MY PASSIVE INCOME / ADVISORY RESEARCH

Cera Sanitaryware Limited (CERA)

NSE · Industrials · Building Products & Equipment

ADVISORY SIGNAL
SELL

Advisory baseline SELL · Technical snapshot SELL

PRICE NOW	SIGNAL PRICE	VS ADVISED	MARKET CAP	P/E	ROE	SALES GROWTH	EARNINGS GROWTH
Rs.5,053.00	Rs.5,650.00	-18.7%	Rs.6,516 Cr	32.1x	N/A	15.1%	-2.7%

EMA TREND MAP

21D -3.7% | 50D -8.8% | 200D -10.1%

21D short-term · 50D intermediate · 200D primary trend



INVESTMENT CASE

CERA SANITARYWARE LTD (NSE: CERA) is currently a SELL on the supplied technical/risk framework, and the latest live reference price is Rs.5,053.00 captured at 2026-10-14 19:32:41 IST from Live. The signal remained SELL -> SELL, with the event price at Rs.5,650.00 on 2026-10-14 16:30:50 IST. What the supplied evidence supports The stock is trading below all supplied EMAs: 21D, 50D, and 200D. The framework says the original stop-loss was triggered. Fundamentals show revenue growth of 15.1%, but earnings growth is -2.7%, with…

BUSINESS / MOAT

Sourced facts Cera Sanitaryware manufactures, sells, and trades building material products in India. Product set includes sanitaryware, faucets, showers, tiles, kitchen sinks, bathtubs, vanity cabinets, mirrors, and…

Moat view: Possible moat evidence Established brands: Senator, CERA Luxe, CERA, Polipluz Broad product portfolio across bathroom and related building products Dealer and sub-dealer network plus direct engagement Export activity Long…

CATALYSTS / RED FLAGS

Catalysts: Recognized brands and broad product portfolio. Established distribution through dealer/sub-dealer networks. Revenue growth of 15.1%. Gross margin of…

Red flags: Latest reference price Rs.5,053.00 Captured at 2026-10-14 19:32:41 IST Source: Live Note: This is separate from the historical signal-event price…

DECISION CHECKLIST

PASS **SIGNAL ALIGNMENT**
Advisory SELL; technical engine SELL.

FAIL **PRIMARY TREND**
Price/EMA structure is not confirmed.

WATCH **VOLUME SUPPORT**
Volume confirmation is absent or unavailable.

PASS **WEEKLY MOMENTUM**
Latest weekly trend is advancing.

FAIL **GROWTH**
Sales 15.1%; earnings -2.7%.

UNKNOWN **MARGIN TREND**
Operating margin 8.2%; change N/A.

UNKNOWN **ROCE / QUALITY**
ROCE N/A; change N/A.

WATCH **BALANCE SHEET**
Debt/equity 3.17x.

WATCH **VALUATION**
P/E 32.1x; compare with growth and peers.

REVIEW **MOAT EVIDENCE**
Possible moat evidence Established brands: Senator, CERA Luxe, CERA, Polipluz Broad product portfolio…

REVIEW **SECTOR / PEERS**
Sector / industry Sector: Industrials Industry: Building Products & Equipment Context from peers…

REVIEW **EVIDENCE QUALITY**
Evidence quality Strongest evidence: technical snapshot, current price, valuation snapshot, and peer…

RISK / RETURN PLAN

RISK GRADE	Very High
LATEST PRICE	Rs.5,053.00
THESIS BREAK	N/A
DOWNSIDE TO BREAK	Not determinable
MINIMUM REWARD / RISK	Not determinable
2:1 REWARD HURDLE	N/A

EXPOSURE GUIDANCE

0% new exposure; review existing position for exit or reduction

MONITORING HORIZON

Until the next signal or thesis review; monitor at least weekly

PRICE SNAPSHOT

Captured 2026-10-14 19:32:41.67 IST via Live.

Risk/reward is not determinable because a valid current price below/above a usable thesis-break level was not available.

SOURCES: Screener.in, Yahoo Finance fundamentals snapshot, Company website, TechGraph

This research is AI-assisted and informational only; it is not investment advice. Verify primary filings and current market data before acting.

14 Oct 2026 19:33 IST

Cera Sanitaryware Limited (CERA) · SELL view

MACHINE FRAMEWORK

M — MEGA TAILWINDS & TRENDS

WATCH - The sector is Industrials / Building Products & Equipment, and revenue growth is 15.1%, but the supplied headlines are unverified signals and do not prove a durable…

A — PRICE ACTION & VOLUME

FAIL - Current price is below EMA 21/50/200, trend_valid is false, volume_support is false, and the signal remains SELL.

C — COMPETITIVE ADVANTAGE - MOAT

WATCH - The business has brands and distribution reach, but supplied evidence does not prove durable moat strength or superior capital returns.

H — HIGH ROCE - EMERGING & QUALITY

UNKNOWN - ROCE, ROE, and ROA are not available in the supplied evidence.

I — IMPROVEMENTS IN COMPANY

WATCH - Revenue growth is positive at 15.1%, but earnings growth is -2.7% and margin-change fields are unavailable, so improvement is not established.

N — COMPANY GETTING INTO MORE THINGS

WATCH - The business already spans multiple product categories and channels, but no direct evidence shows new expansion initiatives or successful adjacency entry.

E — EXECUTION / EARNINGS TRIGGERS

FAIL - Earnings growth is negative, operating margin is only 8.19%, and profit margin change is unavailable, so execution on earnings triggers is not demonstrated.

FUNDAMENTAL SCORECARD

PASS	SALES GROWTH	15.1%
FAIL	EARNINGS GROWTH	-2.7%
WATCH	GROSS MARGIN	47.8%
WATCH	OPERATING MARGIN	8.2%
UNKNOWN	MARGIN CHANGE	N/A
UNKNOWN	ROCE	N/A
UNKNOWN	RETURN ON EQUITY	N/A
WATCH	DEBT / EQUITY	3.17x
WATCH	P / E	32.1x

4-YEAR FINANCIAL TREND

METRIC	-	-	-	-
REVENUE	N/A	N/A	N/A	N/A
SALES GROWTH	N/A	N/A	N/A	N/A
OP MARGIN	N/A	N/A	N/A	N/A
NET MARGIN	N/A	N/A	N/A	N/A
EARNINGS GROWTH	N/A	N/A	N/A	N/A
ROCE	N/A	N/A	N/A	N/A
DEBT / EQUITY	N/A	N/A	N/A	N/A

VALUATION / EXPECTATIONS

Supplied valuation P/E: 32.11x P/B: 4.43x Dividend yield: 1.48% Interpretation The valuation is not obviously distressed. Given negative earnings growth and elevated leverage, the multiple does not look especially compelling on the supplied evidence. Peer comparison…

SCENARIOS & DELIVERY

BULL

Revenue growth persists and converts into better operating leverage. Retail/channel expansion improves reach and mix. Margins stabilize or recover. Leverage becomes less…

BASE

Revenue grows moderately, but earnings remain uneven. Margins stay around current levels. The stock remains range-bound or weak until trend and fundamentals improve. Valuation…

BEAR

Earnings continue to lag revenue. Margin pressure persists. High leverage becomes a larger concern. Technical weakness continues, with the stock remaining below key EMAs and…

MANAGEMENT DELIVERY AUDIT

Usable annual-report excerpts Not available in supplied evidence. No annual_report_evidence entries were provided. Audit result Fewer than two usable reports prevent verification of management commitments, targets, or delivery. No concrete management claim can be audited against later…

CATALYSTS / RISKS

Catalysts: Recognized brands and broad product portfolio. Established distribution through dealer/sub-dealer networks. Revenue growth of 15.1%. Gross…

Risks: SELL signal remains in force. Price below all key EMAs. Stop-loss triggered. Earnings growth is negative. Debt/equity is elevated. No…

THESIS BREAK / MONITOR

Current SELL signal reverses only if supported by price reclaiming trend levels and volume confirmation. Sustained deterioration in earnings growth or margins. Evidence of balance-sheet stress worsening. Any primary filing…

EVIDENCE QUALITY & DATA GAPS

Evidence quality Strongest evidence: technical snapshot, current price, valuation snapshot, and peer snapshot. Moderate evidence: business description and headline signals. Weak evidence: management delivery, moat durability, capital efficiency, and multi-year trend analysis. Key data gaps No financial_history entries. No annual_report_evidence. ROCE, ROE, and ROA unavailable. No verified margin-change data. No primary…

SOURCE LINKS

Screener.in · screener.in

Yahoo Finance fundamentals… · finance.yahoo.com

Company website · cera-india.com

This research is AI-assisted and informational only; it is not investment advice. Verify primary filings and current market data before acting.