



ICONIC

# CEAT

## GRIPPING SUCCESS

CEAT accelerates movement with the finest tyres known for their tough, smooth and secure grip on roads. The brand holds the honor to be the most reliable name in manufacturing high-performance world-class radials for a wide variety of vehicles.

The brand also enjoys the position of being India's leading tyre marketers with a capacity of 95,000 + Tyres / day. CEAT manufactures high-performance world-class radial tyres for a wide range

of vehicles on roads these days.

The brand prides on precision and operational excellence, which in turns helps them to create new business opportunities, reduce costs, market faster, and above all, enhanced client value. The brand calls it the CEAT advantage and it is also enhancing the way they do business with their partners.

CEAT manufactures highly-durable, customized tyres for Indian vehicles including trucks, light commercial vehicles (LCVs), passenger cars (PCs), utility vehicles (UVs), tractors, truck trailers and two-wheelers, while working hand in hand with the R&D departments of the partners.

## WIDENING THE SCOPE

Tyres have to undergo a lot with roads being in bad shape, thus related brands need to address the issues conditions like high speeds, unkind terrains, weather and loads in the best manner. CEAT tyres retain and balance worse conditions and are best intended for modern vehicles in the best way. They deliver safety by inducing advanced technology which blends grip & control without compromising tyre life. They



also judiciously use resources and optimize tyres by being environmentally responsible and creating sustainability through eco-friendly products.

The brand is well known for utilizing the core technologies of tyre design, engineering, material development and process engineering with a view to hand over the right product. The brand delivers a wide range of products from 2-wheeler to giant off-roader tyres that enriches the customer experience and strives to improve it through innovation.

## ORCHESTRATING A HAPPIER SOCIETY

There are only a handful of brands which adhere to their social responsibilities along with profit making. CEAT has a vision to drive 'holistic empowerment' of the community around the local vicinity of their plants, and in the industry across geographies. The brand runs on strong





ideologies in implementing sustainable initiatives with maximum societal impact by filling critical need gaps.

As a part of their corporate social responsibility, the brand supports initiatives for gender equality and empowerment of women, primary education, health and local community development, employability, among others.

- Netranjali, the Flagship Programme was launched in 2014-15, to work towards the cause of preventing avoidable blindness in India. This is a key need as India has the world's largest blind population, with 80% of cases of blindness being preventable with early stage interventions. Eye

health check-up camps under Project Netranjali reached out to 150 - 200 beneficiaries per camp, covering a total of 10,000 individuals across different schools & slum communities in Bhandup, Navi Mumbai, Worli & Halol.

- Swayam is an initiative empowering economically less privileged women in driving skills. It breaks the stereotypes and paves a new path for economically less privileged women. It builds driving skills leading to gainful employment thus promoting gender equality and women empowerment. It will drive a powerful social change within the industry that we operate in (transport industry).
- The Pehlay Akshar program addresses the social need gap by imparting practical English fluency, both spoken and read, to children thereby empowering them for future employability. It is operating in 14 Govt schools in Bhandup, Nasik and Halol reaching out to 1232 students.



## QUANTUM LEAPS

- The brand was Awarded Sword Of Honor by British safety council
- Employers' Federation of India awarded them with National Excellence Award in employee Relations