1+4=5 Pages

CERA

CSL/2012-13/289
December 13, 2012

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(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011.

We have to inform you that we have received intimation from M/s. Madhusudan Holdings Limited, a member of the promoter group of the Company in Format under regulation 29 (2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations,2011 for 2500 Equity Shares acquired by them.

We are enclosing herewith the said Format for the intimation received from M/s. Madhusudan Holdings Limited, a company of the promoter group as mentioned above.

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

Phone : 2231-7410
3028-0988

MADHUSUDAN HOLDINGS LIMITED

Registered Office : 15, INDIA EXCHANGE PLACE,
(2nd Floor) KOLKATA - 700 001

Ref. No. *Dated :*

Dated: December 12, 2012

To
The Secretary
Cera Sanitaryware Ltd.
9,GIDC Industrial Estate
Kadi-382715

Dear Sir,
Pursuant to Regulation 29 (2) of SEBI (Substantial Acquisition of Shares and Takeovers)) Regulations, 2011 and any other applicable provisions, if any under SEBI, we are enclosing format duly filled in for change in Shareholding in Cera Sanitaryware Limited.

We are the person belonging to the promoters' Group of Cera Sanitaryware Limited, 9, GIDC Industrial Estate, Kadi – 382715, Dist. Mehsana, Gujarat, India.

PLEASE NOTE THAT WE HAVE ACQUIRED 2500 E SHARES OF CERA SANITARYWARE LTD. AND OUR NEW SHARE HOLDING IN THE COMPANY IS 2500 SHARES REPRESENTING 0.02% OF THE SHARES OF CERA SANITARYWARE LTD.

This is for your information and necessary action.

Thanking you,

Yours faithfully,
For Madhusudan Holdings Ltd

For Madhusudan Holdings Ltd
DIRECTOR.

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Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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	Madhusudan Holdings Ltd. 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	BSE & NSE		
5. Details of the acquisition / disposal/holding 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(*)
Before the acquisition/disposal under consideration, holding of:			
a) Shares carrying voting rights	7005680	55.36%	55.36%
b) Voting rights (VR) otherwise than by shares	NIL	NIL	NIL
c) 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
Total (a+b+c)	7005680	55.36%	55.36%
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	2500	0.02%	0.02%
b) VRs acquired /sold otherwise than by shares	NIL	NIL	NIL
c) Warrants/convertible securities/any other instrument	NIL	NIL	NIL

For Madhusudan Holdings Ltd.

Director

that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
Total (a+b+c)	2500	0.02%	0.02%
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	7008180	55.38%	55.38%
b) VRs otherwise than by 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
Total (a+b+c)	7008180	55.38%	55.38%
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	MARKET PURCHASE		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	11.12.2012		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	12654874 EQUITY SHARES		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	12654874 EQUITY SHARES		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	12654874 EQUITY SHARES		

(*) 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 acquirer / seller / Authorised Signatory

Place:KOLKATA

For Madhusudan Holdings Ltd.

Director

Date: 12.12.2012

ANNEXURE"I"

LIST OF PAC & THEIR HOLDINGS

NAME	NO.OF SHARES	%
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	888453	7.02
7. Shri Vikram Somany	100000	0.79
8. Mrs.Smiti Somany	1738240	13.73
9. Mrs.Deepshikha Khaitan	39116	0.31
	7005680	55.36

For Madhusudan Holdings Ltd.

Director