CERA

CSL/2012-13/424
March 28, 2013

THROUGH FAX & COURIER
022-2272 2039 / 2061 / 2041 / 2037

**BSE Limited**
Corporate Relationship Department
1st Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort
Mumbai - 400 001.

**Kind Attn. Smt. Hetal Kotak – Asstt. General Manager**

Dear Sir,

**Sub: Disclosure under SEBI (Prohibition of Insider Trading) Regulations 2011 – Regulation 13 (3) & (6)**

We have to inform you that we have received intimation from M/s. Jwalamukhi Investment Holdings in Form 'C' under regulation 13 (3) of SEBI (Prohibition of Insider Trading) Regulations, 2011 for the 115,830 (0.9153%) Equity Shares acquired by them (change in shareholding for purchase made resulting in the holding exceeding the 8.5% of the paid up share capital of the company).

Pursuant to regulation 13 (6) of SEBI (Prohibition of Insider Trading) regulations 2011, we are enclosing Form 'C', for the intimation received from M/s. Jwalamukhi Investment Holdings.

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 : Form C

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading Regulation, 1992)

[Regulation 13 (3) and (4) ]

Regulation 13(3) - Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

| Name,PAN No & address of shareholders | Shareholding prior to acquisition/Sale | No. & % of shares/voting rights acquired/sold | Receipt of allotment advice/acquisition of shares/sale of shares specify | Date of intimation to Company | Mode of acquisition (market purchase / public / rights / preferential offer etc.) | No. & % of shares/ voting rights post-acquisition/sale | Trading member through whom the trade was executed with SEBI Registration No. of TM. | Exchange on which the trade was executed | Buy quantity | Buy value | Sell quantity | Sell value |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Avabscialchi Investment Holdings<br>C/o International Financial Services Limited<br>IFS Court, 28 Cybercity<br>Ebene Mauritius<br><br>Tel : (230) 467 5048<br>(230) 467 3059 | 965,257/ 7.6279% | 115,830 shares / 0.9153 % | 25-Mar-13 | 26-Mar-13 | Market Purchase | 1,081,(278.5432% | ICICI Securities Limited<br>SEBI REGN No: ICICI Securities<br>NSE: INB 230773037<br>BSE: INB 011286534<br><br>Anand Rathi Share and Stock Brokers Limited<br>SEBI REGN No: Anand Rathi<br>NSE: INB 230679638<br>BSE: INB 011271557 | NSE - 81,290 shares<br>BSE - 31,521 shares<br>NSE - 2,883 shares<br><br>ISIN: INE720B01017 | 115,830 shares | INR 51,544, 389.00 | | |

| | |
|---|---|
| Scrip Name | [illegible] LIMITED |
| Exchange's Scrip | CNX on NSE |
| ISIN | INE720B01017 |
| Pre/ ex share capital | 12,654,674 |

| Client Name | Current Qty. of | Current % holding |
|---|---|---|
| Avabscialchi Investment Holdings | 965,257 | 7.6279% |
| Total Cumulative % as at 13/01/2013 | 965,257 | 7.6279% |

| Client Name | Trade Date | Qty of shares acquired | % of shares acquired |
|---|---|---|---|
| Avabscialchi Investment Holdings | 25-03-13 | 81,290 | 1.4344% |
| Avabscialchi Investment Holdings | 25-03-13 | 31,521 | 0.4278% |
| Avabscialchi Investment Holdings | 26-03-13 | 2,883 | 0.0277% |
| | Total Cumulative post acquisition % | | 2.0421% |

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HSBC

| | |
|---|---|
| Scrip Name | CERA SANITARYWARE LIMITED |
| Bloomberg Ticker | CRS in equity |
| ISIN | INE739E01017 |
| Paid up share capital | 12,654,874 |

| Client Name | Current Qty of shares | Current % holdings | Remarks |
|---|---|---|---|
| Jwalamukhi Investment Holdings | 965,297 | 7.6279% | attached |
| Total Cumulative % as at 25MAR13 | 965,297 | 7.6279% | |

| Client Name | Trade Date | Qty of shares acquired | % of shares acquired | INR value | Remarks |
|---|---|---|---|---|---|
| Jwalamukhi Investment Holdings | 25.03.13 | 61,296 | 0.4844% | 27,276,720.00 | |
| Jwalamukhi Investment Holdings | 25.03.13 | 51,581 | 0.4076% | 22,953,545.00 | |
| Jwalamukhi Investment Holdings | 25.03.13 | 2,953 | 0.0233% | 1,314,085.00 | Disclosure on 26MAR13 |
| | | Total Cumulative post acquisition % | 0.9153% | 51,544,350.00 | |
| | | 1,081,127 | 8.5432% | | |

RESTRICTED HSBC Bank (Mauritius) Limited
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Tel: (230) 403-8333 Fax: (230) 403-0999
SWIFT: HSBCMUMUOBU
Email: offshore@hsbc.co.mu

*Business Registration Number C07062412*
*Incorporated in the Republic of Mauritius with limited liability*