

CSL/2016-17/272
July 15, 2016

BSE Limited Corporate Relationship Department 1 st Floor, New Trading Ring Rotunda Building, P J Towers Dalal Street, Fort <u>Mumbai - 400 001.</u> Scrip Code :532443 Scrip ID:CERASAN Fax: <u>022-22722039/2061/2041/2037/3121</u>	The National Stock Exchange of India Limited Exchange Plaza Bandra Kurla Complex Bandra (East) Mumbai - 400 051 Scrip Code : CERA Fax: <u>022-26598237/38 or 022-26598347/48</u>
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Dear Sir,

Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011.

We have to inform you that we have received intimation from Jwalamukhi Investment Holdings (SEBI Registration No.:20110869), a shareholder of the Company in Format under Regulations 29(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 for the 2,75,041 Equity Shares sold by them.

We are enclosing herewith the said Format for the intimation received from Jwalamukhi Investment Holdings for the sale of shares as mentioned above.

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

Thanking you,

Yours faithfully,
For Cera Sanitaryware Limited,



Narendra N. Patel
President & Company Secretary
Encl: as above

Cera Sanitaryware Limited

Sales & Marketing Office: 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 382715, District Mehsana, North Gujarat

CIN: L26910GJ1998PLC034400

Jwalamukhi Investment Holdings

IFS Court, Bank Street, TwentyEight Cybercity, Ebene 72201, Mauritius
Tel: (230) 467 3000 Fax: (230) 467 4000

Ref: RT/RM/BNV

(Please quote our reference in your reply)

13 July 2016

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai 400 001

Fax: 022 2272 3121

Email: corp.relations@bseindia.com

The National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Bandra-Kurla Complex
Mumbai 400 051

Fax: 022-2659 8120

Email: cc_nse@nse.co.in

The Company Secretary

Cera Sanitaryware Limited
9, GIDC Industrial Estate, Kadi-382 715,
Dist. Mehsana, Gujarat
India

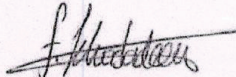
Dear Sir

Disclosure under Regulation 29 (2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Please find enclosed herewith the disclosure being made by Jwalamukhi Investment Holdings, as the Seller, pursuant to Regulation 29(2) of the Securities & Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, with respect to the sale of 275,041 equity shares of face value of INR 10 each of Cera Sanitaryware Limited.

Do let us know if you require any additional information in this regard.

Yours faithfully



Faatimah Khodadeen
Director

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13/7/16

Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011


Name of the Target Company (TC)	Cera Sanitaryware Limited ("Company")		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Seller - Jwalamukhi Investment Holdings ("JIH")		
Whether the acquirer belongs to Promoter/Promoter group	N/A		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	The National Stock Exchange of India Limited BSE Limited		
Details of the disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the disposal under consideration, holding of (as of last SAST disclosure i.e. February 04, 2015):			
a) Shares carrying voting rights	821,296	6.49%	
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	Nil	Nil	
c) Voting rights (VR) otherwise than by equity shares	Nil	Nil	
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	Nil	Nil	
e) Total (a+b+c+d)	8,21,296	6.49%	
Details of sale			
a) Shares carrying voting rights sold	2,75,041	2.11%	
b) VRs acquired /sold otherwise than by shares	Nil	Nil	
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	Nil	Nil	
d) Shares encumbered / invoked/released by the acquirer.	Nil	Nil	
e) Total (a+b+c+d)	2,75,041	2.11%	

After the sale, holding of:			
a) Shares carrying voting rights	5,46,255	4.20%	
b) Shares encumbered with the acquirer	Nil	Nil	
c) VRs otherwise than by equity shares	Nil	Nil	
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	Nil	Nil	
e) Total (a+b+c+d)	5,46,255	4.20%	
Mode of sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	Open market sales		
Dates of sale of shares	July 12, 2016 (JIH sold shares of the Company from May 26, 2015 to July 12, 2016 aggregating to over 2%)		
Equity share capital / total voting capital of the TC before the said sale	13,005,874 equity shares of Rs.10 each		
Equity share capital/ total voting capital of the TC after the said sale	13,005,874 equity shares of Rs.10 each		
Total diluted share/voting capital of the TC after the said sale	13,005,874 equity shares of Rs.10 each		

Note:

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



Faatimah Khodadeen
Director
For and on behalf of Jwalamukhi Investment Holdings

Place: Mauritius

Date: 13 July 2016