

# CERA

CSL/2019-20/422

13<sup>th</sup> November, 2019

BSE Limited 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: CERASAN	National Stock Exchange of India Limited Exchange Plaza Bandra Kurla Complex Bandra (East) Mumbai – 400051.  Scrip Code: CERA
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Dear Sir,

## **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 13.11.2019, in which Standalone and Consolidated Unaudited Financial Results for the quarter and half year ended 30.09.2019 were considered and approved. The results have also been submitted to Stock Exchanges.

We hope you will find the above in order.

Thanking you.

Yours faithfully,  
For Cera Sanitaryware Limited,



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

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## **Cera Sanitaryware Limited**

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

CIN: L26910GJ1998PLC034400



# CERA

## Q2 & H1 FY20 Investor Communication

### CERA Sanitaryware announces Q2 & H1 FY20 Results:

**Q2 FY20 Revenue stood at Rs. 3,272 million**

**EBITDA for the quarter amounted to Rs. 416 million**

**PAT for Q2 of FY20 stood at Rs. 300 million**

**Ahmedabad, November 13, 2019:** Cera Sanitaryware Limited (CERA), India's premier sanitaryware, faucetware, and wellness company, today announced its standalone financial results for the quarter and half year ended September 30, 2019.

### Financial Highlights – Q2 & H1 FY20

Particulars	Q2 FY20	Q2 FY19	Growth	H1 FY20	H1 FY19	Growth
Standalone in INR million except EPS						
<b>Revenue from Operations (Net of Taxes)</b>	3,272	3,310	-1.1%	5,946	6,117	-2.8%
<b>EBITDA (Excluding Other Income)</b>	416	456	-8.8%	768	809	-5.1%
<i>% of sale</i>	12.7%	13.8%	-110 bps	12.9%	13.2%	-30 bps
<b>PAT</b>	300	281	6.8%	491	487	0.8%
<i>% of sale</i>	9.2%	8.5%	70 bps	8.3%	8.0%	30 bps
<b>EPS Diluted</b>	23.09	21.64	6.7%	37.76	37.41	0.9%

### CMD's Message

Commenting on the performance, **Mr. Vikram Somany, Chairman & Managing Director**, said, "We are pleased to report an all-round consistent performance during the quarter, with increased efficacy of our product offerings, adequate credit controls, amidst steady receivable days. This performance is commendable in the backdrop of muted economic growth and subdued consumption trends across the country."

*In recent years, Cera has widened its offerings and enhanced its distribution network. In addition, through equal focus on product portfolio expansion and geographical increase of large format customer touchpoints, recently added in Bangalore (Karnataka) and Morbi (Gujarat). The Company continues to generate healthy cash position and established a strong balance sheet. The strategic steps taken in recent years are today providing us the necessary strength and resilience to successfully overcome business cycles and challenges.*

*We strongly believe that Cera, today, is well poised with high quality products, higher brand recall, and comprehensive product segmentation. Recently established verticals have attained critical mass and are at inflection points. We expect Cera's business momentum to be supported by improving macro-economic situation and due to various initiatives regularly undertaken by the Company."*

- ENDS -

### **For further information, please contact**

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