



CSL/2024-25/430  
24<sup>th</sup> February, 2025

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

**Sub: Regulation 30 of the SEBI (LODR) Regulations, 2015 – Appointment in Senior Management**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that Mr. Ramesh Baliga has been appointed as 'Chief Business Officer-Polymers and Emerging Business India' w.e.f.24<sup>th</sup> February, 2025.

Disclosure under Regulation 30 of SEBI (LODR) Regulations, 2015, and SEBI circulars dated 13<sup>th</sup> July, 2023 is provided in Annexure I to this letter.

This is for your information and records.

Thanking you,  
For Cera Sanitaryware Limited,

Hemal Sadiwala  
Company Secretary  
Encl: As above

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**Cera Sanitaryware Limited**

Registered Office & Works : 9, GIDC Industrial Estate, Kadi 382715. District : Mehsana, North Gujarat, INDIA  
Tele : +91-2764-242329, 243000 E-Mail : kadi@cera-india.com www.cera-india.com  
CIN No. : L26910GJ1998PLC034400



### Annexure I

1. Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Appointment
2. Date of appointment / re-appointment / cessation (as applicable) & term of appointment / re-appointment;	Mr. Ramesh Baliga has been appointed as 'Chief Business Officer- Polymers and Emerging Business India' w.e.f. 24 <sup>th</sup> February, 2025.
3. Brief Profile:	<p>Mr Ramesh Baliga is a B Tech (Mechanical Engineering) with Industry experience of more than 38 years. He started his career as Regional Technical Manager (Design and Marketing) at Minimax SteelAge Industries and has since worked with various companies including as Country Head (Sales Marketing &amp; Operations) at Jaquar &amp; Company and as CEO and later Executive Director at Watertec India. Before joining CERA, he was working as Group Global CEO at Acquaviva India Pvt Ltd. He has also associated with international brands such as Hansgrohe Germany - Masco Group, WTS Italy for chrome plated (CP) fittings, OLI Portugal for concealed cisterns, Conti+ a Swiss company for establishing them for Indian operations.</p> <p>Mr. Baliga was responsible for the overall Profit &amp; Loss (P&amp;L) management of all manufacturing plants, ensuring operational efficiency and financial sustainability. His role encompassed overseeing production, sales, and marketing, as well as spearheading financial planning and management. Additionally, he played a key role in business expansion, brand development, and the introduction of new products and innovations. He was also instrumental in formulating sales strategies and comprehensive business plans to drive revenue growth and market penetration, aligning operations with long-term corporate objectives.</p> <p>In CERA he has joined as the "Chief Business Officer – Polymers and Emerging Business India". His role would involve planning and execution of polymer business and Senator brand of the Company.</p>
4. Disclosure of relationship between directors:	Not applicable.

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