CERA

Ahmedabad
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CERA Achieves Quantum Leap in Sales Growth: Continues to Grow Above Industry Growth Rate

Cera Sanitaryware Limited, Ahmedabad based company has reported whopping top line of Rs. 487.87 Cr. for FY 2012-13, a growth of 52.75% over previous FY 2011-12 (Rs. 319.39 Cr.)

Setting enterprising target in the beginning of the FY 2012-13 for top line of Rs. 500 Cr. and nearly achieving with a figure of Rs. 487.87 Cr. is classical example of top management's commitments and distinguishes 'Cera' when compared to other players in the sanitaryware space.

Mr.Vikram Somany, Chairman and Managing Director of the company, shared that according to the audited results for the FY 2012-13, the company has achieved operating margins – EBIDTA of Rs. 84.32 Cr, being 17.28% to Sales for the FY 2012-13 as compared Rs. 60.21 Cr. being 18.85% to sales for FY 2011-12.

Whilst the interest and depreciation for the FY 2012-13 remained Rs. 7.09 Cr. and Rs. 9.42 Cr. respectively (For FY 2011-12 Interest Rs. 4.00 Cr. Depreciation Rs. 7.71 Cr.) the Earnings Per Share (EPS)for the FY 2012-13 remained at Rs. 36.51 (FY 2011-12 Rs. 25.32).The company has declared dividend at the rate of 80% for the year.

The post-tax profit for the FY 2012-13 achieved to Rs. 46.21 Cr. as compared to Rs. 32.04 Cr. for the last FY 2011-12, increase of 44%.

Mr. Vikram Somany modestly attributes the growth of the company to CERA's focused endeavors to provide complete bathroom solutions to its customer base across the length and breadth of the country. He further added that strategic planning in terms of product optimization and leveraging on 'Cera's strong brand image with well supported penetrating distribution network has helped the company achieving high growth and set new standards for itself.

The CAGR of company during last Five years has remained much more than industry growth rate. Mr. Somany further added that CERA is confident of sustaining its growth in coming years with its business strategies of continuously upgrading product basket, leveraging on strong brand image, optimizing product potential, capacity utilization and distribution network-all backed up by well structured sales & marketing plans.

According to un-audited results released by the company, CERA earned a net sales income of Rs. 157.95 Cr. in the fourth quarter (January-March 2013), compared to Rs. 100.22 Cr. in January-March 2012. The net profit for Q4 is of Rs. 13.93 Cr. compared to the same quarter in the previous year of Rs. 9.29 Cr.

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