



CSL/2024-25/91
29th May, 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: Regulation 30 of the SEBI (LODR) Regulations, 2015 - Investor Presentation

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Corporate Presentation.

The same is also available on the website of the Company.

We hope you will take the same on your records.

Thanking you,
For Cera Sanitaryware Limited.

Hemal Sadiwala
Company Secretary
Encl: As Above

Cera Sanitaryware Limited

Registered Office & Works : 9, GIDC Industrial Estate, Kadi 382715. District : Mehsana, North Gujarat, INDIA
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CIN No. : L26910GJ1998PLC034400



Cera Sanitaryware Limited

Investor Presentation

May 2024

CERA

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Management team
& Shareholding

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and R&D

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Premier Sanitaryware Company in India

~43 years

Rich Legacy

#1

Market Leader in India for Sanitaryware

Largest

Sanitaryware facility in India

ZERO

Debt Company

14%

PAT Growth (FY24 vs. FY23)

Rs.828 cr.

Cash and Cash Equivalents*

1,200%

Rate of Dividend - FY24

~6,200

Dealer Network*

154 Sanitaryware

748 Faucetware

New products introduced since April 2022**

Rated **AA** Long Term Debt

Rated **A1+** Short Term Debt

(CARE)

Rated **AA/Stable** Long Term Debt

Rated **A1+** Short Term Debt

(CRISIL)

Note:

* As on 31st March 2024

** Includes Lustre Series

Robust Financial Position and Protocols

Zero Debt Company

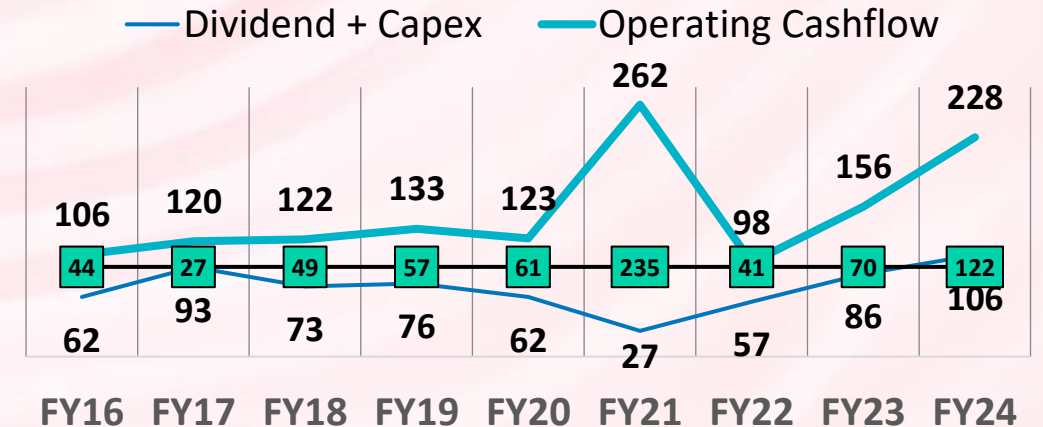
- Cash and Cash Equivalents of Rs. 828 crore; primarily liquid investments
- No Contingent Liabilities for Joint Ventures

Sharp Focus on Efficient Capital Management

- Fixed Asset turnover of $\sim 5.6x^1$
- Uniform organization-wide policy to monitor receivables – credit not used to drive revenues
- ERP automatically shuts down fresh supplies to dealers / customers with dues in excess of 45-60 days

Free Cash Flow Positive with Robust Cash Position

- Consistent cash generation each year
- Annual Capex requirement < Free Cash flow generation
- Increasing gap between annual cash flow generation less dividend outflow and capex
- Regularly paid dividends for the last 30 years +



Financial Discipline is Central to the growth strategy

Promoters

Mr. Vikram Somany (Founder and CMD)

- B.Sc., FCMI (U.K.)
- Founded the business in 1980
- Deep industry knowledge and experience
- Known for hands-on involvement in all aspects of the business, from strategy initiation to execution
- Instrumental in maintaining high governance standards



Mrs. Deepshikha Khaitan (Joint Managing Director)

- B.Sc. Hons. (Economics), LLB
- Actively associated with CERA for over 8 years
- Plays a key role in driving design innovation, product development, and R&D initiatives
- Leading efforts to expand channel outreach, enhance sales & marketing strategies, and achieve a balance between profitability and product development



Leadership Team



Mr. Anupam Gupta
Executive Director
(Technical)

- BE in Electrical Engineering and MBA
- Over 33 years of industry experience, - has been a part of various industries like Cement, Textiles, Chemicals and Ceramics; - spending last 17 years in Aditya Birla Group
- Responsible for all aspects of manufacturing activities at Cera



Mr. Vikas Kothari
Chief Financial Officer

- Total experience 24 + years
- Responsible for overall Finance function including Financials, Banking, Commercial, Budgeting and Cost Controls. Also handling Investor Relations of Cera Sanitaryware
- Previously worked with leading corporates: MNC BIC World, Aditya Birla Group, Reliance Industries Ltd.



Mr. Rahul Jain
President – Marketing

- Extensive experience in the Sanitaryware and Faucetware industry. Previously worked in top MNC's like Roca India (RBPPL), Nippon Paint, Akzonobel and HUL.
- Responsible for the marketing function and other consumer relevant innovations that deliver measurable improvement in brand equity and market share.



Mr. Sandeep Abraham
President - Sales

- M.Com, PGDMM, Senior Management program in IIM Nagpur
- 28 years of experience
- Previously held the position of Head of Sales at Roca India (RBPPL), with prior experience in renowned companies such as Parryware Roca, EID Parry (India) Ltd., Nuchem Ltd., Hutchison Max Telecom, and Jabalpur Tractors (Maruti Zen).



Mr. Ajay Jain
Sr. Vice President
(Faucetware Division)

- BE Mechanical Engineering
- Experience of 23 years; - has been a part of companies like HSIL, Kohler India and Hindalco in the past
- Responsible for all aspects of Faucetware manufacturing at Cera



Mr. Vivek Andankar
Vice President
(Sanitaryware Division)

- BE Mechanical Engineering
- Total experience of 28 Years
- Responsible for all aspects of Sanitaryware manufacturing at Cera
- Has worked with Kohler, LG Electronics, Electrolux

Ownership and stakeholder value creation

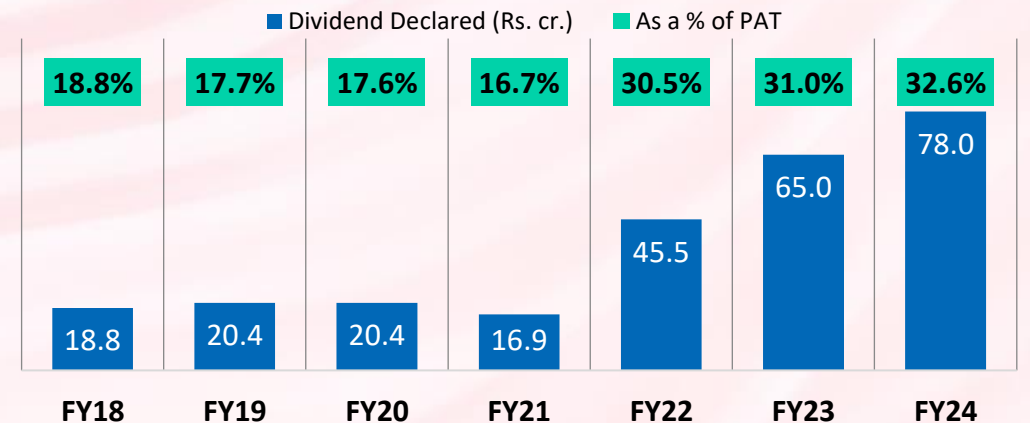


Key Institutional Shareholders	As on 31 st March 2024
Nalanda India Equity Fund Ltd.	10.0%
Government of Singapore & Monetary Authority of Singapore	2.2%
HSBC Small Cap Fund	1.7%
Canara Robeco MF	1.7%
Vanguard MF	1.6%
HDFC Life Insurance Company Ltd.	1.3%
Tata MF	1.0%
Schroder International	1.0%
Grandeur Peak	0.8%
JP Morgan	0.6%
UTI Small Cap Fund	0.5%
Emerging Markets	0.3%
TT Emerging Markets	0.3%
Government Pension Fund Global	0.3%
Edelweiss	0.3%
PNB Metlife	0.2%
Other Institutional Shareholders	5.7%
Total	29.5%

Market Cap. (in Rs. Crore)



Dividend Distributed (Rs. cr.)



Strong Brand Promise

Senator



Lustre



Luxe



Cera



- CERA's product portfolio encompasses every aspect of the price and design matrix
- Niche brands for deeper engagement with varied customer and market segments

Brand Promise carefully cultivated over 43 years by consistently delivering on quality, value, expectations

Strong Brand Promise - **Senator**



Senator by Cera: Elevating standards, redefining luxury, and capturing the essence of future-forward elegance

Strong Brand Promise - **Lustre**



CERA Lustre : Embodying timeless elegance and sleek sophistication through stunning designs that captivate

Strong Brand Promise - **Luxe**



CERA Luxe: Pinnacle of innovation and luxury, shaping unparalleled bathroom elegance and indulgence

Strong Brand Promise - **Cera**



The latest from CERA: Designed with pristine perfection, elevating bathroom space to unprecedented levels of sophistication, style, and functionality



**World Class
Manufacturing Facility**



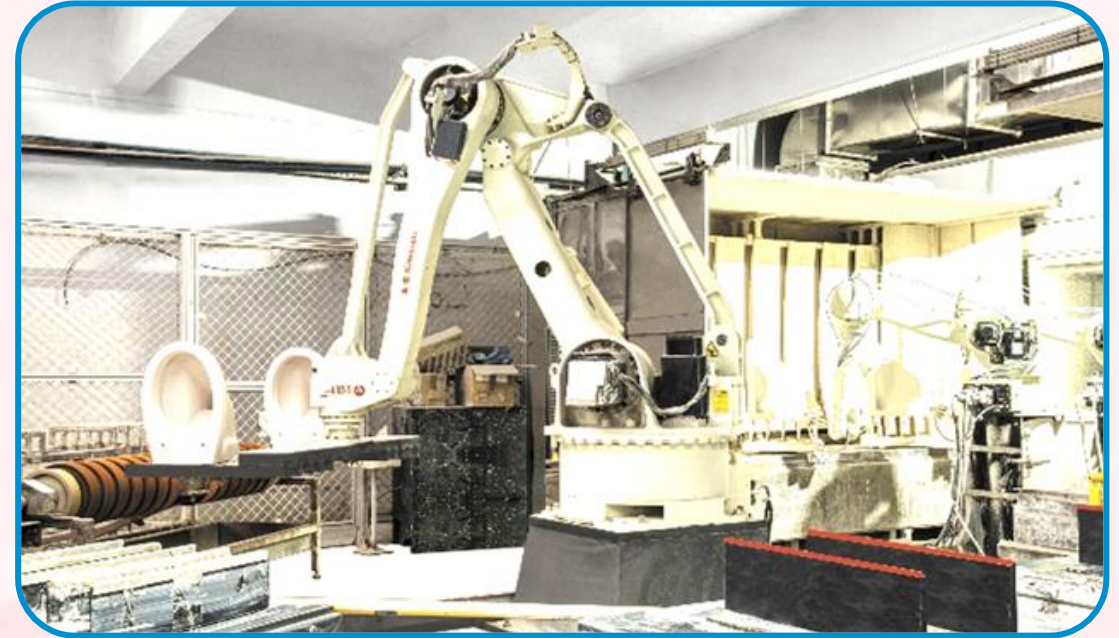
Quality Control and Process Excellence.. 1

Rapid Technology Adoption –Robotics for Sanitaryware Finishing



Sanitaryware Robotic Pressure Casting:

For producing high end sanitaryware in large quantities



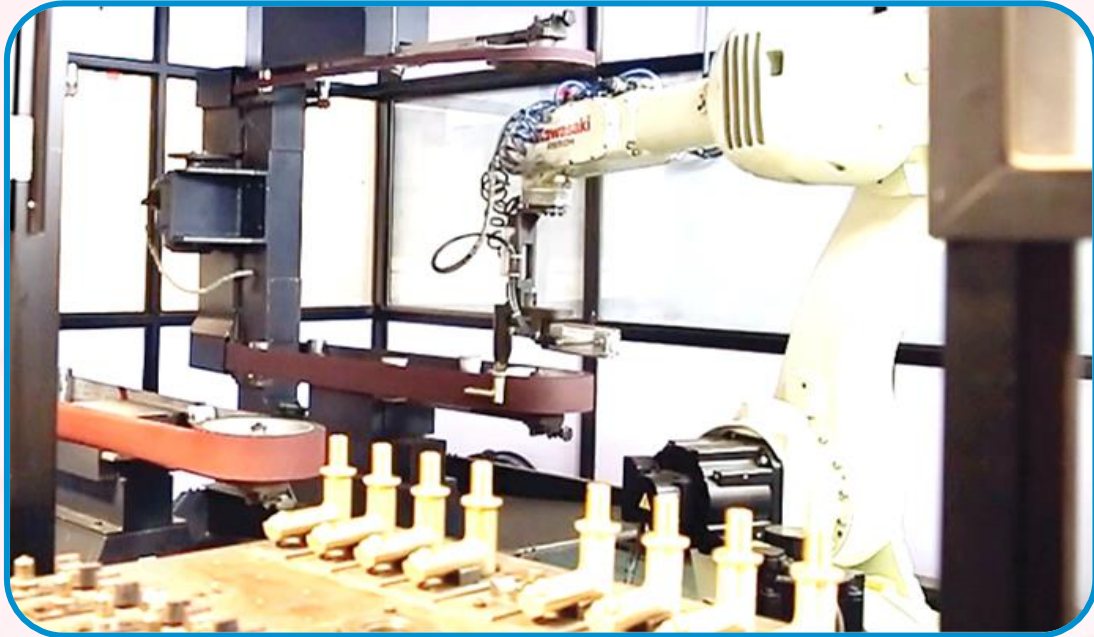
Sanitaryware Robotic Glazing:

glazing ensuring smooth surface with minimum wastage

First Indian sanitaryware company to implement ISO 9002 and ISO 14001 certifications for Quality Management Systems and Environment-friendly Manufacturing Systems

Quality Control and Process Excellence.. 2

Rapid Technology Adoption –Robotics for Faucet Finishing



Faucet Robotic Surface Grinding:

Helps in uniform coat of chromium plating that will lead to surface endurance



Faucet Peeling Machine:

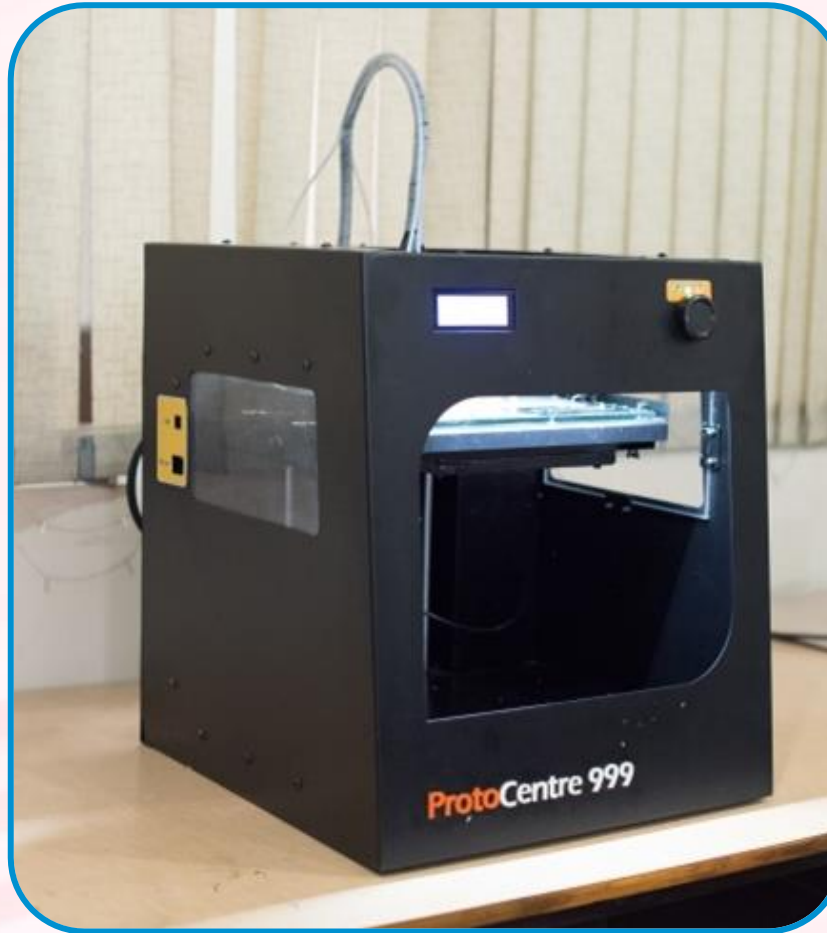
For impeccable body finish

First Indian sanitaryware company to implement ISO 9002 and ISO 14001 certifications for Quality Management Systems and Environment-friendly Manufacturing Systems

Design Excellence and deep technology imprint



First Sanitaryware Company to design and install 3D printers



Installed 3D printers for Faucet design – A complete automated design process

Successfully installed 3D printers which has considerably shortened the duration for conversion of concept into launch for new designs

Environmental & Social Compliance... 1

Environmental Stewardship

- Through innovation, we minimize our environmental footprint and actively promote renewable energy.
- Our Material ESG Themes include:
 - GHG and Energy Management
 - Water Management
 - Waste Management

Key Highlights:

- ISO 14001 and 45001 certified facilities
- ~10.3 MW of renewable energy capacity meeting nearly half of our energy requirements
- Responsible water management through STP, ETPs, and ZLD compliance

Social Responsibility

- We foster a positive impact on stakeholders, including customers, employees, and communities.
- Our Material ESG Themes include:
 - Community (CSR)
 - Human Rights
 - Employee Safety

Key Highlights:

- Recognized by customers as “Trusted” & “Responsible Brand”
- Engaging communities through CSR

Governance Excellence

- Maintaining high standards of governance is fundamental to our corporate culture and long-term success.
- Our Material ESG Themes include:
 - Product Quality & Brand
 - Supply Chain

Key Highlights:

- Building long-term partnerships across the value chain



“

At Cera, we integrate ESG principles into our operations, recognizing their impact on sustainable development. We prioritize environmental stewardship, social responsibility, and governance excellence. Our commitment includes minimizing our footprint, fostering stakeholder well-being, and upholding transparency and integrity in all dealings

”

Environmental & Social Compliance... 2

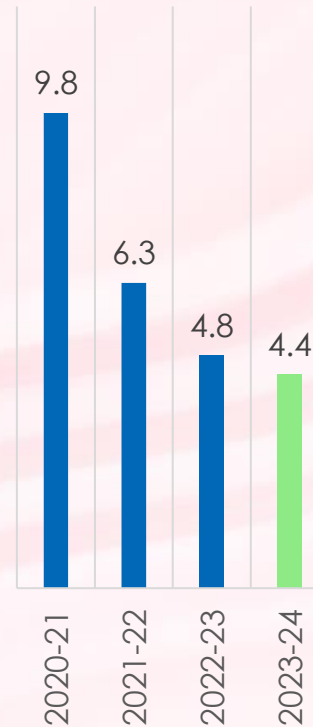
Year-on-year downward trend in specific consumption of utilities



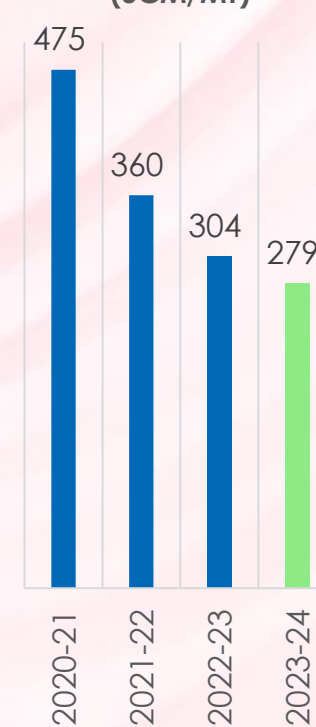
Upgradation of Zero Liquid Discharge (ZLD) plant

- Increase Plantation
- 90% Water Recovery
- Treatment Optimization
- Reuse of Waste Chemicals
- Reduction of Solid Waste

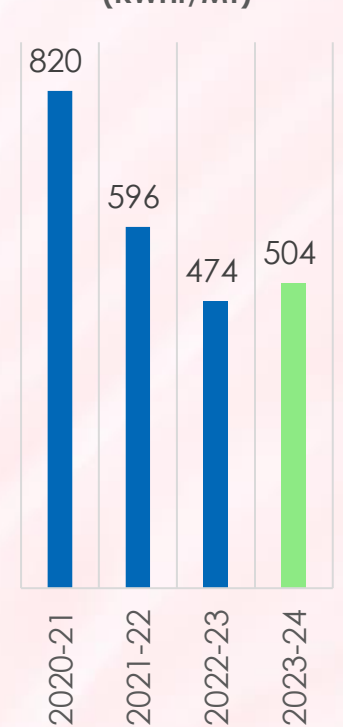
Water Consumption wrt sent to warehouse (KL/MT)



Gas Consumption wrt sent to warehouse (SCM/MT)



Power Consumption wrt sent to warehouse (KWHr/MT)





Multi layered Marketing Infrastructure.. 1

- **11 CERA Style Studios (CSS):** Ahmedabad / Mumbai / Bengaluru / Kolkata / Cochin / Hyderabad / Trivendrum / Morbi / Kadi / Mohali & Lucknow (Upcoming)
- Discerning customers including influencer's can touch and feel products
- No sales orientation / pressure
- The average size these company owned showroom are approx. 7,000 sq.ft.
- With more than 14,000 sq.ft. of display, Hyderabad CSS is the largest company showroom in this industry

Multi layered Marketing Infrastructure.. 2



- **196 CERA Style Galleries (CSGs):** Covering pan India (Dealer Owned)
- Complement / Substitute CSS
- Filters include showroom location, size of display area allocated, sales turnover history and commitment of the dealer
- Exclusive display in a marked area that will highlight products
- Trained sales team helping purchase decisions of customers
- Minimum size of showroom ranges above 1,000 sq. ft.

Multi layered Marketing Infrastructure.. 3

- **171 CERA Style Hub (CSHs):** Covering pan India (Dealer Owned)
- Expanding the brand presence in B & C Cat. towns
- Exclusive display in a marked area that will highlight products
- Minimum size of showroom ranges between 500 sq. ft. - 800 sq. ft.



Multi layered Marketing Infrastructure.. 4

- Enhances retail experiences, retailer owned
- Currently **1,067 Cera Style Centre's (CSC's)** operational
- Over 1,400 CSCs planned in the next 3-4 years
- Minimum size of showroom ranges between 100 sq. ft. - 500 sq. ft.



CERA Style Centre



CERA

Branding & Communication

New Brand Campaign launched: *'CERA. This is your space, Play it your way'*



CERA onboards Kiara Advani and Vijay Deverakonda as brand ambassadors.

Consistent investments across consumer touch points to enhance the overall market potential

- Creating a strong brand recall in consumers minds

- The new brand communication has been unveiled in TV, Digital, OTT and other platforms
- The campaign features CERA's wide range of sanitaryware, faucets, and tiles with the latest styles and technology showcasing the versatility of the collection, that it has something for everyone

Branding & Communication

IMPACT PROPERTY SPONSORSHIP



Contest Announcement



Winner Gratification



Brand Mention



Winner

INSTAGRAM POSTS



IMPACT PROPERTY SPONSORSHIP - TELUGU



Branding & Communication

IMPACT PROPERTY SPONSORSHIP - SUMMARY



MEET & GREET- HAPPY PARTNERS



Branding & Communication

AIRPORT BRANDING

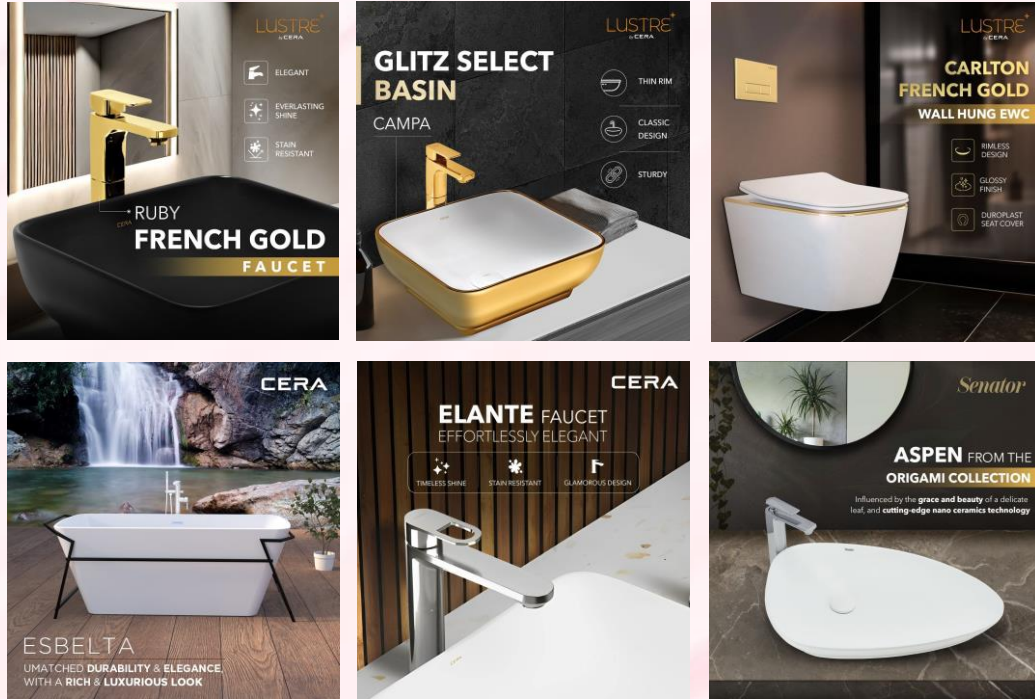


AHMEDABAD DURING WORLD CUP 2023



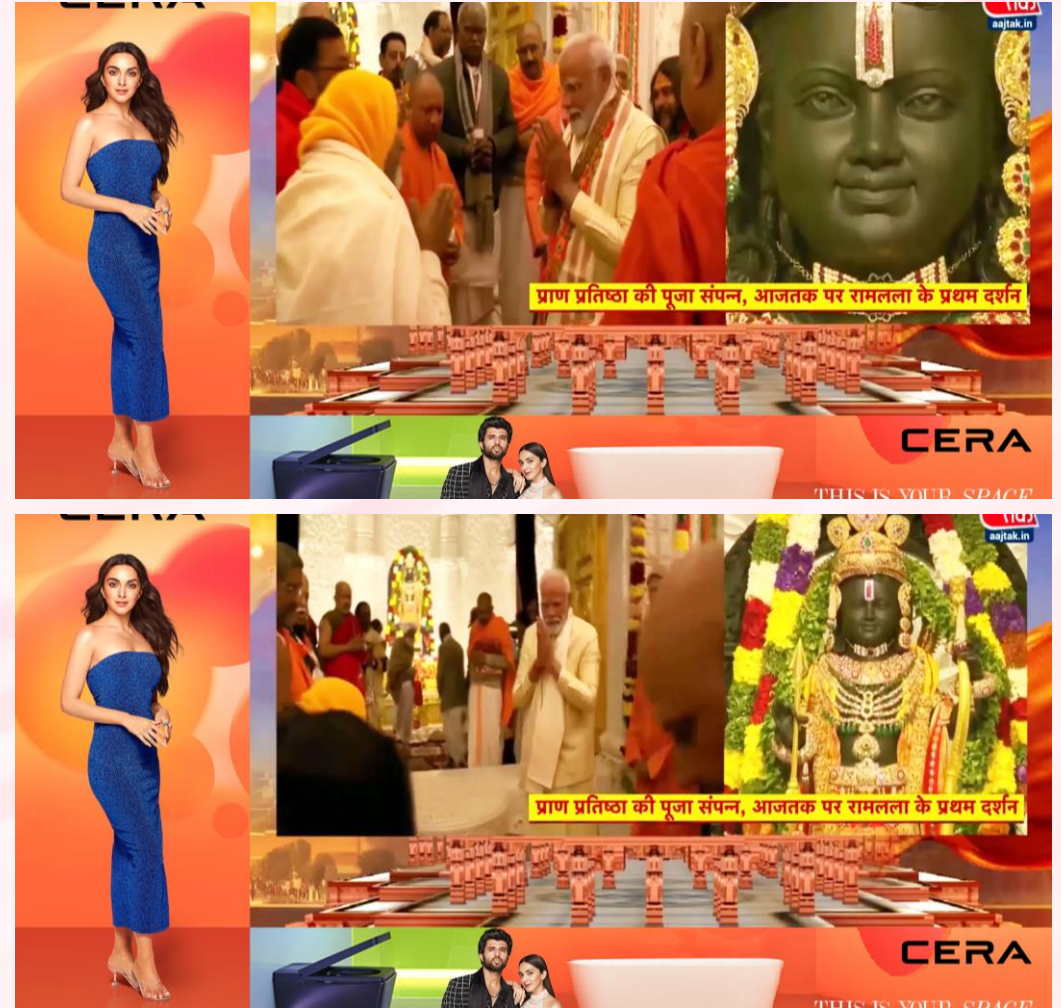
Branding & Communication

DIGITAL PLATFORM



Product & Topical Post

AYODHYA RAM MANDIR 'PRAN PRATISHTHA'



Retailer Loyalty Program



CERA Superstar retailer loyalty program is specially curated to win bundles of exclusive rewards, benefits and privileges at every level of performance.

19,300+
enrolments



Plumber Loyalty Program



- CERA Plumber Loyalty Program: A reward program successfully launched by the Company for plumbers
- In this program:
 - Plumbers receive rewards for recommending and facilitating the sale of Cera products
 - The program communications include Program posters at retailers, and dealer counters
 - Additionally, this program includes a mix of communication channels which includes SMS, Phone calls, Program creatives, and in-person meetings by the sales and marketing team

Customer-Centric After-Sales Service

After Sales Servicing Team – On Company's Books

- 13 service offices
- 43 officers attending technicians
- 455 technicians to attend complaints spread across every state
- Periodical training on products for better quality service



Customer App



Dealer App



**Nationwide
Toll free number
1800 258 5500**

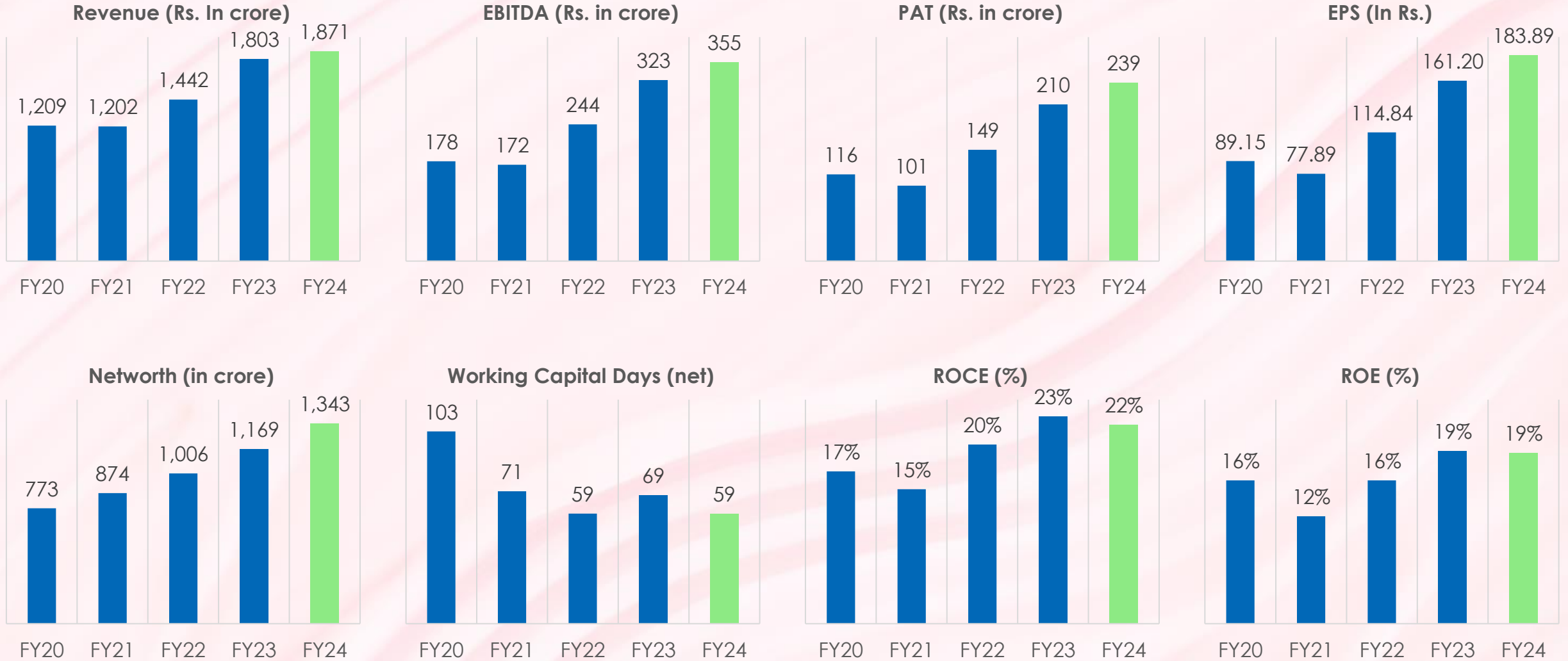
New CRM module

Mobile app for trade as well to register complaints of their clients

Mobile app for customers to register complaints

Complaints are closed within 48 hours (lowest TAT in the industry)

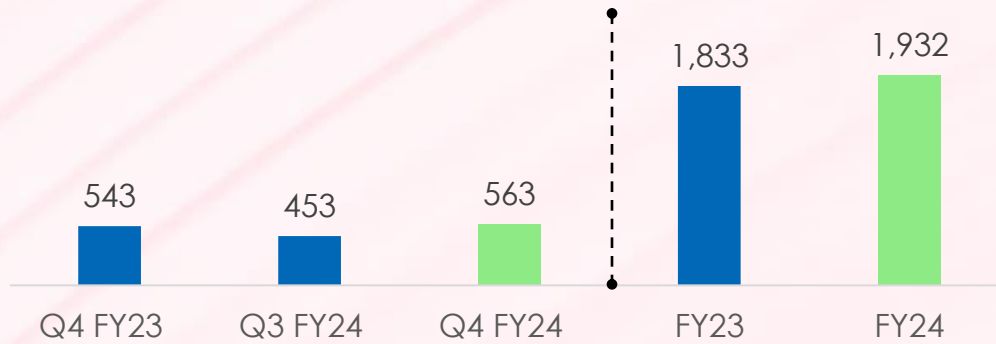
Financial Overview



Key Financial Highlights – Standalone Q4 & FY24

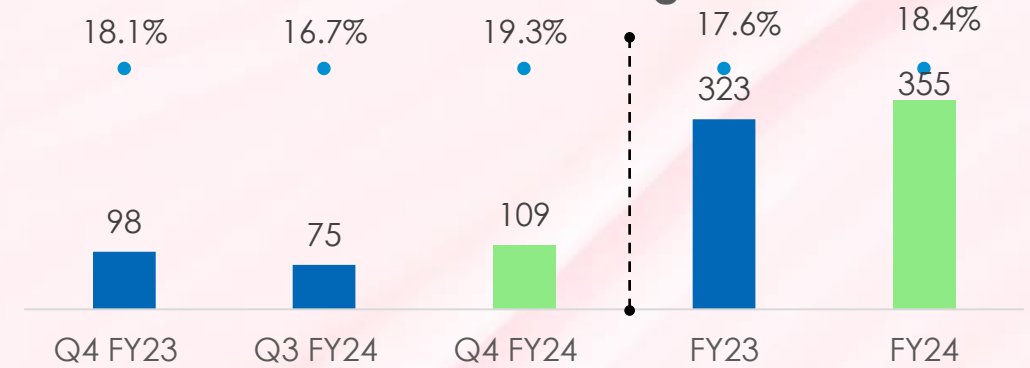
In Rs. crore

Total Income



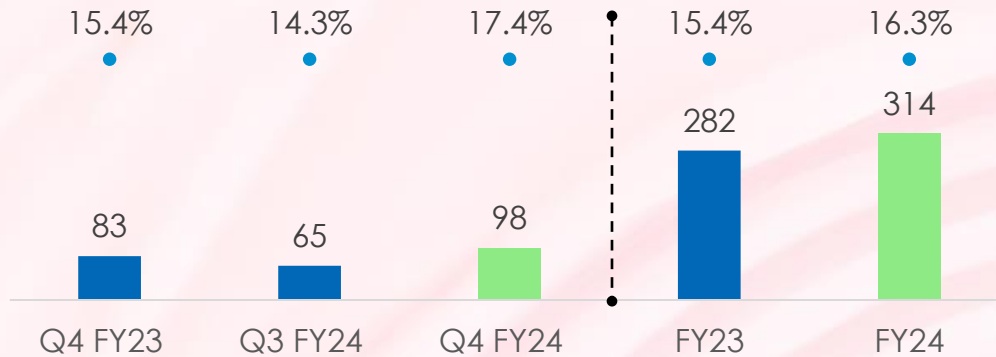
Shift (%) QoQ: 24.3% ↑ YoY: 3.7% ↑ 5.4% ↑

EBITDA • Margins



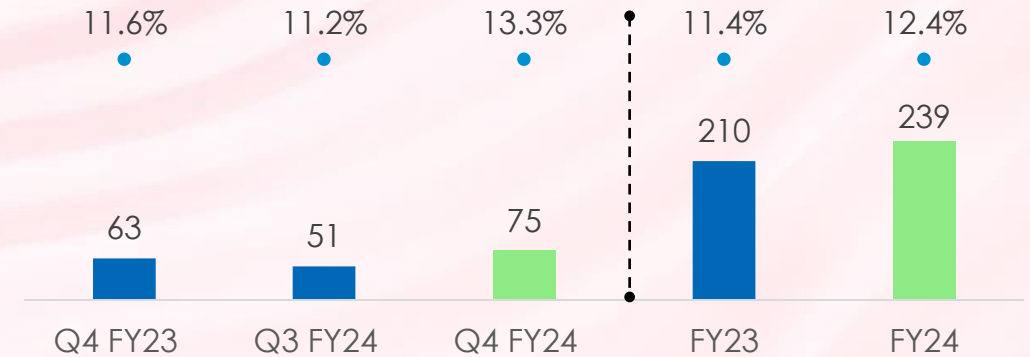
Shift (%) QoQ: 45.3% ↑ YoY: 11.2% ↑ 9.9% ↑

PBT • Margins



Shift (%) QoQ: 50.8% ↑ YoY: 18.1% ↑ 11.3% ↑

PAT • Margins



Shift (%) QoQ: 47.1% ↑ YoY: 19.0% ↑ 13.8% ↑

Note 1: All figures mentioned in the slide are standalone financials

Note 2: Operating EBITDA & EBITDA Margins calculated including other income

CERA

Thank You

Mr. Vikas Kothari (Chief Financial Officer)
Mr. Deepak Chaudhary (Vice President, Finance & IR)
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