



The Smithers Report

Weekly Edition

A News Digest of Activities in the Tire Industry

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WHAT'S NEW IN TIRES

CEAT Joins the Global Platform for Sustainable Natural Rubber

CEAT has joined the Global Platform for Sustainable Natural Rubber (GPSNR), a multi-stakeholder initiative dedicated to transforming the natural rubber industry into a more sustainable and equitable sector. The membership underscores the tire maker's commitment to Environmental, Social, and Governance (ESG) principles throughout its operations, it said.

By joining GPSNR, CEAT aims to improve transparency and traceability within its natural rubber supply chain. This will ensure responsible sourcing practices and eliminate deforestation risks and collaborate with other GPSNR members to promote environmentally friendly practices across the natural rubber industry. Amit Tolani, Chief Executive of CEAT Specialty, said: "We are proud to join the Global Platform for Sustainable Natural Rubber. This membership reflects our deep commitment to environmental and social responsibility. By working alongside other stakeholders in the industry, we can ensure a sustainable future for natural rubber production that benefits both the environment and the communities that rely on it."

(CEAT – Mumbai, India)