



CEAT BECOMES THE FIRST TYRE BRAND IN THE WORLD TO WIN LIGHTHOUSE CERTIFICATION FROM THE WORLD ECONOMIC FORUM

Mumbai, India – 20th January 2023:

CEAT Limited (CIN No: L25100MH1958PLC011041), today announced that its Halol Tyre Manufacturing Facility has been designated by the World Economic Forum as an 'Advanced Fourth Industrial Revolution (4IR) Lighthouse'. CEAT is the first tyre company globally and the first auto ancillary company in India to be recognised for adopting advanced fourth-industrial revolution technologies to digitally transform operations and become a part of the prestigious **Global Lighthouse Network**.

The Global Lighthouse Network is a World Economic Forum initiative in collaboration with McKinsey & Company. It is a community of manufacturing sites and value chains that are world leaders in the adoption and integration of the cutting-edge technologies of the Fourth Industrial Revolution (4IR).

This is the first CEAT facility to receive the coveted recognition. The award was presented to Anant Goenka, MD, CEAT, at the Global Lighthouse Network Ceremony of the World Economic Forum on the 16th of January, 2023, in Davos

CEAT has been working towards digitalization of its process and workplace across its factories with a focus on improving operational efficiency. As part of this, CEAT deployed 4IR technologies such as Advanced Analytics, Machine learning, Virtual reality and Industrial IOT to ensure 100% coverage of operator touchpoints. On the people front, digital capability building of managers and shop floor workforce was done through hackathons and designing applications along with the team. As a result, CEAT achieved significant improvements in productivity, yield and energy consumption.

Commenting on the certification, Mr. Anant Goenka, Managing Director, CEAT Limited, said, "We are honoured to receive the Lighthouse certification for our Halol plant. We embarked on our Industry 4.0 journey in 2020 and, since then have seen substantial improvements in our operational efficiencies through digital technologies. Some of the Fourth Industrial Revolution (4IR) technologies deployed include Advanced Analytics based cycle time optimisation, IoT-enabled intelligent control for energy reduction, digitally enabled root cause analyser for yield improvement and ML-powered visual analytics. We improved productivity by digitalising 100% of the operator touchpoints. All of these initiatives have resulted in reducing the plant operating cost by 25% and a growth in our global and OEM sales.

This global award is a testimony to our preparedness to adopt industry-leading digital technologies in the workplace. As the first tyre company globally and the first auto ancillary company in India to receive this prestigious recognition, we feel immense pride in setting global benchmarks in a fast-evolving industry. We aspire to continue leveraging the 4IR capabilities and achieve more milestones, such as a further reduction in GHG emissions to 50% by 2030, among other key targets."

Commenting on CEAT's entry into the Global Lighthouse Network, **Mr. Francisco Betti, Head of Shaping the Future of Advanced Manufacturing and Value Chains, World Economic Forum, said, "In this next chapter of the Fourth Industrial Revolution, they are setting the pace across industries. Lighthouses are demonstrating how to scale advanced technologies across entire manufacturing networks and beyond towards suppliers and customers or new functions, such as procurement, logistics, and research and development."**

As of today, the Global Lighthouse network includes 132 global frontrunners in advanced manufacturing. Each chosen Lighthouse uniquely integrates Fourth Industrial Revolution (4IR) technologies, from AI and robotics to cloud computing and big data. In doing so, all of them provide inspiration to the rest of the world by demonstrating the type of production approach that can drive the next engine of global economic growth.

About Global Lighthouse Network:

The Global Lighthouse Network is a community of production sites and value chains that are world leaders in the adoption and integration of the cutting-edge technologies of the Fourth Industrial Revolution (4IR). Lighthouses apply 4IR technologies such as artificial intelligence, 3D-printing and big data analytics to maximise efficiency and competitiveness at scale, transform business models and drive economic growth, while augmenting the workforce, protecting the environment and contributing to a learning journey for all-sized manufacturers across all geographies and industries. The Global Lighthouse Network is a World Economic Forum project in collaboration with McKinsey & Co, factories and value chains that join the Network are designated by an independent panel of experts.

About CEAT Ltd (www.ceat.com):

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturers and has a strong presence in global markets. CEAT produces more than 41 million high-performance tyres, catering to various segments like 2-3 Wheelers, Passenger and Utility Vehicles, Commercial Vehicles and Off-Highway Vehicles.

About RPG Enterprises (www.rpggroup.com):

RPG Enterprises, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 4 Billion. The group has diverse business interests in the areas of Infrastructure, Tyres, Pharma, IT and Specialty, as well as in emerging innovation-led technology businesses.

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