
COMPANY OVERVIEW

Making Mobility Safer & Smarter. Everyday



CEAT- PART OF THE RPG GROUP - A LEADING BUSINESS CONGLOMERATE

■ RPG Group

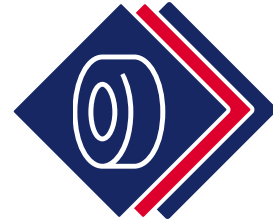
USD 3.3 Bn + revenue

15% CAGR

35,000 + workforce

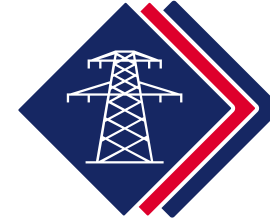
50% + global revenue

100+ countries



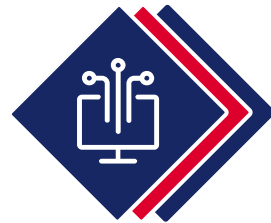
CEAT

A leading manufacturer of automobile tyres.



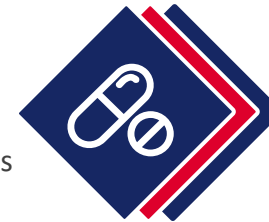
KEC International

World leader in Power Transmission EPC space.



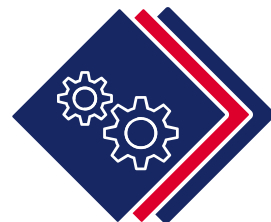
Zensar Technologies

Software services provider spread across 20 countries, 400+ customers.



RPG Lifesciences

Pharma company with wide range medicines in global generics and synthetic APIs.



Raychem RPG

Engineering products and services catering to infrastructure segment of the economy.



Harrisons Malayalam

One of India's largest plantation companies with tea, rubber and other agro products.

CEAT-AMONG THE TOP 30 TYRE COMPANIES IN THE WORLD

- 90 years of presence
- 7 manufacturing facilities- 6 in India, 1 in Srilanka
- 100+ countries- Number 1 player in SriLanka
- 2 state of the art R&D centres-
 - Global centre in Frankfurt
 - India centre in Halol, Gujrat
- Presence across 6 tyre categories
- 3.5 million+ tyres produced annually

WIDE PRODUCT RANGE



CAR AND SUV TYRES



TRUCK AND BUS TYRES



LCV AND LAST MILE TYRES



MOTORCYCLE AND SCOOTER TYRES



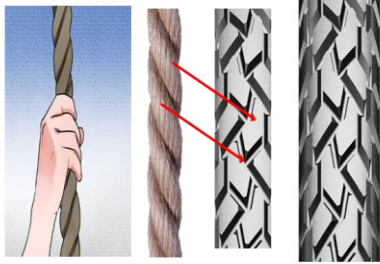
FARM TYRES



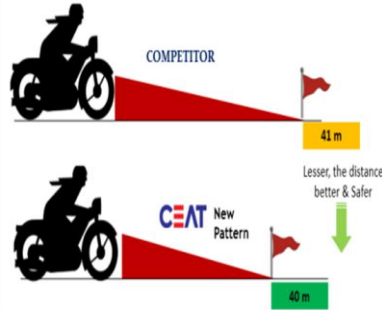
OFF THE ROAD TYRES



EXCITING PRODUCT OFFERINGS



Awarded the Best Design Award for the GRIPP Pattern



CEAT

SUPERIOR GRIP FOR EVERY TRIP

CEAT SecuraDrive
SUPERIOR CONTROL AT HIGH SPEED.

CEAT | MILAZE X3

THE 1 LAKH KM' TYRE

CEAT It helps
CAR TYRES

*Up to 1 lakh kilometers, based tests on Indian Roads. Actual performance may vary based on road, terrain, vehicle, and driving conditions.

NEW, EVEN WHEN IT'S OLD.

GRIPP X3

Comes with dual compound technology where a new high grip layer comes into action as the tyre wears out keeping your hold on the road, strong as ever.

CEAT it helps
BIKE TYRE

CEAT

INDIA'S 1st PUNCTURE SAFE BIKE TYRE

FUEL EFFICIENT TYRES BY CEAT.

Ceat FuelSmart tyres, with up to 7%* better fuel efficiency.

CEAT FUELSMART

SUPPLIERS TO ALL MAJOR OEM MANUFACTURERS



WINNER OF THE DEMING PRIZE 2017



- The Deming Prize, awarded by JUSE (Japanese union of scientific engineers), is the highest award recognizing deployment of TQM to achieve business results.
- CEAT was conferred the prestigious Deming Prize in 2017
- CEAT is the only tyre company outside Japan to have won the Deming Prize

CEAT SPECIALTY TYRES

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CEAT SPECIALTY TYRES- OVERVIEW

- CEAT Specialty Tyres Ltd. was formed in 2015
- It is a wholly owned subsidiary of CEAT Ltd. for development, manufacturing and sale of off-the-highway (OTH) tyres
- Product portfolio extends across Farm, Mining, Construction and Industrial Tyres in radial and bias ranges
- State of the art plant manufacturing farm radials started at Ambarnath, India in October 2017
- We already have 150+ Radial products and 350+ Bias products across categories
- CSTBV, Netherlands established to service the European customers better

STATE OF THE ART EQUIPMENT AT PLANT

4 Roll Calendar(Rodolfo Comerio)



Strip Winding Machine(Marangoni)



Tyre Building Machine



Tyre Curing Press(VLC)

