



CSL/2013-14/543
March 26, 2014

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

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 Smt. Pooja Jain Somany, a member of the promoter group of the Company in Format under regulation 29 (1) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 for 200000 Equity Shares acquired by her (transferred off market from Ms. Smiti Somany by family arrangement).

We are enclosing herewith the said format for the intimation received from Smt. Pooja Jain Somany, a member of the promoter group as mentioned above.

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

Thanking you,

Yours faithfully,
For Cera Sanitaryware Limited,

Narendra N. Patel
President & Company Secretary

Encl: as above

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

Part – A – Details of Acquisition

1. Name of the Target Company (TC)	Cera Sanitaryware Ltd.		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	POOJA JAIN SOMANY List of PAC & their holdings as per Annexure "1"		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE & BSE		
5. Details of the acquisition as follows :	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 acquirer along with P A Cs of:</u>			
a) Shares carrying voting rights	6899245	54.51%	54.51%
b) Shares in the nature of encumbrance (pledge / lien / non-disposal undertaking/others)	NIL	NIL	NIL
c) Voting rights (VR) otherwise than by equity shares	NIL	NIL	NIL
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	NIL	NIL	NIL
e) Total (a+b+c+d)	6899245	54.51%	54.51%
<u>Details of acquisition</u>			
a) Shares carrying voting rights acquired	200000	1.58%	1.58%
b) VRs acquired otherwise than by equity shares	NIL	NIL	NIL
c) Warrants/convertible securities/	NIL	NIL	NIL

Pooja Jain Somany

any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired			
d) Shares in nature of encumbrance (pledge /lien/non-disposal Undertaking/others)	NIL	NIL	NIL
e) Total (a+b+c+d)	200000	1.58%	1.58%
<u>After the acquisition / holding of acquirer along with P A Cs of:</u>			
a) Shares carrying voting rights	7099245	56.09%	56.09%
b) VRs otherwise than by equity Shares	NIL	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	NIL
d) Shares in nature of encumbrance (pledge/lien/non disposal undertaking/others).	NIL	NIL	NIL
e) Total (a+b+c+d)	7099245	56.09%	56.09%
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc).	OFF MARKET TRANSFER BY FAMILY ARRANGEMENT		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	N.A.		
Date of acquisition of/date of receipt of intimation of allotment of shares/VR/warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC	25-03-2014		
Equity share capital/ total voting capital of the TC before the said acquisition.	12654874 EQUITY SHARES		
Equity share capital/ total voting capital of the TC after the said acquisition.	12654874 EQUITY SHARES		

Rajiv Jain Senary

Total diluted shares/voting capital of the TC after the said acquisition.	12654874 EQUITY SHARES
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Part-B***

Name of the Target Company:

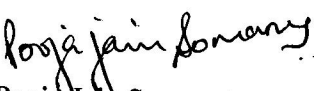
CERA SANITARYWARE LIMITED

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter/ Promoter group	PAN of the acquirer and/ or PACs
POOJA JAIN SOMANY List of PAC & their holdings as per Annexure "1"	YES	ALYPJ7162R

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing agreement.

(**) 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.

(***) Part – B shall be disclosed to the Stock Exchange but shall not be disseminated.


(Pooja Jain Somany)

Signature of the acquirer /Authorised Signatory

Place: Kolkata.

Date: 25-03-2014

ANNEXURE"1"

LIST OF PAC & THEIR HOLDINGS

<u>NAME</u>	<u>NO.OF SHARES</u>	<u>%</u>
1. Vikram Investment Co.Ltd.	2900275	22.92
2. Trisure Promotions & Tradings Ltd.	484400	3.83
3. Suvinay Trading & Investment Co.Ltd.	259420	2.05
4. Rekha Commercial Ltd.	532388	4.21
5. Venugopal Holdings Ltd.	63388	0.50
6. Shri Vikram Somany	937953	7.41
7. Shri Vikram Somany	100000	0.79
8. Mrs.Smiti Somany	1542240	12.18
9. Mrs.Deepshikha Khaitan	39116	0.31
10. Madhusudan Holdings Ltd.	7500	0.06
11. Ganga Somany	15500	0.12
12. Madhusudan Industries Limited	17065	0.13
13. Pooja Jain Somany	200000	1.58
	<u>7099245</u>	<u>56.09%</u>


(Pooja Jain Somany)