

CERA



Retailer Loyalty Program
For **Retailers** of **PAN India**

ABOUT CERA

Style. Innovation. Leadership.

These three words capture the essence of CERA Sanitaryware Limited, one of India's fastest-growing companies in the segment. Keeping the needs of the modern customer in mind, we have opened the doorway to the world of style.

Our constant innovations have provided several path-breaking contributions to the industry, such as water-saving twin-flush coupled WCs, 4-litre flush WCs, and one-piece WCs.

Advanced technology has been the forte of CERA. Its state-of-the-art manufacturing plant has been

following the highest standards of quality with an emphasis on sustainability since its inception in 1980. The production capacity of sanitaryware has been elevated from 2.7 million pieces to 3 million pieces per annum. We always plan to maintain our leadership status in the industry while catering to increased demands and effortless supply across the nation.

With CERA, style blends with innovation to reveal a new dimension of modernity.



ABOUT



The CERA Superstar Retailer Loyalty Program is a step forward in rewarding our valued retailers. This specially designed platform offers exclusive rewards, benefits, and privileges based on your performance.

Earn exciting benefits by uploading valid invoices of CERA products purchased through our authorised dealerships.

At CERA, we believe in growing together - this initiative empowers you to achieve more and succeed faster!



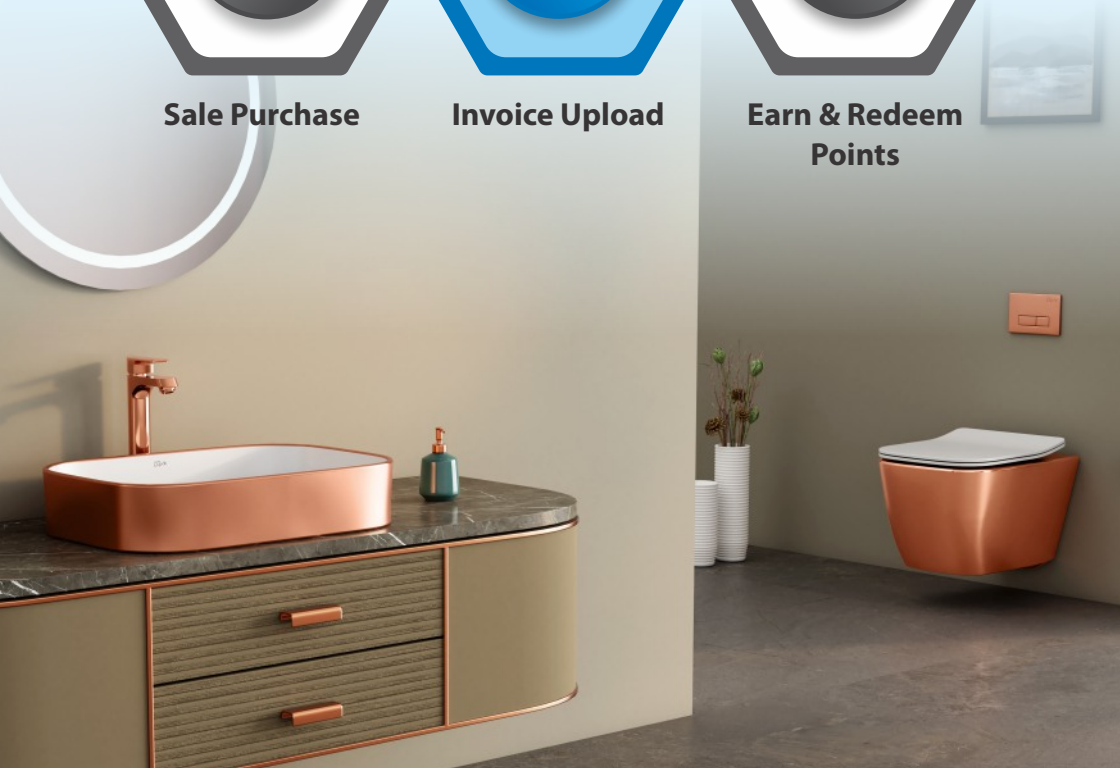
Sale Purchase



Invoice Upload



**Earn & Redeem
Points**



PRO USE OF TECHNOLOGY

Thoughtfully designed Mobile Application to facilitate smoother functioning, exclusively for our Members.



Transaction Upload Module



Detailed Reports



Tracking of redeemed products & vouchers



Real time Point Earning and Redemptions



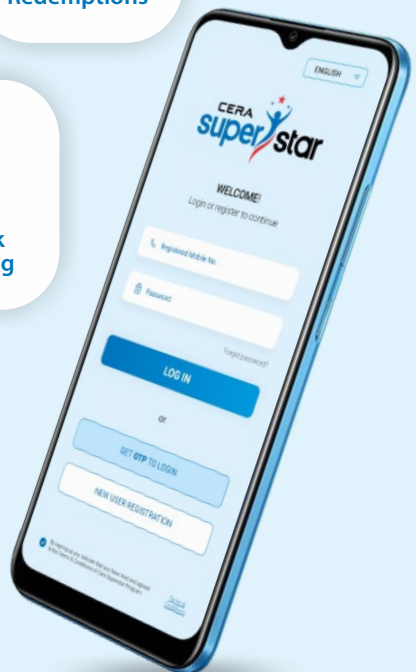
Exclusive Video Access



Direct Feedback Accounting



Instant Notifications



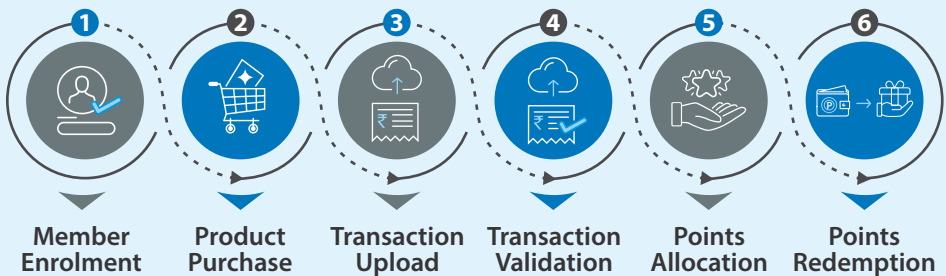
HOW DOES THE PROGRAM WORK?

CERA

Joining CERA Superstar is super-easy and super-rewarding!

Once you are CERA Superstar, you will be a lucky recipient of amazing rewards and points.

This program works in 6 simple stages



1



Member Enrolment

- Retailers across India can register via the CERA Superstar mobile app or microsite by filling in basic details.
- Registrations are verified by CERA's Sales Team.
- Upon approval, a unique Retailer ID and login credentials will be shared via SMS.
- Validation takes 2–3 working days at each step.
- Once credentials are received, log in via OTP to activate their account and start your CERA Superstar journey.



Product Purchase

- Members in the CERA Superstar program must purchase eligible SKUs from authorised CERA dealers.
- All CERA products, except tiles and construction chemicals, qualify as eligible SKUs for earning reward points.



Transaction Upload

- Only invoices for eligible CERA products should be uploaded to the mobile app or microsite.
- Valid transactions must be uploaded within 30 days from the date of purchase.
- Any transactions uploaded after 30 days will be considered void and will not be eligible for the CERA Superstar program.
- Retailers can upload all valid retail invoices (project invoices are not applicable) to earn reward points.



Transaction Validation

- All uploaded invoices and transactions will be reviewed and validated by an authorised CERA dealer, followed by the CERA Sales Team.
- Only validated transactions will earn reward points.
- If any transaction is rejected, the retailer will receive an SMS notification stating the reason for the rejection.
- TAT for transaction validation is 2-3 working days.



Points Allocation

- All CERA Superstars will receive 500 reward points as a joining bonus.
- Reward points will be updated only after the invoice validation process is complete.
- CERA Superstars will earn 1 point for every INR 100 spent on eligible SKUs, excluding GST.



Points Redemption

- For the first redemption, a minimum of 500 points (excluding bonus points) is required.
- CERA Superstar can redeem their earned points to purchase rewards and vouchers from the reward catalogue.
- Redemption delivery TAT for -
 1. Electronic Gift Vouchers (EGV) Instant
 2. Physical Gift Vouchers (GV) 12 to 15 working days
 3. Rewards (ex., white goods, laptops, TV, etc.) 4 to 6 weeks

F & Q, GENERAL PROCESS TERMS & CONDITIONS

Q1. Eligibility/Who is eligible? /Who can register?

- All PAN India Retailers are eligible to register in the CERA Superstar program.

Q2. How and Where to Register?

- As mentioned above, all PAN India Retailers
- Microsite: <https://cerasuperstar.com/>
- Download the 'CERA Superstar' App from the Play Store or the Apple store
- Retailers shall fill up all mandatory fields and submit it for authentication.

Q3. What is Authentication Process?

- On receipt of registration, CERA's Sales Team will verify and authenticate the registration.
- Following successful authentication and approval, a unique Retailer ID and login credentials will be sent to the Retailer (hereinafter referred to as "CERA Superstar") on the registered mobile number.
- All authentication, approval and enrolment processes (i.e. TAT) will take 2-3 working days, subject to the submission of accurate and correct details by the Retailer.

Q4. How to log in to the program?

- On receipt of credentials, CERA Superstar shall log in via OTP and activate the account to be part of the program.

Q5. Bonus Points:

- After authentication, CERA will give 500 bonus points as a joining bonus.
- The Bonus points cannot be used for redemption on the first redemption call.
- CERA Superstar can use bonus points for redemption on the subsequent redemption call.
- Bonus points are neither transferable nor convertible into cash.

Q6. Where to Purchase the Eligible Products/SKUs?

- CERA Superstar can purchase the eligible products/SKUs only from the dealers across PAN India.
- The CERA Superstar must purchase eligible SKUs from the authorised and approved dealer of CERA.
- Except for Tiles and Construction chemicals, all other products of CERA will be considered as eligible SKUS, and the purchase price of eligible SKUS will help to earn reward points.
- CERA Superstar shall purchase with a valid invoice, while a purchase without a valid invoice will not be considered.
- The invoice should be in the name of CERA Superstar, i.e. in the name of the Retailer's firm as mentioned in the legal registration document.
- All invoices must be uploaded to the program app or on the microsite to earn reward points.

Q7. Where to register purchase and upload invoices?

- CERA Superstar shall log in through the app or on the microsite to upload all valid purchase invoices.
- Only eligible SKUs/ CERA's products are considered in the reward points calculation.
- CERA Superstar shall avoid uploading duplicate invoices.
- No reward points will be awarded on the duplicate invoices.
- All invoices are required to be uploaded within the specified period.

Q8. What are the limitations and time-limit to upload invoices?

- To get the reward points, invoices are required to be uploaded within 30 days from the date of issue/purchase.
- The transaction uploaded after 30 days will be considered void and cannot be part of the CERA Superstar program.
- The invoices uploaded beyond the specified period will not be taken into consideration for any reward points calculation.
- All uploaded invoices will be sent for the validation process through the program.

Q9. What is the validation process?

- All uploaded invoices and transactions will be validated and examined by the program center, dealer followed by the CERA Sales Team.
- The CERA Sales Team will validate the value of invoices for the rewarding process.
- Non-validated invoices will be rejected, and the reason for rejection will be informed to CERA Superstar via app notification.
- All validated values will be converted to reward points.
- The entire validation process will take 4-5 working days.

Q10. How to earn through the reward point process?

- Rewards points can be earned simply by uploading purchase invoices.
- Reward points will be updated and allotted to the CERA Superstar only after the invoice's validation process.
- The reward points will be awarded only on the subtotal (Pre pre-GST value), i.e. purchase value/price of eligible SKUs.
- Any kind of Tax Amount will not be taken into consideration for reward points, and it is excluded and removed from the value of the net total of invoices.

Q11. What is the value of each Reward Point?

- CERA Superstar will be eligible for 1 reward point against the valid value of the purchase of every INR 100 on eligible SKUs.
- One (01) reward point = One (01) Rupee.
- The value of reward points will be updated by the program center from time to time.
- CERA Superstar shall keep checking the status of reward points.

Q12. Where to check the status of Reward Points?

- CERA Superstar users can log in to check their reward point status, which will be visible under the "My Points" section. The "Balance Points" displayed represent the points currently available for redemption.
- The points rewarded will be updated periodically.
- Each month, regular updates and figures of reward points will be sent through SMS to the registered mobile number.

Q 13. Do CERA Superstar receive a target-based incentive under the program?

- Yes, CERA Superstars receive a target-based incentive. They earn a base incentive of 1%, and upon achieving the quarterly sales target, they become eligible for an additional 2% incentive. Example: Any new retailer onboarded in May 2025 will be eligible only for uploading-related benefits (base points). Eligibility for target-based payouts will begin from the next quarter (Q2), subject to management approval.

Q14. Is 194-R TDS applicable for the program?

- Yes, Section 194-R of the Income Tax Act applies. TDS will be deducted at the time of redeeming the points, and the TDS certificate can be downloaded directly from the app.

Q15. How and What is Redemption Process?

- Reward points can be redeemed against various rewards, vouchers & gift cards available in the reward catalogue.
- CERA Superstar shall log into the mobile application or the microsite to avail of the facility.
- Redemption delivery TAT for –

• Electronic Gift Vouchers (EGV)	Instant
• Physical Gift Vouchers (GV)	12 to 15 working days.
• Rewards (ex., white goods, laptops, TV, etc.)	4 to 6 weeks
- The vouchers can be used only as per the terms and conditions mentioned on the vouchers.

Q16. What is the minimum requirement for reward points redemption?

- CERA Superstar needs a minimum of 500 reward points (excluding the bonus points) to activate their redemption call
- **First Redemptions call:**
 - In the transaction of the first redemption call, 500 Bonus points cannot be redeemed or taken into consideration.
 - The requirement of 500 rewards points for the first redemption call shall be generic points, i.e. earned against the purchase value and validated reward points.
- **Subsequent Redemption call:**
 - CERA Superstar can redeem the bonus points on subsequent redemption transactions.

Q17. Can CERA Superstar exchange or Transfer the Reward Points?

- In no case or event, the rewards points transfer to any other CERA Superstar and cannot be converted into cash if not redeemed till the end of the program.

Q18. Can Cera Withdraw the reward program?

- CERA shall have the discretionary right to withdraw this reward program anytime during the program period without giving any prior notice to the Retailers or CERA Superstar.
- CERA shall have discretionary power to change, amend, remove or modify any term or condition of the program without giving any prior notice to the Retailer/CERA Superstar.

Q19. What is the Legal Liability of Cera?

- It is truly a marketing and encouragement program for Retailers to promote CERA's product and boost sales. Hence, CERA shall have no legal liability under this reward program.
- In case of early or pre-mature withdrawal of the reward program, Retailer/CERA Superstar have no right to claim any loss, damage, future loss, pending and unclaimed reward points or their value, etc. from CERA.
- CERA shall not be liable for any technical, physical delay in transmission or submission of the entries by the members or any disruptions, losses, damages, computer-related malfunctions/

failures which affect the participation of the members, or any force majeure conditions or damages caused by Act of God, Governmental actions/restrictions/ lockdown, pandemic/epidemic.

- CERA shall also not be responsible for the non-availability of Stock(s) due to various reasons like climatic conditions, labour unrest, insolvency, business exigencies, or operational & technical issues.

Q20. What are the Rights of CERA Superstar under this program?

- CERA Superstar has the right to claim the reward points on valid invoices as per the terms mentioned above.
- In case of any questions or queries, CERA Superstar can write to CERA, and CERA will reply to resolve the queries of CERA Superstar.
- As it is a promotional and marketing program, CERA Superstar has no hold or ownership on the program and claims any kind of loss or damage from CERA if caused.
- CERA may remove or disqualify CERA Superstar/Retailer immediately if CERA finds any misrepresentation, misleading, passing wrong information, uploading bogus and fabricated invoices or any other act that is unlawful, and all reward points will be forfeited, and no vouchers will be given against reward points.

For more details, please contact us:

Ph:1800206182, Mon-Fri 9.30 AM to 5.30 PM

Email:info@cerasuperstar.com

For any further clarification regarding the program at any point in time, please contact CERA Sales representative.

General Terms And Condition

- The CERA Superstar loyalty program is for PAN India, and participation in the program is voluntary.
- Redemption can be done through an online catalogue only.
- Products (covered under this Program) purchased from authorised dealers of CERA Pan India will only be considered for this Program.
- This Program cannot be clubbed with any other scheme / program/offer unless otherwise approved in writing by CERA.
- Pan India (retailers are eligible for registration in the CERA Superstar loyalty program, subject to validation from the CERA sales team. Registered members must not be CERA's employees, officers or agents, or an employee, officer or agent of any person or organisation involved in the running of the program, and must not be a family relation of any such person.
- New enrollment validation is a must in the CERA Superstar loyalty program to enjoy program benefits.
- Point's accrual applies only to the purchases made after a successful registration.
- The value of 1 point will be INR 1/-.
- You can get 1 point for every INR 100/- of CERA eligible product purchase.
- Accrued points will be redeemed against products and vouchers available in the reward catalogue until any further condition is applied by CERA.
- General terms & conditions will apply to products, vouchers & gift cards available in the reward catalogue.
- Registered members/program members must share invoices with the program center within 1 month from the date of purchase to be eligible for loyalty reward points awarding.
- Loyalty reward points are strictly awarded on pre-GST value only, and there shall be no points awarded on any type of tax levied in the invoice(s) or any surcharges.
- All/kinds of taxes on the products, vouchers & gift cards shall be borne by the registered member.
- No loyalty reward points shall be awarded on any duplicate invoice shared.
- Neither this program nor its terms and conditions shall be construed as a joint venture, agency relationship, or as granting of a franchise.
- CERA reserves the right to amend or withdraw

the "CERA Superstar" at any point in time without giving any reason(s) and intimation(s) for the same.

- The enrolled/registered members have to ensure that they furnish information in its true form, and any misrepresented information concerning reporting purchases or fictitious registration in the CERA Superstar loyalty program will result in permanent disqualification.
- CERA reserves the right to revoke the benefits under this Program in the event of non-production of any of the necessary documents and/or submission of false, incorrect, misleading, or fraudulent documents (s) / information furnished by enrolling/registered members.
- All registered members can be disqualified/expulsed from the program and other such programs / incentive schemes, on the observation / report of any unfair trade practices being carried out in the program or otherwise and his/her reward amount can also be forfeited which shall be final, conclusive, and binding and will not be liable to be disputed or questioned.
- Registered members/program members do not have the option to take CASH in exchange for any kind of rewards/incentives.
- CERA will not be liable for any loss or damage, whether direct or indirect, caused to registered members due to withdrawal or change in the program.
- All registered members will be rewarded per the pre-defined awarding matrix set by CERA.
- The points or any other benefits under the present Program are non-transferable. All points will lapse six (6) months after the completion of the financial year in which they were earned (e.g., points earned during FY 2025-26 will expire by September 30, 2026).
- By applying for and on registration, all registered members irrevocably acknowledge that all the terms and conditions have been fully read and understood by them.
- CERA does not take any type of responsibility, such as quality, after-sales service, warranty, performance, etc., on the third-party goods provided in the gift list.
- CERA shall not be liable for any technical, physical delay in transmission or submission of the entries by the members or any disruptions, losses, damages, computer - related malfunctions / failures which affect the participation of the members, or any force majeure conditions or damages caused by Act of God, Governmental actions / restrictions / lockdown, pandemic / epidemic.
- CERA shall also not be responsible for the non-availability of Stock(s) due to various reasons like climatic conditions, labour unrest, insolvency, business exigencies or operational & technical issues.
- Any disputes, controversies, and conflicts arising from the usage or non-usage of points shall be communicated to CERA. CERA will then appoint/authorise the committee to resolve the dispute at the earliest. The decision of CERA will be final. The present program runs to encourage retailers by way of sharing rewards and bringing transparency to the business transaction. It is not CERA's legal liability or any compulsory obligation towards retailers. Therefore, Retailers shall not claim it as their right or legal due. CERA holds and reserves all discretionary rights to change, modify and alter the rewards system without any prior notice to retailers.
- By entering the program, members fully indemnify CERA and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies from any liability whatsoever, and waive causes of action, related to any liability, claims, costs, injuries, losses or damages of any kind arising out of or in connection with the program.
- Disputes, if any, are subject to Ahmedabad (Gujarat) the Jurisdiction.



Cera Sanitaryware Limited

Corporate Office: 7th & 8th Floors, B Wing, Privilon, Ambli BRTS Road, Iskcon Crossroads, Ahmedabad 380059

Tel: +91 79 49112222 Email: marketing@cera-india.com Web: www.cera-india.com

Regional Offices:

Ahmedabad: 2nd Floor, B Block, The Acropolis Mall, S.G. Highway, Thaltej, Ahmedabad 380054

Tel: +91 9033008905, 9033008906 Email: css.ahmedabad@cera-india.com

Bengaluru: 1st & 2nd Floors, AXIS Samruddhi-12, No. 12, 15th Cross, JP Nagar, 4th Phase, 100 Feet Ring Road, Near Dalmiya Signal, Bengaluru 560078 Tel: + 080 42123295 Email: css.bangalore@cera-india.com

Chennai: 10 Square Mall, 2nd Floor, West Wing, 100 Feet Road, #64, Jawaharlal Nehru Road, Koyambedu, Chennai 600107 Tel: +91 44 48649884, 48609885 Email: chennai@cera-india.com

Delhi & NCR: 801, Bhikaji Cama Bhawan, Bhikaji Cama Place, New Delhi 110066 Tel: +91 11 46574105, 46574106 Email: delhi@cera-india.com

Hyderabad: Plot # 643, 3rd & 4th Floor, Mytri Heights, Adjacent Madhapur Metro Station, Road # 36, Jubilee Hills, Hyderabad 500033 Tel: +91 7229073737 Email: hyderabad@cera-india.com

Jaipur: 1st Floor, KK², C-11, Prithviraj Road, C Scheme, Ashok Nagar, Jaipur 302001

Kochi: 1st Floor, Bay Pride Towers & Mall, Marine Drive, Kochi 682031 Tel: +91 484 4052213, 2365440 Email: cochin@cera-india.com

Kolkata: Tirumala 22, Unit - 3A, 3rd Floor, 22 Topsia Road (East), Kolkata 700046 Tel: +91 33 22850130 Email: css.kolkata@cera-india.com

Kozhikode: 29/1275, "Payyeri House" MLA Road, Kotttooli P.O, Kozhikode 673016 Tel: +91 495 4012525 Email: calicut@cera-india.com

Lucknow: 3rd Floor, Plot 146-147, Near Bhootnath Metro Station, Sector-5, Faizabad Road, Indira Nagar, Lucknow 226016

Mohali: Plot No. 33-C, Industrial Estate, JLPL, Sector 82, Mohali 140306 Tel: 0172 2733101 Email: chandigarh@cera-india.com

Morbi: Laxmi Ceramic Compound, Near Tajpar Char Rasta, NH 8-A, Morbi 363642 Tel: +91 7600008729

Mumbai: 7 & 8, Woodrow Building, Veera Desai Road, Andheri (West) Mumbai 400053 Tel: 022 40116070 Email: mumbai@cera-india.com
Pune: Plot No. 490/B, CTS No. 1115, Bhamburda, Ganesh Khind Road, Pune 411005

Thiruvananthapuram: 1st Floor, SFS Pyramid, TC 97/2139(97), Near MGM School, Thampuran Mukku, NH Bypass, Karimnal P. O., Thiruvananthapuram 695583 Tel: +91 471 3512056 Email: trivandrum@cera-india.com



Company Display Centre

Ahmedabad: 2nd Floor, B Block, The Acropolis Mall, S.G. Highway, Thaltej, Ahmedabad 380054

Tel: +91 9033008905, 9033008906 Email: bathstudio_ahd@cera-india.com

Bengaluru: 1st & 2nd Floors, AXIS Samruddhi-12, No. 12, 15th Cross, JP Nagar, 4th Phase, 100 Feet Ring Road, Near Dalmiya Signal, Bengaluru 560078 Tel: +91 80 42123295 Email: css.bangalore@cera-india.com

Chennai: 10 Square Mall, 2nd Floor, West Wing, 100 Feet Road, #64, Jawaharlal Nehru Road, Koyambedu, Chennai 600107 Tel: +91 44 48649884, 48609885 Email: chennai@cera-india.com

Hyderabad: Plot # 643, 3rd & 4th Floor, Mytri Heights, Adjacent Madhapur Metro Station, Road # 36, Jubilee Hills, Hyderabad 500033 Tel: +91 7229073737 Email: css.hyderabad@cera-india.com

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Morbi: Laxmi Ceramic Compound, Near Tajpar Char Rasta, NH 8-A, Morbi 363642 Tel: +91 7043301227

Mumbai: 7th & 8th, Woodrow Building, Veera Desai Road, Andheri (West) Mumbai 400053 Tel: 022 40116070 Email: mumbai@cera-india.com

Pune: Plot No. 490/B, CTS No. 1115, Bhamburda, Ganesh Khind Road, Pune 411005 Tel: +91 20 25650054

Thiruvananthapuram: 1st Floor, SFS Pyramid, TC 97/2139(97), Near MGM School, Thampuran Mukku, NH Bypass, Karimnal P.O., Thiruvananthapuram 695583 Tel: +91 471 3512056 Email: trivandrum@cera-india.com

Regd. Office & Works: 9, GIDC Industrial Estate, Kadi 384440, District Mehsana, North Gujarat

Tel: +91 2764 243000, 242329 Email: kadi@cera-india.com

For Customer Care: Toll Free: 1800 258 5500 Email: ceracare@cera-india.com Online: www.cera-india.com/service-request

For Export Enquiry: internationalsales@cera-india.com



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<https://www.linkedin.com/company/cera-sanitaryware-ltd>



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