

CERA

CSL/2012-13/327
January 21, 2013

Through Fax & Courier
022-26598237/38 or 022-26598347/48

National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Bandra (East)
Mumbai – 400 051

Kind Attn: Shri Sandeep Hisaria

Dear Sir,

Sub: Disclosure under Regulation 29(1) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011.

We have to inform you that we have received intimation from M/s. Jwalamukhi Investment Holdings, in Format under regulation 29 (1) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 for 5,00,000 Equity Shares acquired by them.

We are enclosing herewith the said Format for the intimation received from M/s. Jwalamukhi Investment Holdings regarding acquisition of 5,00,000 Equity Shares by them.

We hope you will find the same in order and take them on records

Thanking you,

Yours faithfully,
For Cera Sanitaryware Limited,



Narendra N. Patel
President & Company Secretary

Encl: Format

Cera Sanitaryware Limited

Madhusudan House, Opp. Navrangpura Telephone Exchange, Navrangpura, Ahmedabad 380 006
Tel: +91 79 26449781, 26449789 Fax: +91 79 26569259 Email: marketing@cera-india.com www.cera-india.com

Registered Office & Works: 9, GIDC Industrial Estate, Kadi 382 715, District Mehsana, North Gujarat

Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	CERA SANITARYWARE LIMITED —		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	JWALAMUKHI INVESTMENT — HOLDINGS		
3. Whether the acquirer belongs to Promoter/Promoter group	N/A		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NATIONAL STOCK EXCHANGE — BOMBAY STOCK EXCHANGE —		
5. Details of the acquisition of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t total share/voting capital wherever applicable	% w.r.t total diluted share/voting capital of the TC (*)
<u>Before the acquisition under consideration, holding of:</u>			
a) Shares carrying voting rights	325,781 —	2.5744% —	-
b) Voting rights (VR) otherwise than by equity shares	Nil	Nil	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	Nil	Nil	-
Total (a+b+c)	325,781 —	2.5744% —	-

Details of acquisition			
a) Shares carrying voting rights acquired	500,000 ✓	3.9510% ✓	-
b) VRs acquired otherwise than by equity shares	Nil	Nil	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	Nil	Nil	-
Total (a+b+c)	500,000 ✓	3.9510% ✓	-
After the acquisition, holding of:			
a) Shares carrying voting rights	825,781 ✓	6.5254% ✓	-
b) VRs otherwise than by equity shares	Nil	Nil	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	Nil	Nil	-
Total (a+b+c)	825,781 ✓	6.5254% ✓	-
6. Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Open Market Purchase		
7. Date of acquisition of/ date of receipt of intimation of allotment of shares /VR/ warrants/convertible securities/any other	17 January 2013 ✓		

instrument that entitles the acquirer to receive shares in the TC.	
8. Equity share capital / total voting capital of the TC before the said acquisition	12,654,874 shares /
9. Equity share capital/ total voting capital of the TC after the said acquisition	12,654,874 shares /
10. Total diluted share/voting capital of the TC after the said acquisition	

Note:

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

Signature of the Authorised Signatory

Place: Mauritius
Date: 18 January 2013


Alain Hermans
FII Compliance Officer
HSBC Bank (Mauritius) Ltd
As the FII