



CSL/2024-25/324

12th November, 2024

To, BSE Limited Corporate Relationship Department 1 st Floor, New Trading Ring Rotunda Building, P J Towers Dalal Street, Fort, Mumbai – 400001. Scrip Code :532443 Scrip ID: CERA	To, National Stock Exchange of India Limited Exchange Plaza Bandra Kurla Complex Bandra (East) Mumbai – 400051. Scrip Code: CERA
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Dear Sir/Madam,

Sub: Board Meeting Outcome – Investor Communication

Please find enclosed herewith Investor Communication released after the conclusion of Meeting of the Board of Directors of the Company held on 12.11.2024, in which Standalone and Consolidated Unaudited Financial Results for the quarter and half year ended 30.09.2024 were considered and approved. The results have also been submitted to Stock Exchanges.

Kindly take the same on your records.

Thanking you,
For Cera Sanitaryware Limited,

Hemal Sadiwala
Company Secretary
Encl: As Above

Cera Sanitaryware Limited

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CIN No. : L26910GJ1998PLC034400



CERA

Q2 FY25 Investor Communication

CERA Sanitaryware announces Q2 FY25 Results:

Q2 FY25 Total Income stood at Rs. 5,084 million

EBITDA for the quarter amounted to Rs. 880 million

PAT for Q2 FY25 stood at Rs. 681 million

Ahmedabad, November 12th, 2024: Cera Sanitaryware Limited (CERA), India's premier sanitaryware, faucetware, and wellness Company, today announced its standalone and consolidated financial results for the quarter and half year ended September 30, 2024.

Financial Highlights – Q2 FY25

(Standalone in INR million except EPS)

Particulars	Q2 FY25	Q2 FY24	Growth	H1 FY25	H1 FY24	Growth
Total Income	5,084	4,740	7.3%	9,226	9,166	0.7%
EBITDA	880	873	0.8%	1,604	1,715	(6.5%)
<i>% of Total income</i>	17.3%	18.4%	(110) bps	17.4%	18.7%	(130) bps
PAT	681	569	19.7%	1,150	1,133	1.5%
<i>% of Total income</i>	13.4%	12.0%	140 bps	12.5%	12.4%	10 bps
EPS Diluted	52.44	43.74	19.9%	88.54	87.09	1.7%

CMD's Message

Commenting on the performance, **Mr. Vikram Somany, Chairman & Managing Director**, said,

"We are pleased to report that, despite ongoing softness in demand and the impact of an extended monsoon season, Cera achieved 7.3% quarter-on-quarter growth and 0.8% EBITDA growth. Our sanitaryware and faucetware business segments accounted for 46% and 41% of total Q2 FY25 revenues, respectively.

During the quarter, we successfully completed the buyback of 1,08,333 fully paid-up equity shares at Rs. 12,000 per share with a total buyback amount of Rs. 130 crores. This initiative underscores our commitment to enhancing shareholder value and reflects our strong financial position. Additionally, in response to rising input costs, we also implemented a 6% price increase

for faucets and a 1% increase for sanitaryware in September 2024, which we expect will support margins in the coming quarters.

The Company remains focused on strategic initiatives to enhance its competitive position and drive growth. In the luxury segment, we are expanding our SKUs to meet increasing customer interest and further strengthen our brand presence with our Senator and Luxe ranges, which are well-positioned to capture this market. We recognize this effort will take time, but it lays a solid foundation for future growth. Meanwhile, our flagship brand, CERA, continues to perform strongly across key markets. Our recently expanded faucetware capacities have also delivered positive contributions, and we anticipate further improvement in performance as the demand environment stabilizes.

Looking ahead, we are optimistic about the continued recovery in demand in the second half of FY25 and our ability to leverage it. With a solid balance sheet, disciplined financial management, and a robust product portfolio, along with a commitment to strong corporate governance, we are well-positioned to navigate macro-driven uncertainties and deliver sustained value to all our stakeholders."

- ENDS –

For further information, please contact

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DISCLAIMER:

Certain statements made in the press release may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like Government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. CERA will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.