

1+2 = 3 Pages

**CERA**

CSL/2012-13/287  
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 SEBI (Prohibition of Insider Trading)  
Regulations 1992 - Regulation 13 (6).**

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 Form 'D' under regulation 13 (4A) of SEBI (Prohibition of Insider Trading) Regulations, 1992 for the 2500 Equity Shares acquired by them.

Pursuant to regulation 13 (6) of SEBI (Prohibition of Insider Trading) regulations 1992 we are enclosing herewith Form 'D', 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: Form D**

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**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

Phone : 2231-7410  
3028-0988

# MADHUSUDAN HOLDINGS LIMITED

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

Ref. No.

To

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

Dated :

Dated: December 12, 2012

Dear Sir,

Pursuant to Regulation 13 of SEBI (Prohibition of Insider Trading) Regulations, 1992 and any other applicable provisions, if any under SEBI, we are enclosing Form "D" 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**  
DIRECTOR.

# FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992  
[Regulations 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held by Director or officer and his dependants or Promoter or Person who is part of Promoter Group of a listed Company.

| Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/Director/ Officer. | No. & % of Shares/ voting rights held by the Promoter/ Person who is part of Promoter group/ Director/ Officer | Date of receipt of allotment advice/ acquisition/ sale of shares/ voting rights. | Date of intimation to Company. | Mode of acquisition (Market Purchase/ Public/ Rights Preferential Offer, etc.)/ sale. | No. of Shares/ voting rights post acquisition/ sale. | Trading Member through whom trade was executed with SEBI Regn. No. Of TM. | Exchange on which the trade was executed. | B U Y         | B U Y           | Q U A N T I T Y | Q U A N T I T Y | S E L L | S E L L |
|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------------------------|-------------------------------------------|---------------|-----------------|-----------------|-----------------|---------|---------|
| Madhusudan Holdings Ltd.<br>15, India Exchange Place<br>Kolkata-700001<br>AABCM 9199E        | NIL                                                                                                            | 11.12.12                                                                         | 12.12.12                       | Market Purchase                                                                       | 2500<br>0.02%                                        | SKP Securities Ltd. INB 230 707 532                                       | N S E                                     | 2 5 0 0 E Sh. | Rs. 10,64,386/- |                 |                 | N A     | N A     |

Kolkata  
Dated: 12.12.2012

For Madhusudan Holdings Ltd.

*[Signature]*  
Director