



CEAT LIMITED
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CIN: L25100MH1958PLC011041

October 3, 2023

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Security Code: 500878

National Stock Exchange of India Limited

Exchange Plaza,
Bandra Kurla Complex, Bandra (East),
Mumbai 400 051

Symbol: CEATLTD

NCD Symbol: CL23, CL25, CL26

CP Listed ISIN: INE482A14BT3, INE482A14BU1

Sub: Press Release – CEAT creates history; becomes the 1st in the tyre industry across the world to win the Deming Grand Prize

Dear Sir/Madam,

Please find enclosed herewith a copy of the Press Release dated October 3, 2023, informing that CEAT has been awarded the prestigious Deming Grand Prize presented by the Union of Japanese Scientists and Engineers (JUSE) for excellence in Total Quality Management (TQM), making it the first tyre brand in the world to achieve this recognition.

The Deming Grand Prize is an illustrious honour for organizations that have achieved the Deming Prize and have continued to sustain and elevate their Total Quality Management (TQM) practices for more than three years. CEAT has been on the TQM journey for over fifteen years and was the first tyre company outside Japan to win the prestigious Deming Prize in 2017.

We request you to kindly take the same on record and disseminate appropriately.

Thanking you,

Yours faithfully,
For **CEAT Limited**

Vallari Gupte

Company Secretary & Compliance Officer

Encl: as above



CEAT creates history; becomes the 1st in the tyre industry across the world to win the Deming Grand Prize

Mumbai, India – 03rd October 2023: CEAT Ltd., India's leading tyre manufacturer, has been awarded the prestigious Deming Grand Prize making it **the first tyre brand in the world** to receive this rare distinction in 2023.

The Deming Grand Prize is an illustrious honour for organizations that have achieved the Deming Prize and have continued to sustain and elevate their Total Quality Management (TQM) practices for more than three years. CEAT has been on the TQM journey for over fifteen years and was the first tyre company outside Japan to win the prestigious Deming Prize in 2017.

Deming Grand was institutionalized in 1969 and is one of the longstanding quality awards presented by the Union of Japanese Scientists and Engineers (JUSE) for excellence in Total Quality Management (TQM). **CEAT is one of only 33 companies worldwide to win this honour and the only tyre brand on a global stage.**

Companies that operate at high levels of TQM stand out in their customer centricity, systematic way of working and people capabilities.

Mr. Anant Goenka, Vice Chairman, CEAT Ltd., said *“We're deeply honoured by the Deming Grand Prize. This accolade underscores our unwavering commitment to excellence. Our gratitude goes to our invaluable partners and vendors for their steadfast support. This achievement inspires us to continue leading the tyre manufacturing industry worldwide, focusing on quality and customer satisfaction.”*

Mr. Arnab Banerjee, MD & CEO, CEAT Ltd., said *“We are extremely delighted with this achievement. Winning this prize reflects our robust business systems and processes, leading to the creation of highly reliable and dependable products and services every time. This is delivered through involvement of every employee and all stakeholders making it truly partnership based. We believe that CEAT's customer-centric approach and superior quality standards have played a critical role in winning us this honour.”*

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 Group (www.rpggroup.com):

RPG Group, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 4.4 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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