

CSL/2013-14/487
February 20, 2014

Through Fax & Courier
022-26598237/38 or 022-26598347/48

National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Bandra (East)
Mumbai – 400 051

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 Madhusudan Industries Limited, a group company of the promoters group of the Company in Format under regulation 29 (2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 for **5,065** Equity Shares acquired by them.

We are enclosing herewith the said Format for the intimation received from Madhusudan Industries Limited, a group company of the promoters group 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

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 382 715, District Mehsana, North Gujarat

Madhusudan Industries Ltd.

15, India Exchange Place, 2nd Floor, Kolkata - 700 001, Phones : 32901164, 30280988

Fax : 91-33-2230 2504, E-mail : calcutta@cera-india.com

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

1. Name of the Target Company (TC)	Cera Sanitaryware Ltd.		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	MADHUSUDAN INDUSTRIES LTD List of PAC & their holdings as per Annexure "1"		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE & BSE		
5. Details of the acquisition / disposal as follows :	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(**)
<u>Before the acquisition under consideration, holding of:</u>			
a) Shares carrying voting rights	7079180	55.94%	55.94%
b) Shares in the nature of encumbrance (pledge / lien / non-disposal undertaking/others)	NIL	NIL	NIL
c) Voting rights (VR) otherwise than by shares	NIL	NIL	NIL
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	NIL	NIL	NIL
e) Total (a+b+c+d)	7079180	55.94%	55.94%
<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights acquired/sold	5065	0.04%	0.04%
b) VRs acquired /sold otherwise than by shares	NIL	NIL	NIL
c) Warrants/convertible securities/	NIL	NIL	NIL

For MADHUSUDAN INDUSTRIES LTD.

R. S. R.

SECRETARY

Regd. Office & Factory : Rakhial R.S., Pin - 382 315, Dist. : Gandhinagar (India)

Madhusudan Industries Ltd.

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any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked / released by the acquirer	NIL	NIL	NIL
e) Total (a+b+c+d)	5065	0.04%	0.04%
<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights	7084245	55.98%	55.98%
b) Shares encumbered with the acquirer	NIL	NIL	NIL
c) VRs otherwise than by shares	NIL	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	NIL
e) Total (a+b+c+d)	7084245	55.98%	55.98%
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	OPEN MARKET PURCHASE		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	18.02.2014.		
Equity share capital / total voting capital of the TC before the said acquisition / sale	12654874 EQUITY SHARES		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	12654874 EQUITY SHARES		
Total diluted share/voting capital of the TC after the said acquisition/sale.	12654874 EQUITY SHARES		

For MADHUSUDAN INDUSTRIES LTD.

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(*) 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.

For **MADHUSUDAN INDUSTRIES LTD.**


SECRETARY

Signature of the acquirer / seller / Authorised Signatory

Place: Kolkata.

Date: 19.02.2014.

Madhusudan Industries Ltd.

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ANNEXURE "1"

LIST OF PAC & THEIR HOLDINGS

<u>NAME</u>	<u>NO.OF SHARES</u>	<u>%</u>
1. Vikram Investment Co.Ltd.	2900275	22.92
2. Trisure Promotions & Tradings Ltd.	484400	3.83
3. Suvinay Trading & Investment Co.Ltd.	259420	2.05
4. Rekha Commercial Ltd.	532388	4.21
5. Venugopal Holdings Ltd.	63388	0.50
6. Shri Vikram Somany	937953	7.41
7. Shri Vikram Somany	100000	0.79
8. Mrs.Smiti Somany	1742240	13.76
9. Mrs.Deepshikha Khaitan	39116	0.31
10. Madhusudan Holdings Ltd.	7500	0.06
11. Ganga Somany	12500	0.10
	<u>7079180</u>	<u>55.94%</u>

For MADHUSUDAN INDUSTRIES LTD.

R. Parashar
SECRETARY