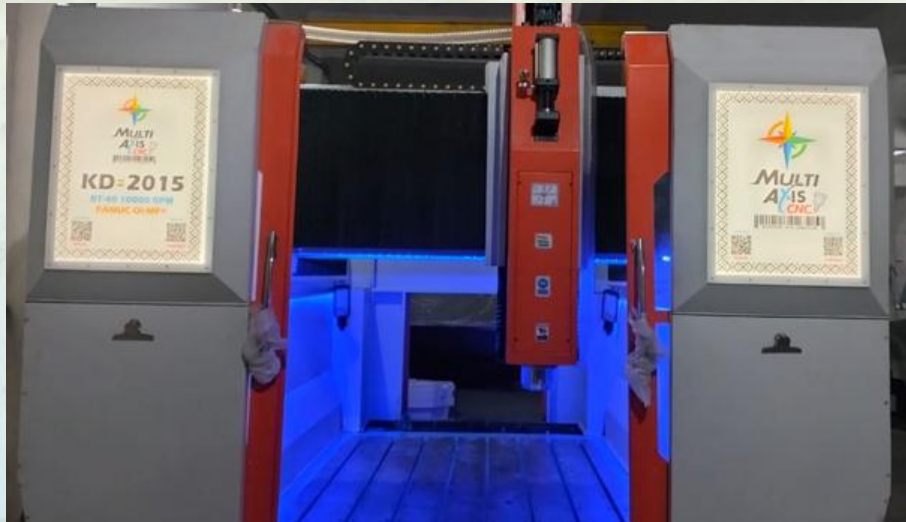




World Class Manufacturing Facility

Quality Control and Process Excellence.. 1

Rapid Technology Adoption for Product Development & Sanitaryware Finishing



CNC Router:

Supports accurate master mould development with high precision and faster product development



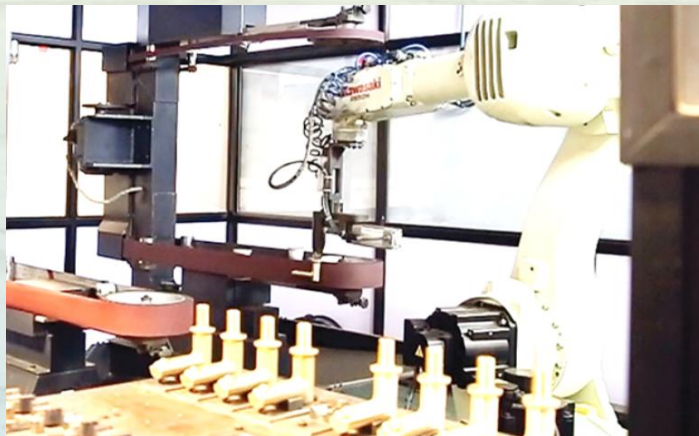
Sanitaryware Robotic Glazing:

Robotic glazing ensuring smooth surfaces with minimal wastage

First Indian sanitaryware company to implement ISO 9002 and ISO 14001 certifications for Quality Management Systems and Environment-friendly Manufacturing Systems

Quality Control and Process Excellence.. 2

Technology Adoption for Precision Faucetware Manufacturing



Faucet Robotic Surface Grinding

Ensures uniform chromium plating for superior surface durability



PVD Multi-Color Production Facility

India's first: High-precision manufacturing with greater output efficiency



Computer Numerical Control Machine

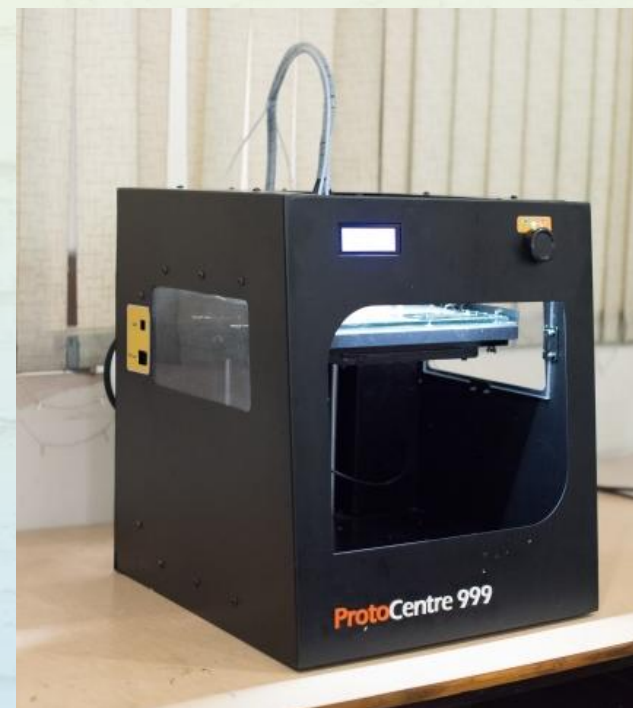
India's first: Enables high-precision manufacturing and greater output efficiency

First Indian sanitaryware company to implement ISO 9002 and ISO 14001 certifications for Quality Management Systems and Environment-friendly Manufacturing Systems

Design Excellence and deep technology imprint



First Sanitaryware Company to design and install 3D printers



Installed 3D printers for Faucet design – A complete automated design process

Successfully installed 3D printers which has considerably shortened the duration for conversion of concept into launch for new designs

ESG-led Operational Practices



Environmental Stewardship

- Focused on reducing environmental footprint through renewable energy adoption, resource optimization, and responsible waste management
- Our Material ESG Themes include:
 - GHG and Energy Management
 - Water Management
 - Waste Management

Key Highlights:

- ISO 14001 certified facilities
- ~10.3 MW renewable energy capacity supporting a significant portion of energy requirements
- Water recycling and treatment infrastructure through STP, ETP and ZLD systems

Social Responsibility



- We foster a positive impact on stakeholders, including customers, employees, and communities
- Our Material ESG Themes include:
 - Community (CSR)
 - Human Rights
 - Employee Safety

Key Highlights:

- ISO 45001 certified facilities
- Recognized by customers as “Trusted” & “Responsible Brand”
- Engaging communities through CSR

Governance Excellence



- Maintaining strong governance standards across operations and stakeholder engagement
- Our Material ESG Themes include:
 - Product Quality & Brand
 - Supply Chain

Key Highlights:

- ISO 9001 certified facilities
- Focus on responsible sourcing, product quality and long-term stakeholder relationships

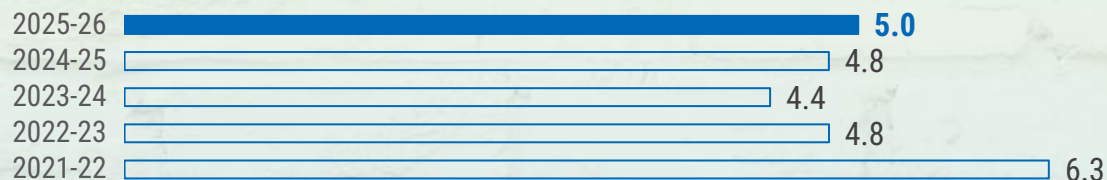
“CERA integrates sustainability initiatives across manufacturing, resource management and governance practices, with a continued focus on operational efficiency, responsible growth and stakeholder well-being.”



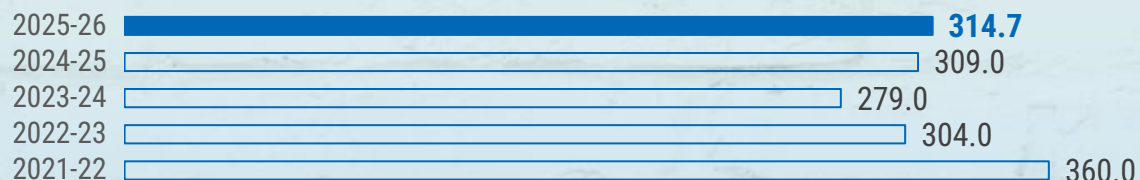
Resource Efficiency & Sustainability Metrics

Improving Resource Efficiency Across Operations

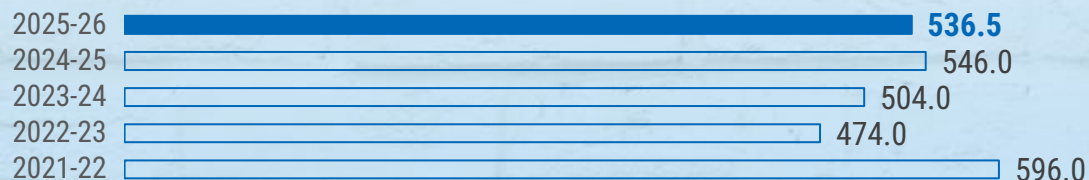
Water Consumption Per MT of Finished Product Transfer to Warehouse (KL/MT)



Gas Consumption Per MT of Finished Product Transfer to Warehouse (SCM/MT)



Power Consumption Per MT of Finished Product Transfer to Warehouse (KWH/MT)



Strengthening Zero Liquid Discharge (ZLD) Infrastructure

- Increased plantation initiatives
- 90% Water Recovery
- Process and treatment optimization
- Reuse and recovery of waste chemicals
- Reduction of Solid Waste





Global Quality Certifications & Standards Compliance

ISOQAR
Certificate of Registration
This is to certify that the Management System of
Cera Sanitaryware Limited
Corporate Office:
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, India
Works:
9, GIDC Industrial Estate, Kadi-382715, District-Mehsana, Gujarat, India
Has been approved by Alcumus ISOQAR and is compliant with the requirements of
ISO 9001:2015

ISO 9001:2015
Certificate Number: 8379-005-001
Issue/Registration Date: 21 May 2020
Previous Expiry Date: 21 May 2024
Renewal/Valid Until: 21 February 2025
Re-assessment Date: 27 February 2024
Current Expiry Date: 22 February 2027

Scope of Registration:
Design, Development, Manufacture and Sale of Vitreous China Sanitary Ware and Faucet Ware

Signat: *Allyp Sarkh*
Allyp Sarkh, Chief Executive Officer
(on behalf of Alcumus ISOQAR)

IAF **ISOQAR** **UKAS**

ISO 9001: Quality Management System

ISOQAR
Certificate of Registration
This is to certify that the Management System of
Cera Sanitaryware Limited
Corporate Office:
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, India
Works:
9, GIDC Industrial Estate, Kadi-382715, District-Mehsana, Gujarat, India
Has been approved by Alcumus ISOQAR and is compliant with the requirements of
ISO 14001:2015

ISO 14001:2015
Certificate Number: 8379-005-001
Issue/Registration Date: 21 May 2020
Previous Expiry Date: 21 May 2024
Renewal/Valid Until: 21 February 2025
Re-assessment Date: 27 February 2024
Current Expiry Date: 22 February 2027

Scope of Registration:
Design, Development, Manufacture and Sale of Vitreous China Sanitary Ware and Faucet Ware

Signat: *Allyp Sarkh*
Allyp Sarkh, Chief Executive Officer
(on behalf of Alcumus ISOQAR)

IAF **ISOQAR** **UKAS**

ISO 14001: Environment Management System

ISOQAR
Certificate of Registration
This is to certify that the Management System of
Cera Sanitaryware Limited
Corporate Office:
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, India
Works:
9, GIDC Industrial Estate, Kadi-382715, District-Mehsana, Gujarat, India
Has been approved by Alcumus ISOQAR and is compliant with the requirements of
ISO 45001:2018

ISO 45001:2018
Certificate Number: 8379-005-001
Issue/Registration Date: 21 May 2020
Previous Expiry Date: 21 February 2024
Renewal/Valid Until: 21 February 2024
Re-assessment Date: 27 February 2024
Current Expiry Date: 22 February 2027

Scope of Registration:
Design, Development, Manufacture and Sale of Vitreous China Sanitary Ware and Faucet Ware

Signat: *Allyp Sarkh*
Allyp Sarkh, Chief Executive Officer
(on behalf of Alcumus ISOQAR)

IAF **ISOQAR** **UKAS**

ISO 45001: Health & Safety Management System

Dedal Attestation & Certification
CERTIFICATE
of Conformity No. 267
WC pans and WC suites with integral trap
(The product types entered in Annex I which is an inseparable part of this certificate)
produced by
CERA SANITARYWARE LIMITED
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, Gujarat, India
and produced in the manufacturing plant of
CERA SANITARYWARE LIMITED
9, GIDC Industrial Estate, Kadi, District-Mehsana, North Gujarat-India
"Dedal - Attestation and Certification" Ltd. as a European Third Party Authority, verifies that on the basis of the results of the review of the Factory Production Control Documentation and Initial Type Testing, the product: **WC pans and WC suites with integral trap** with tested characteristics, acc. to Initial type test reports from 22.11.2022 **System of Attestation of Conformity 4**, acc. to Regulation 305/2010 Construction Products corresponds to the requirements of the following standard:
EN 997:2002, EN 997:2002/AC:2012
This certificate was first issued on 28.12.2022 and remains valid as long as the test methods and/or factory production control requirements included in the standard do not change and the product, and the manufacturing conditions in the plant are not modified significantly. This certificate should be renewed not later than 28.12.2025. The validity of this certificate can be verified in the register on www.dedal.bg.net

Issued: 28 November 2022
Ref. No. 26-02

Manager: *Anna Vasileva*
dipl. eng. Anna Vasileva
Dedal **CONSTRUCTION PRODUCTS**

EN 997: EWC

Dedal Attestation & Certification
CERTIFICATE
of Conformity No. 269
Wall-hung urinals – Functional requirements and test methods
(The product types entered in Annex I which is an inseparable part of this certificate)
produced by
CERA SANITARYWARE LIMITED
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, Gujarat, India
and produced in the manufacturing plant of
CERA SANITARYWARE LIMITED
9, GIDC Industrial Estate, Kadi, District-Mehsana, North Gujarat-India
"Dedal - Attestation and Certification" Ltd. as a European Third Party Authority, verifies that on the basis of the results of the review of the Factory Production Control Documentation and Initial Type Testing, the product: **Wall-hung urinals with tested characteristics**, acc. to Initial type test reports from 22.11.2022 **System of Attestation of Conformity 4**, acc. to Regulation 305/2010 Construction Products corresponds to the requirements of the following standard:
EN 13407:2006
This certificate was first issued on 28.12.2022 and remains valid as long as the test methods and/or factory production control requirements included in the standard do not change and the product, and the manufacturing conditions in the plant are not modified significantly. This certificate should be renewed not later than 28.12.2025. The validity of this certificate can be verified in the register on www.dedal.bg.net

Issued: 28 November 2022
Ref. No. 26-03

Manager: *Anna Vasileva*
dipl. eng. Anna Vasileva
Dedal **CONSTRUCTION PRODUCTS**

EN 13407: URINAL

Dedal Attestation & Certification
CERTIFICATE
of Conformity No. 268
Sanitary appliances – Wash basins – Functional requirements and test methods
(The product types entered in Annex I which is an inseparable part of this certificate)
produced by
CERA SANITARYWARE LIMITED
7th & 8th Floor, B Wing, Privitlon, Ambli BRTS Road, Iskon Crossroads, Ahmedabad-380015, Gujarat, India
and produced in the manufacturing plant of
CERA SANITARYWARE LIMITED
9, GIDC Industrial Estate, Kadi, District-Mehsana, North Gujarat-India
"Dedal - Attestation and Certification" Ltd. as a European Third Party Authority, verifies that on the basis of the results of the review of the Factory Production Control Documentation and Initial Type Testing, the product: **Sanitary appliances – Wash basins with tested characteristics**, acc. to Initial type test reports from 22.11.2022 **System of Attestation of Conformity 4**, acc. to Regulation 305/2010 Construction Products corresponds to the requirements of the following standard:
EN 14688:2006
This certificate was first issued on 28.12.2022 and remains valid as long as the test methods and/or factory production control requirements included in the standard do not change and the product, and the manufacturing conditions in the plant are not modified significantly. This certificate should be renewed not later than 28.12.2025. The validity of this certificate can be verified in the register on www.dedal.bg.net

Issued: 28 November 2022
Ref. No. 26-04

Manager: *Anna Vasileva*
dipl. eng. Anna Vasileva
Dedal **CONSTRUCTION PRODUCTS**

EN 14688: WASH BASIN

BUREAU OF INDIAN STANDARDS
Attachment to Licence No. CML-720611385

CML No.	Name of the Licensor with the Factory Address	Name of the Product	Indian Standard No.
720611385	Cera Sanitaryware Limited, Applied Specifications Part 4 of IS 11613: Industrial Estate, 2 Specific Requirements of Wash Basins Water Closets Class 2004 (Revision)	Vitreous China Sanitary Ware	IS 2556: PART 2

Enforcement No. 7 Dated 24-Mar-2025
Whereas, the licence was valid upto Twenty Eighth May Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 27-MAR-2025 has been extended from Twenty Eighth May Two Thousand Twenty Five to Twenty Seventh May Two Thousand Twenty Six.

Branch Head (Ahmedabad Branch Office)

Bureau of Indian Standards Licence 2556: Part 2

BUREAU OF INDIAN STANDARDS
Attachment to Licence No. CML-0941255

CML No.	Name of the Licensor with the Factory Address	Name of the Product	Indian Standard No.
0941255	Cera Sanitaryware Limited, Applied Specifications Part 3 of IS 11613: Industrial Estate, 15 Specific Requirements of Wall-hung Water Closets Class 2004 (Revision)	Vitreous China Sanitary Ware	IS 2556: PART 1

Enforcement No. 08 Dated 25-Oct-2024
Whereas, the licence was valid upto First January Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 11-OCT-2024 has been extended from First January Two Thousand Twenty Five to Thirty First December Two Thousand Twenty Five.

Branch Head (Ahmedabad Branch Office)

Bureau of Indian Standards Licence 2556: Part 3

BUREAU OF INDIAN STANDARDS
Attachment to Licence No. CML-720611386

CML No.	Name of the Licensor with the Factory Address	Name of the Product	Indian Standard No.
720611386	Cera Sanitaryware Limited, Applied Specifications Part 4 of IS 11613: Industrial Estate, 2 Specific Requirements of Wash Basins	Vitreous Sanitary Appliances	IS 2556: PART 4

Enforcement No. 7 Dated 24-Mar-2025
Whereas, the licence was valid upto Twenty Eighth May Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 27-MAR-2025 has been extended from Twenty Eighth May Two Thousand Twenty Five to Twenty Seventh May Two Thousand Twenty Six.

Branch Head (Ahmedabad Branch Office)

Bureau of Indian Standards Licence 2556: Part 4

BUREAU OF INDIAN STANDARDS
Attachment to Licence No. CML-720611387

CML No.	Name of the Licensor with the Factory Address	Name of the Product	Indian Standard No.
720611387	Cera Sanitaryware Limited, Applied Specifications Part 3 of IS 11613: Industrial Estate, Vitreous China Sanitary Ware	Vitreous Sanitary Appliances	IS 2556: PART 3

Enforcement No. 7 Dated 24-Mar-2025
Whereas, the licence was valid upto Twenty Eighth May Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 27-MAR-2025 has been extended from Twenty Eighth May Two Thousand Twenty Five to Twenty Seventh May Two Thousand Twenty Six.

Branch Head (Ahmedabad Branch Office)

Bureau of Indian Standards Licence 2556: Part 5

BUREAU OF INDIAN STANDARDS
Attachment to Licence No. CML-720611388

CML No.	Name of the Licensor with the Factory Address	Name of the Product	Indian Standard No.
720611388	Cera Sanitaryware Limited, Applied Specifications Part 15 of IS 11613: Industrial Estate, Specific Requirements of Integral and partition types (UR)	Vitreous China Sanitary Ware	IS 2556: PART 15

Enforcement No. 7 Dated 24-Mar-2025
Whereas, the licence was valid upto Twenty Eighth May Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 27-MAR-2025 has been extended from Twenty Eighth May Two Thousand Twenty Five to Twenty Seventh May Two Thousand Twenty Six.

Branch Head (Ahmedabad Branch Office)

Bureau of Indian Standards Licence 2556: Part 6

BUREAU OF INDIAN STANDARDS
Attachment to Licence No. CML-720611389

CML No.	Name of the Licensor with the Factory Address	Name of the Product	Indian Standard No.
720611389	Cera Sanitaryware Limited, Applied Specifications Part 15 of IS 11613: Industrial Estate, Specific Requirements of Integral and partition types (UR)	Vitreous China Sanitary Ware	IS 2556: PART 15

Enforcement No. 7 Dated 24-Mar-2025
Whereas, the licence was valid upto Twenty Eighth May Two Thousand Twenty Five. Now, consequent upon renewal, the validity of the licence given in schedule of the Licence Dated 27-MAR-2025 has been extended from Twenty Eighth May Two Thousand Twenty Five to Twenty Seventh May Two Thousand Twenty Six.

Branch Head (Ahmedabad Branch Office)

Bureau of Indian Standards Licence 2556: Part 15

Demonstrating compliance with international and national standards for quality, safety, and product performance

Customer-Centric After-Sales Service

After Sales Servicing Team

- 13 customer care offices across India
- 43 officers attending technicians
- 453 dedicated technicians to attend complaints spread across every state
- Periodical training on products for better quality service



WhatsApp



WhatsApp service implemented from Nov 2024

Nationwide
Toll Free Number
1800 258 5500

Consistent and comprehensive training is provided on troubleshooting, installation, product specifications, and usage guidelines



Complaints are attended within 24 hours (lowest TAT in the industry)

New C4C CRM – integrated with SAP



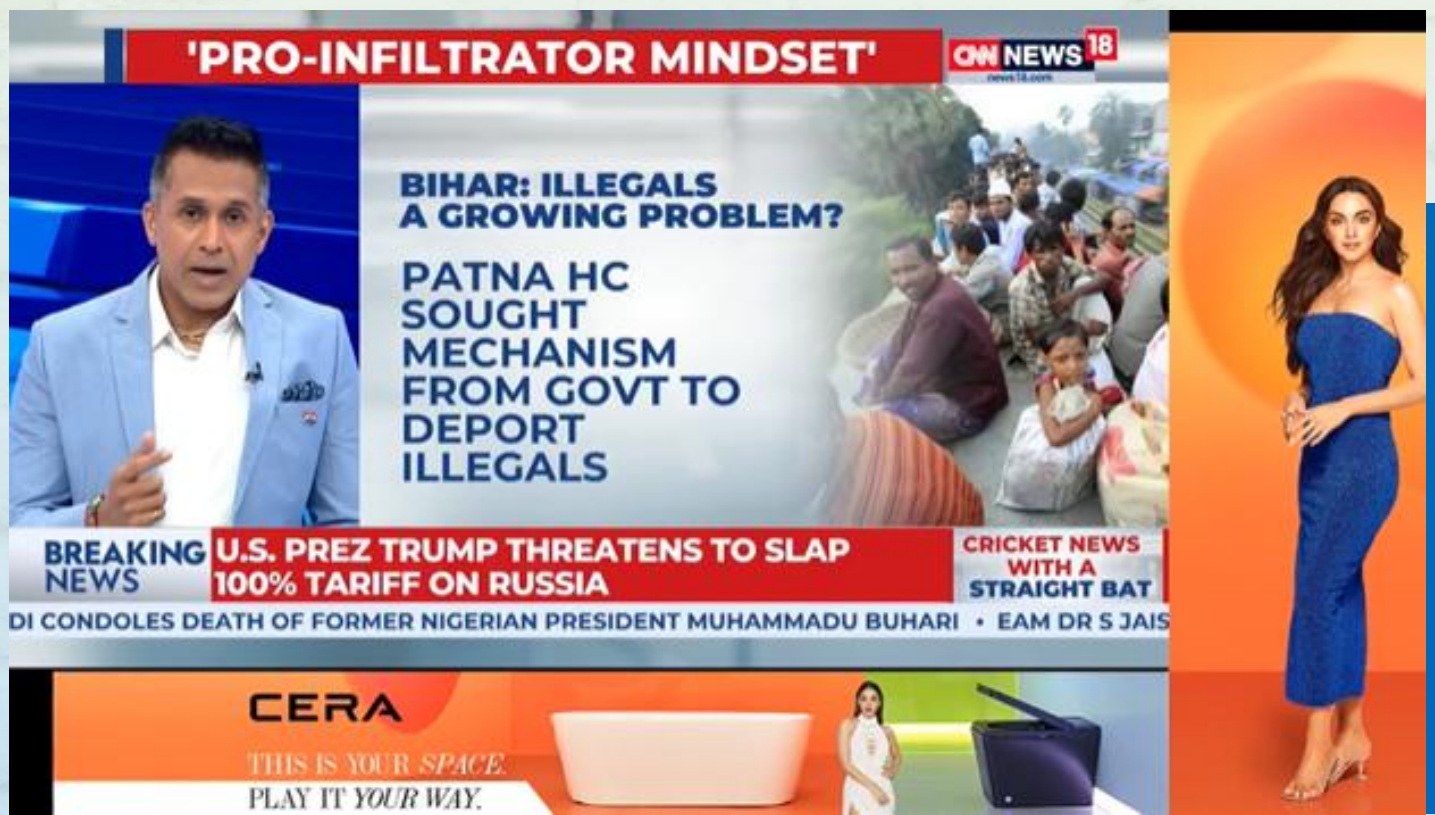
“CERA
THIS IS YOUR SPACE, PLAY IT YOUR WAY”

DOMINANT MEDIA PRESENCE DRIVING CATEGORY LEADERSHIP

The Company continued to strengthen its **share of voice in media** through sustained investments in **integrated, high-impact marketing initiatives**, reinforcing its **leadership position** in the category

Branding & Communication

Executed TV campaign across News Channels with more than 10,000 ad spots and high impact property sponsorships - Big Boss Telugu and Malayalam have strengthened audience engagement, and enhanced overall brand affinity



OTT SPONSORSHIPS & AIRPORT BRANDING



JIOHOTSTAR OTT SPONSORSHIP - Salakaar & Trial 2

For HSM Tier 1 Metro market further amplifying our digital reach and relevance



AIRPORT BRANDING:

To drive high-impact visibility among affluent and discerning consumers, airport branding was done at **Delhi, Bengaluru & Ahmedabad airport**

CERA

Branding & Communication

IMMERSIVE PRODUCT SHOWCASES THROUGH EVENTS & EXHIBITIONS



The Hindu Home Expo, Kochi



17th Griha Summit, New Delhi



35th ABID Interiors, Kolkata



Credai Expo, Visakhapatnam



IIID-LAF Samagam, Lucknow



ARCHEX Exhibition, Chandigarh

DRIVING GROWTH WITH HIGH-IMPACT LOYALTY PROGRAMMES



LAUNCHED: MARCH 2022

29K+
MEMBER BASE

6.0L+
INVOICES

₹ 1,680+ Cr
SECONDARY SALES

₹ 52+ Cr
REDEMPTION

Silver Feather Awards 2024 | PMAA 2023

FOREIGN TRAVEL SCHEME



AUTOMOBILE



LAUNCHED: AUGUST 2023

73K+
MEMBER BASE

30L+
TOTAL QR SCANS

₹ 4.4+ Cr
STARS ISSUED

70%
REDEMPTION RATE

₹ 1.65+ Cr
UPI TRANSFER

₹ 1.44+ Cr
BANK TRANSFER



LAUNCHED: JUNE 2024

11K+
MEMBER BASE

4.0L+
TOTAL QR SCANS

₹ 85L+
STARS ISSUED

74%
REDEMPTION RATE

₹ 36L+
UPI TRANSFER

₹ 27L+
BANK TRANSFER



EXPANDING TRADE PRESENCE THROUGH BRAND STORE NETWORK

SENATOR



CERA LUXE

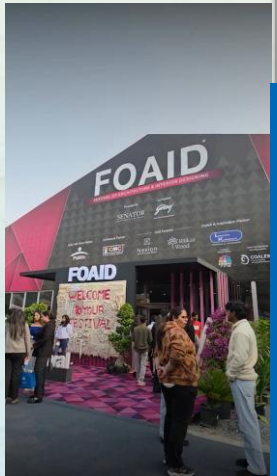


CERA



INFLUENCER MARKETING

Architects & Interior Designers



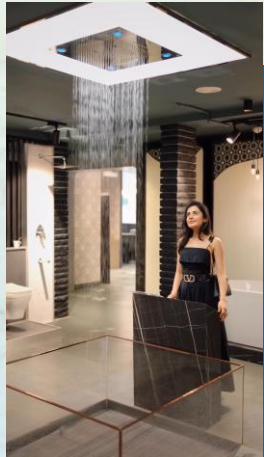
Lifestyle Influencers



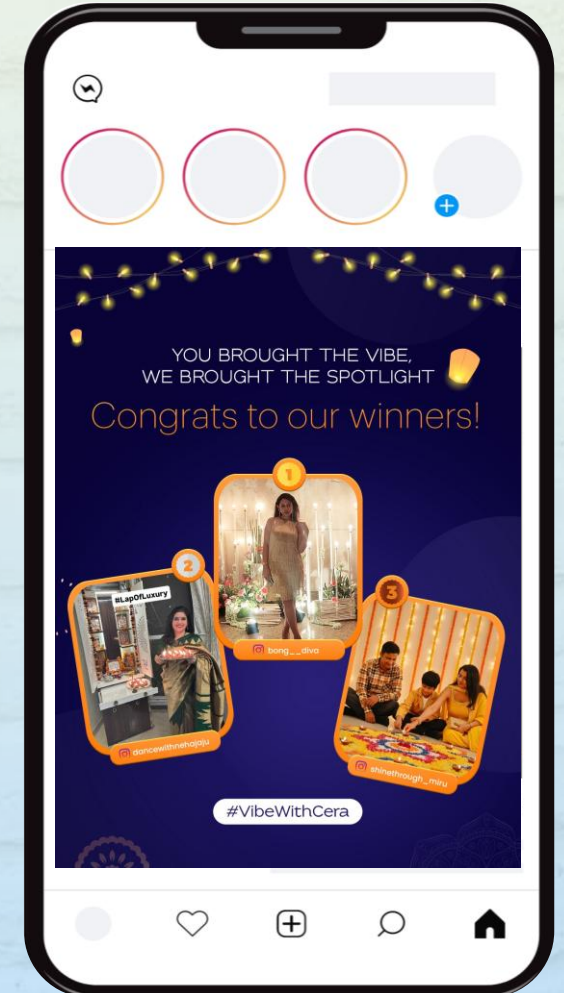
Digital Amplification



#VIBEWITHCERA – DIWALI CONTEST



Contest Winners



16 Million+ reach



16,000+ engagement



200+ contest entries

CERA – Positioned for Sustainable Growth

Structural Industry Tailwinds

High entry barriers supported by brand trust, distribution reach & manufacturing scale

Increasing preference for branded and organized players

Rising housing demand & real estate activity

Company-led Growth Drivers

Retail and distribution-led expansion through Style Centres, Galleries & network expansion

Continued strength of the core CERA brand across retail and project segments

Premiumization through Senator & CERA Luxe

Scaling presence in the value segment through Polipluz

Structural industry tailwinds, supported by focused execution across segments, position CERA for sustained and scalable growth



Mr. Vikram Somany (Founder and CMD)

- B.Sc., FCMI (U.K.)
- Founded the business in 1980
- Over four decades of industry experience and leadership
- Actively involved across strategic planning, operations and execution
- Instrumental in building a strong governance-led culture



Mrs. Deepshikha Khaitan (Vice Chairman & JMD)

- B.Sc. Hons. (Economics), LLB
- Actively associated with CERA for over 12 years
- Plays a key role in driving design innovation, product development, and R&D initiatives
- Driving channel expansion, brand initiatives and product development strategies across segments

Leadership Team

Mr. Anupam Gupta

Executive Director
(Technical)



- BE in Electrical Engineering; MBA
- Over 34 years of experience across industries such as Cement, Textiles, Chemicals, and Ceramics
- Spent the last 17 years with Aditya Birla Group
- Oversees manufacturing operations across CERA's facilities

Mr. Vikas Kothari

Chief Financial
Officer



- A Chartered Accountant with over two decades of diverse experience across industries including Steel, Petrochemicals, Textiles, Polymers, and Ceramics
- Expertise in financial management, operational efficiency and strategic decision-making
- Prior leadership experience across Bic World, Aditya Birla Group and Reliance Industries
- Heads finance, treasury, reporting and investor relations functions at CERA

Mr. Ramesh Baliga

Chief Business
Officer



- PGDM; over 39 years of industry experience
- Held senior leadership roles at Jaquar & Co. and served as CEO and later Executive Director at Watertec India. Associated with leading international brands such as Hansgrohe, WTS Italy, and Conti+
- At CERA, he is responsible for driving growth and execution of the Senator and premium businesses, overseeing brand strategy, product development, and business expansion

Mr. Sandeep Abraham

President
- Sales



- M.Com, PGDMM, Senior Management Program – IIM Nagpur
- 29 years of experience
- Previously with Roca (RBPPL), Parryware Roca, EID Parry (India), Nuchem Ltd., Hutchison Max Telecom, and Maruti Zen
- Heads the Sales function at CERA

Leadership Team

Mr. Rahul Jain
President
- Marketing



- MBA in Marketing
- 21 years of experience
- Held key marketing roles at Roca (RBPPL), Nippon India, Akzonobel
- Leads marketing and consumer engagement; focuses on innovation-driven brand and market share growth

Mr. Ajay Jain
Sr. Vice President
(Faucetware Division)



- BE in Mechanical Engineering
- 24 years of experience
- Worked with HSIL, Kohler India, and Hindalco
- Heads all aspects of Faucetware manufacturing at CERA

Mr. Vivek Andankar
Vice President
(Sanitaryware Division)



- BE in Mechanical Engineering
- 29 years of experience
- Worked with Kohler, LG Electronics, and Electrolux
- Leads all aspects of Sanitaryware manufacturing at CERA

Ownership and stakeholder value creation



Promoters
54.4%



Public
17.3%



FII
14.2%



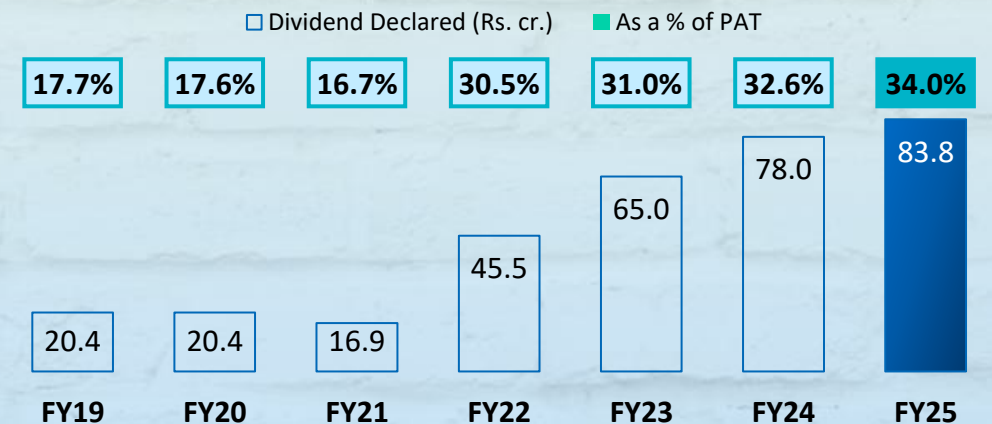
MF
14.1%

Key Institutional Shareholders	As on 31 st March 2026
Nalanda India Equity Fund Ltd.	9.6%
Canara Robeco MF	3.0%
UTI MF	2.8%
HSBC MF	2.6%
Vanguard MF	1.4%
HDFC Life Insurance Co. Ltd.	1.2%
Bandhan MF	0.9%
Mirae Asset ETF	0.9%
ICICI Lombard General Insurance Company Ltd.	0.7%
Emerging Market Funds	0.6%
Tata India Consumer Fund	0.5%
HDFC MF	0.5%
Other Institutional Shareholders	3.6%
Total	28.3%

Market Cap. (in Rs. Crore)

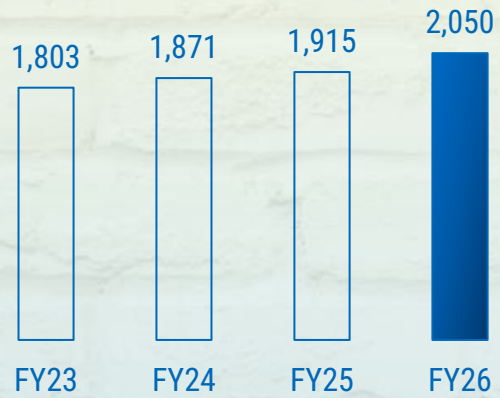


Dividend Distributed (Rs. cr.)

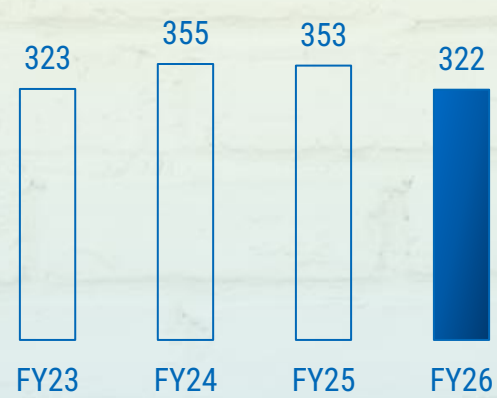


Financial Overview

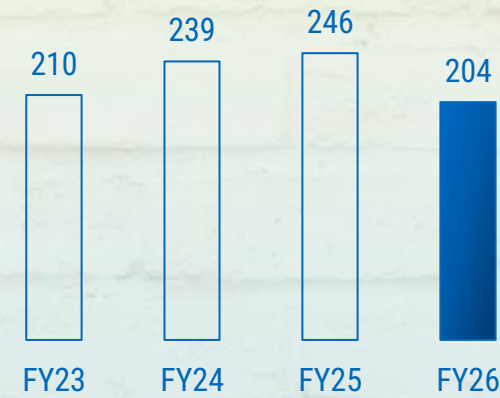
Revenue (Rs. In crore)



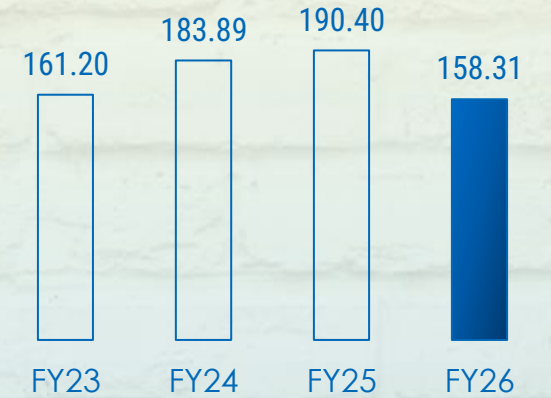
EBITDA (Rs. in crore)



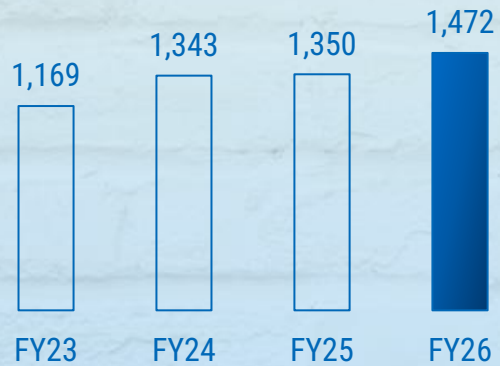
PAT (Rs. in crore)



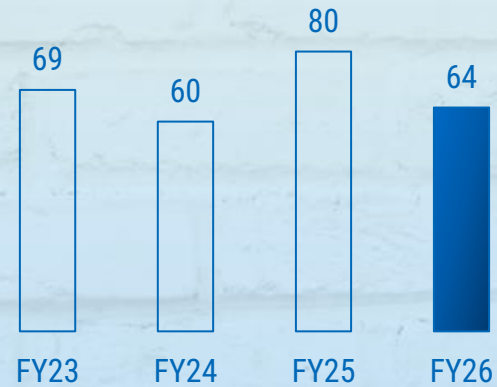
EPS (In Rs.)



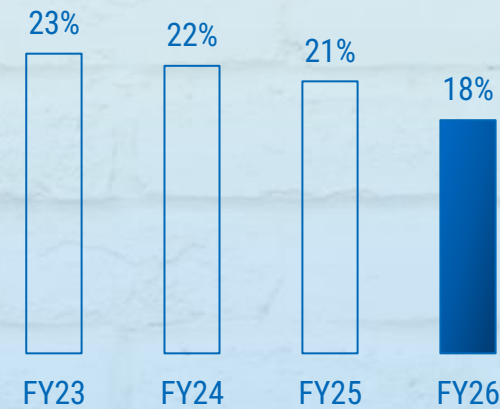
Networth (in crore)



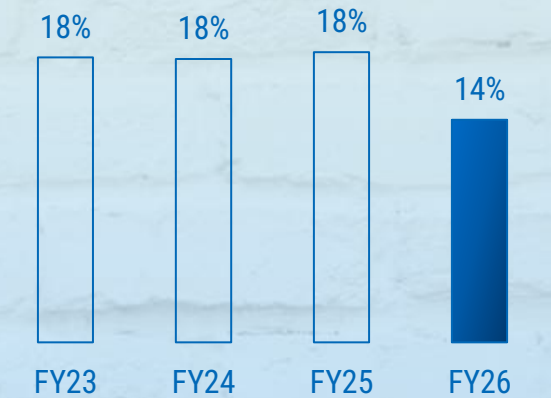
Working Capital Days (net)



ROCE (%)



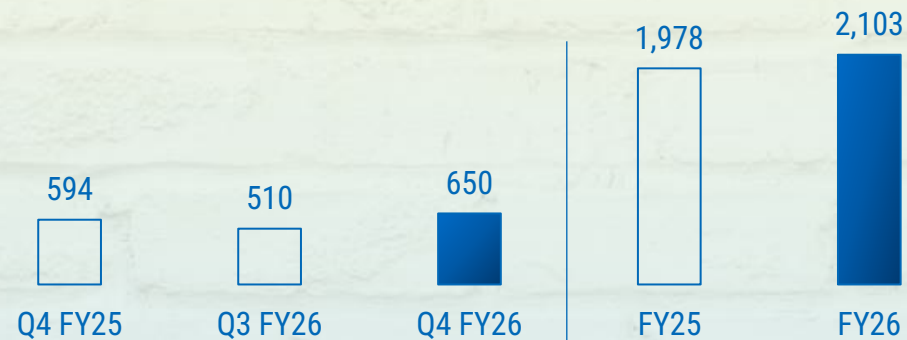
ROE (%)



Key Financial Highlights – Standalone Q4 FY26

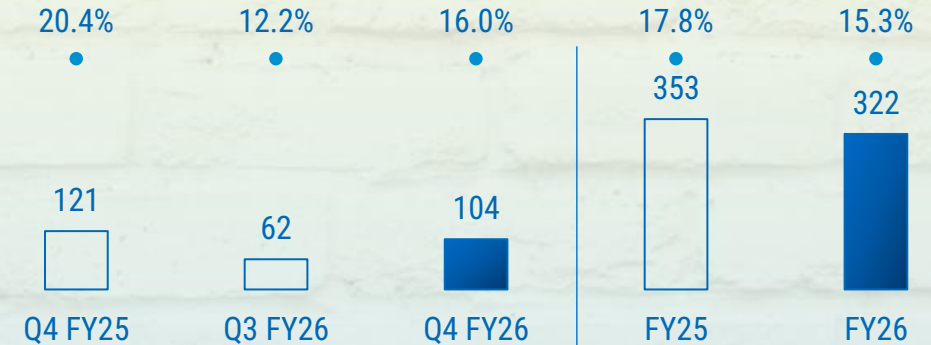
In Rs. crore

Total Income



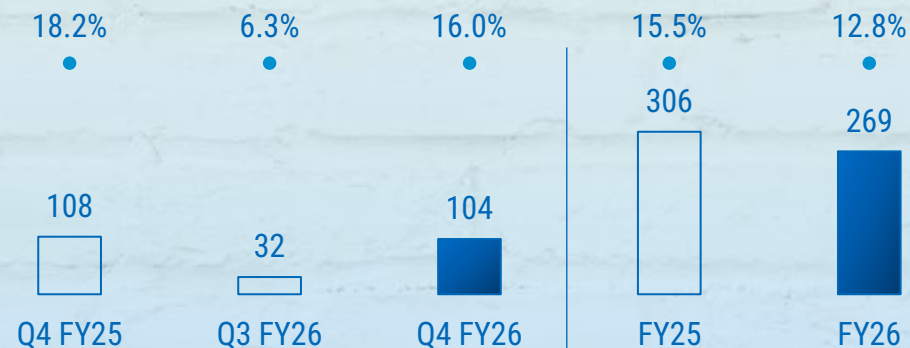
Shift (%) QoQ: 27.5% ↑ YoY: 9.4% ↑ YoY: 6.3% ↑

EBITDA • Margins



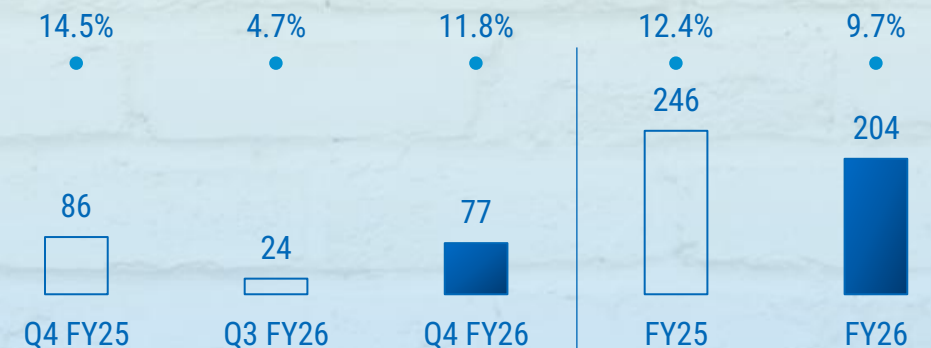
Shift (%) QoQ: 67.7% ↑ YoY: (14.0%) ↓ YoY: (8.8%) ↓

PBT • Margins



Shift (%) QoQ: 225.0% ↑ YoY: (3.7%) ↓ YoY: (12.1%) ↓

PAT • Margins



Shift (%) QoQ: 220.8% ↑ YoY: (10.5%) ↓ YoY: (17.1%) ↓

Note 1: All figures mentioned in the slide are standalone financials

Note 2: Operating EBITDA & EBITDA Margins calculated including other income

CERA

Mr. Vikas Kothari (Chief Financial Officer)

Mr. Deepak Chaudhary (Vice President, Finance & IR)

CERA Sanitaryware Ltd.

Tel: +91 2764 242 329

Email: vikas.kothari@cera-india.com

Email: deepak.chaudhary@cera-india.com

Mayank Vaswani / Devrishi Singh

CDR India

Tel: +91 98209 40953 / +91 98205 30918

Email: mayank@cdr-india.com / devrishi@cdr-india.com

CERA

Thank You