

CERA

CSL/2020-21/123
13th August, 2020

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: Disclosure under Regulation 10(6) of SEBI (Substantial Acquisition of Shares & Takeover) Regulations, 2011.

We enclosed herewith the disclosure received from Suvinay Trading & Investment Co. Ltd, under Regulations 10(6) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011.

We hope you will find the same in order and take the same on records.

Thanking you,

Yours faithfully,
For **Cera Sanitaryware Limited**,



Hemal Sadiwala
Company Secretary
End: as above

Cera Sanitaryware Limited

Corporate Office: 7th & 8th Floors, B Wing, Privilon, Ambli BRTS Road, Iskcon Crossroads, Ahmedabad 380059, India
Tel: +91 79 49112222 Email: marketing@cera-india.com Web: www.cera-india.com

Registered Office & Works: 9, GIDC Industrial Estate, Kadi 382715, District Mehsana, North Gujarat

CIN: L26910GJ1998PLC034400

Suvinay Trading & Investment Co. Ltd.

Registered Office: "Madgul Lounge", 23, Chetla Central Road, 2nd Floor, Kolkata - 700027

Email: suvinaytrading@gmail.com • CIN : U65993WB1982PLC035369

12 August, 2020

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

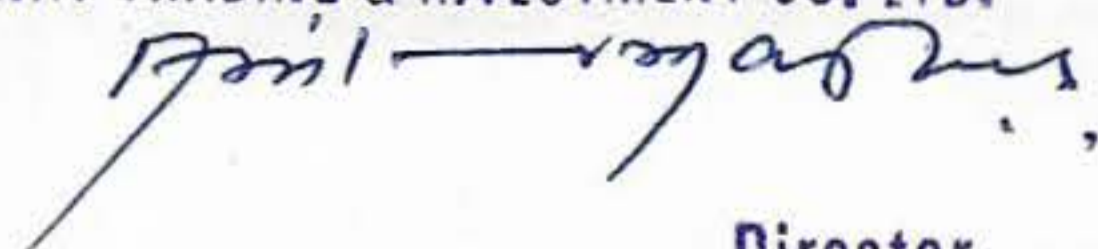
Sub: Disclosure in terms of regulation 10(6) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

With reference to above, we would like to inform you that Suvinay Trading & Investment Co. Ltd (Transferee Company) an entity forming part of Promoter Group of Cera Sanitaryware Limited have acquired 63,388 Equity Shares of Cera Sanitaryware Limited aggregating to 0.49% held by Venugopal Holdings Ltd (Transferor Company) an entity forming part of the Promoter Group of Cera Sanitaryware Limited by virtue of the Scheme of Amalgamation as approved by Hon'ble National Company Law Tribunal, Kolkata Bench. Such acquisition is exempt under Regulation 10(1)(d)(iii) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

We are submitting herewith disclosure under Regulation 10(6) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 for your information and record.

For, Suvinay Trading & Investment Co. Ltd.

For SUVINAY TRADING & INVESTMENT CO. LTD.



Director.

Anil Kumar Maskara-Director

DIN :00716675

CC to: Company secretary of CERA SANITARYWARE LIMITED

Format for Disclosures under Regulation 10(6) – Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	Cera Sanitaryware Limited ('CERA')	
2.	Name of the acquirer(s)	Suvinay Trading & Investment Co. Limited	
3.	Name of the stock exchange where shares of the TC are listed	BSE Limited and National Stock Exchange of India Limited (NSE)	
4.	Details of the transaction including rationale, if any, for the transfer/acquisition of shares.	Pursuant to the Scheme of Amalgamation as approved by Hon'ble National Company Law Tribunal, Kolkata Bench, 63,388 Equity shares of Rs.5/- each of Cera Sanitaryware Limited held by Venugopal Holdings Ltd (Transferor Company & Promoter Group Company) has been transferred to Suvinay Trading & Investment Co. Ltd (Transferee Company & Promoter Group Company) on 10 th August, 2020.	
5.	Relevant regulation under which the acquirer is exempted from making open offer.	10(1)(d)(iii) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011	
6.	Whether disclosure of proposed acquisition was required to be made under regulation 10(5) and if so, - whether disclosure was made and whether it was made within the timeline specified under the regulations. - date of filing with the stock exchange.	Not applicable	
7.	Details of acquisition	Disclosures required to be made under regulation 10(5)	Whether the disclosures under regulation 10(5) are actually made
	a. Name of the transferor/seller	Not applicable	Not applicable
	b. Date of acquisition	Not applicable	Not applicable
	c. Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above	Not applicable	Not applicable
	d. Total shares proposed to be acquired/ actually acquired as a % of diluted share capital of TC	Not applicable	Not applicable
	e. Price at which shares are proposed to be acquired / actually acquired	Not applicable	Not applicable



8.	Shareholding details	Pre-Transaction		Post-Transaction	
		No. of shares held	%w.r.t total share capital of TC	No. of shares held	%w.r.t total share capital of TC
a	ACQUIRER / TRANSFEREE Suvinay Trading & Investment Co. Ltd.	2,59,420	1.99%	3,22,808	2.48%
	PAC				
	Vikram Investment Co. Pvt. Ltd.	29,00,275	22.30 %	29,00,275	22.30 %
	Rekha Commercial Pvt. Ltd	5,32,388	4.09 %	5,32,388	4.09 %
	Trisure Promotions & Tradings Ltd	4,84,400	3.72 %	4,84,400	3.72 %
	Madhusudan Industries Limited	18,065	0.14 %	18,065	0.14 %
	Vikram Somany	9,45,847	7.27%	9,45,847	7.27%
	Smiti Somany	13,42,240	10.32%	13,42,240	10.32%
	Deepshikha Khaitan	3,39,116	2.61%	3,39,116	2.61%
	Pooja Jain Somany	2,00,000	1.54 %	2,00,000	1.54 %
b	SELLER / TRANSFEROR Venugopal Holdings Ltd.	63,388	0.49%	Nil	Nil
	Total	7085139	54.47%	70,85,139	54.47%

Note:

Venugopal Holdings Ltd (Transferor Company) an entity forming part of the Promoter Group of Cera Sanitaryware Limited holding 63,388 Equity Shares of Cera Sanitaryware Limited aggregating to 0.49% have been amalgamated with Suvinay Trading & Investment Co. Ltd (Transferee Company) an entity forming part of Promoter Group of Cera Sanitaryware Limited by virtue of the Scheme of Amalgamation as approved by Hon'ble National Company Law Tribunal, Kolkata Bench.

Suvinay Trading & Investment Co. Ltd being transferee prior to amalgamation was holding 2,59,420 Equity shares of Cera Sanitaryware Limited aggregating to 1.99% of total shareholding. Consequent to said amalgamation the shareholding of Suvinay Trading & Investment Co. Ltd in Cera Sanitaryware Limited has been increased to 3,22,808 Equity shares aggregating to 2.48%. Such acquisition by Suvinay Trading & Investment Co. Ltd is exempt under Regulation 10(1)(d)(iii) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

There is no change in the total Shareholding of Promoter/ Promoter Group of Cera Sanitaryware Limited

Place: Kolkata

Date: 12th August , 2020

For, Suvinay Trading & Investment Co. Ltd.

For **SUVINAY TRADING & INVESTMENT CO. LTD.**

Anil Kumar Maskara
Anil kumar Maskara-Director

DIN:00716675

Director.