



**CEAT LIMITED**  
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@ [www.ceat.com](http://www.ceat.com)  
CIN: L25100MH1958PLC011041

June 2, 2025

**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: CL25, CL26**

Dear Sir/Madam,

**RE: Investor Conference**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and other applicable provisions and in continuation to our letter dated May 29, 2025, please find enclosed herewith the Investors' presentation for the said conference.

It is requested to take the same on record.

Thanking you,

Yours faithfully,  
For **CEAT Limited**

(Gaurav Tongia)  
**Company Secretary**  
**Encl: A/a**



CEAT Chennai joins

## **GLOBAL LIGHTHOUSE NETWORK**

recognized by World Economic Forum



# **RPG Annual Investor Conference 2025•**

June 03, 2025

# Disclaimer

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This presentation may include statements which may constitute forward-looking statements. All statements that address expectations or projections about the future, including, but not limited to, statements about the strategy for growth, business development, market position, expenditures, and financial results, are forward looking statements. Forward looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements.

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Recognised and trusted globally,

CEAT ranked among the  
**TOP 10 STRONGEST  
GLOBAL TYRE BRANDS**

worldwide in  
**Brand Finance®**  
2025 Rankings.



Strongest  
Tyre Brands 2025

|     |             |      |
|-----|-------------|------|
| #1  | Michelin    | 88.8 |
| #2  | Pirelli     | 86.8 |
| #3  | Continental | 85.8 |
| #4  | Goodyear    | 79.8 |
| #5  | Maxxis      | 75.8 |
| #6  | Yokohama    | 75.8 |
| #7  | Sumitomo    | 75.8 |
| #8  | Ceat        | 74.1 |
| #9  | BF Goodrich | 73.8 |
| #10 | Wentworth   | 69.8 |

Source: Tyres 25 report from Brand Finance

Brand Finance of UK, is the world's leading brand valuation consultancy used widely by financial institutions, non-governmental agencies and academics

# Overview



**Rs. 13,218 cr**

Revenue (FY25)



**~14.0%**

5-yr Revenue CAGR



**11.3%**

EBITDA (FY25)



**1.3x**

Debt to EBITDA



**AA**

credit rating  
(outlook +ve)



**0.4x**

Debt to equity



**300%**

Dividend



# CEAT Vision

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**Leadership in 2W  
Domestic Market**



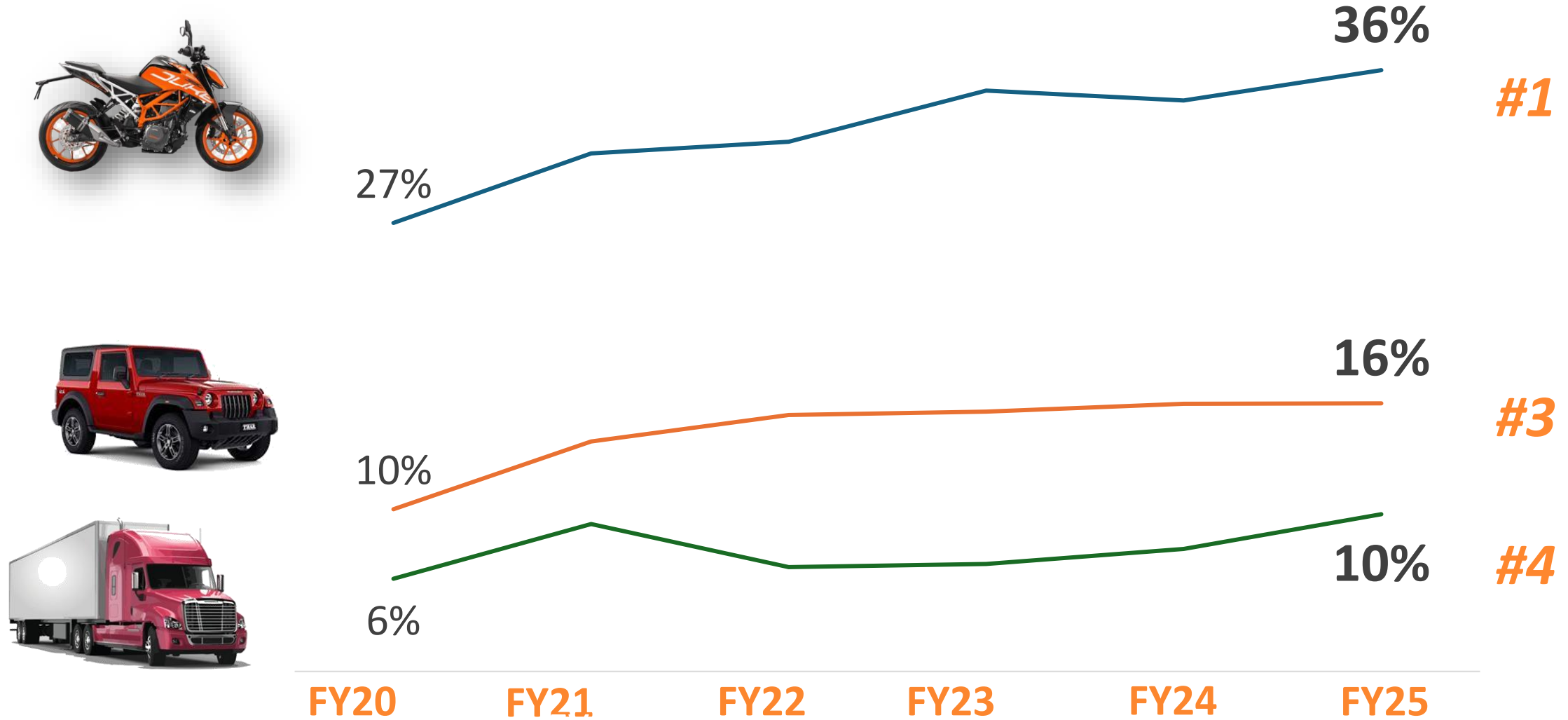
**Leadership in PC/UV  
Domestic Market**



**>25%  
International Business**



# Charting a Course for Sustained Growth



1. Replacement market share as per industry reports, internal estimates

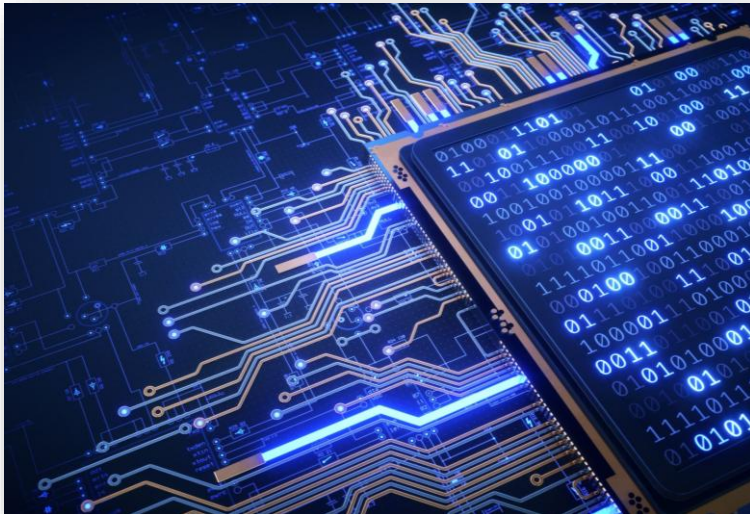
# Rank

# CEAT is Future Ready

## International



## Digital



## Electrification



## Premiumization







# CEAT's

## STRATEGIC ACQUISITION





# CAMSO: Strengthening Leadership in Off-Highway Tyres



## Access to Marquee OEM + Distribution Channels



| Segment             | CEAT's offering | Camso's offering | CEAT + Camso |
|---------------------|-----------------|------------------|--------------|
| Agriculture tires   | ✓               | ✗                | ✓            |
| Agriculture tracks  | ✗               | ✓                | ✓            |
| Mining tires        | ✓               | ✗                | ✓            |
| Industrial Tires    | ✓               | ✓                | ✓            |
| Construction tires  | ✓               | ✓                | ✓            |
| Construction tracks | ✗               | ✓                | ✓            |

✓ Strong portfolio

✓ Limited portfolio

✗ No portfolio

Run rate of ~2.3 mn PC/UV tyres

*PC/UV SKUs 4.3x since FY19*



Growing Market Share Around the Globe<sup>1</sup>



2.5%



2%



2%



1%



5%



1%



1%



1%



12%



7%



4%



2%

<sup>1</sup> Market Share as of 2024

International Tyre Testing



*All the tyres were within the recommended category, with satisfactory results*

930+ Off Highway SKUs

*~88% coverage in agri segments, Leading OEM partner in EU, LA & US*



JOHN DEERE



CNH

CATERPILLAR®





## Supplier to All EV OEMs in India

Mahindra XUV 400



Citroen E-C3



MG ZS EV



MG Comet EV



Share of  
Business

4W

~30%

Nexon EV



Punch EV



Windsor



Ola S1 Pro



Ampere Primus



Joy EV



Yo Byke



Oben E Bike



BattRE



2W

~12%

Bajaj Chetak



TVS iQube



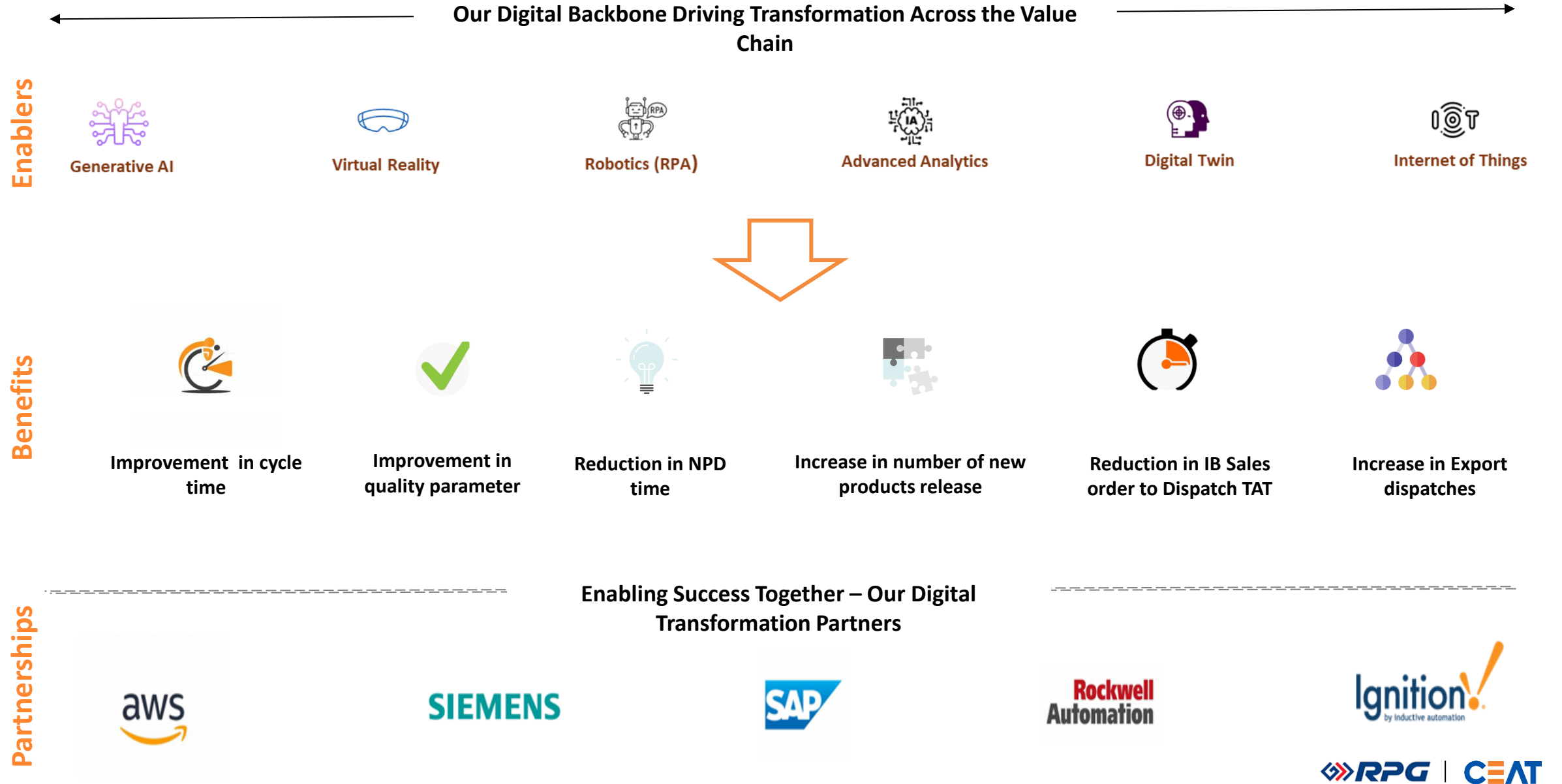
Hero MotoCorp Vida



Bgauss Auto



# 3 Enabling Technology in the Ecosystem



## Tyre Range Covers 95% of Super Premium Cars in Replacement Market

*BMW X3*



*Mercedes V Class*



*Mercedes E Class*



*BMW X5*



*Audi A4*



*Audi Q7*



*Skoda Kodiaq*



*Volkswagen Tiguan*



*Skoda Kushaq*

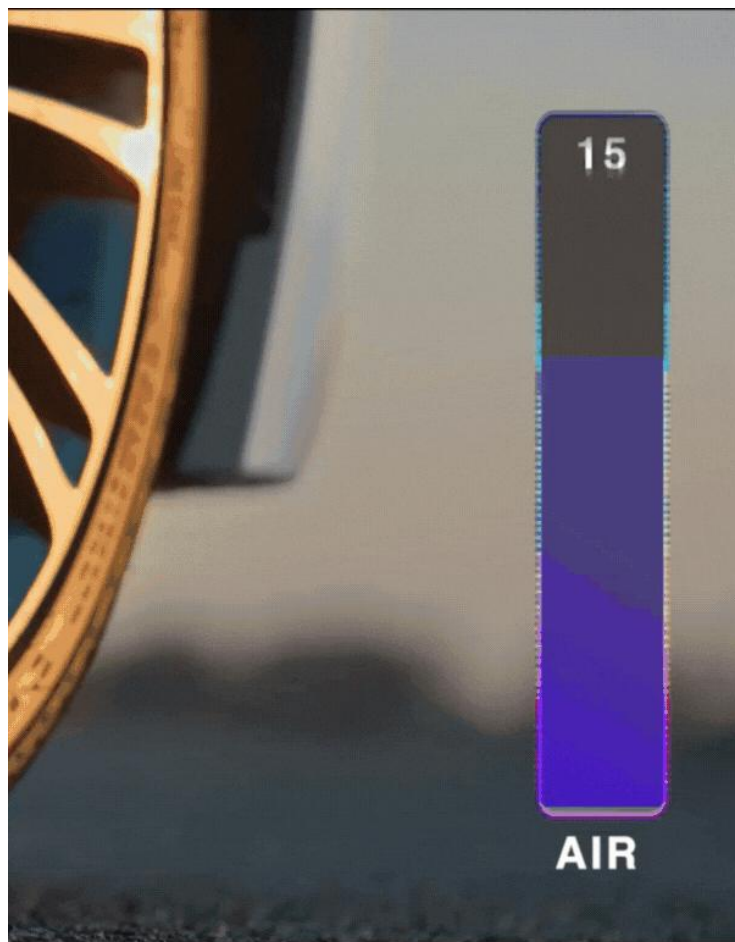




## ZR Rated



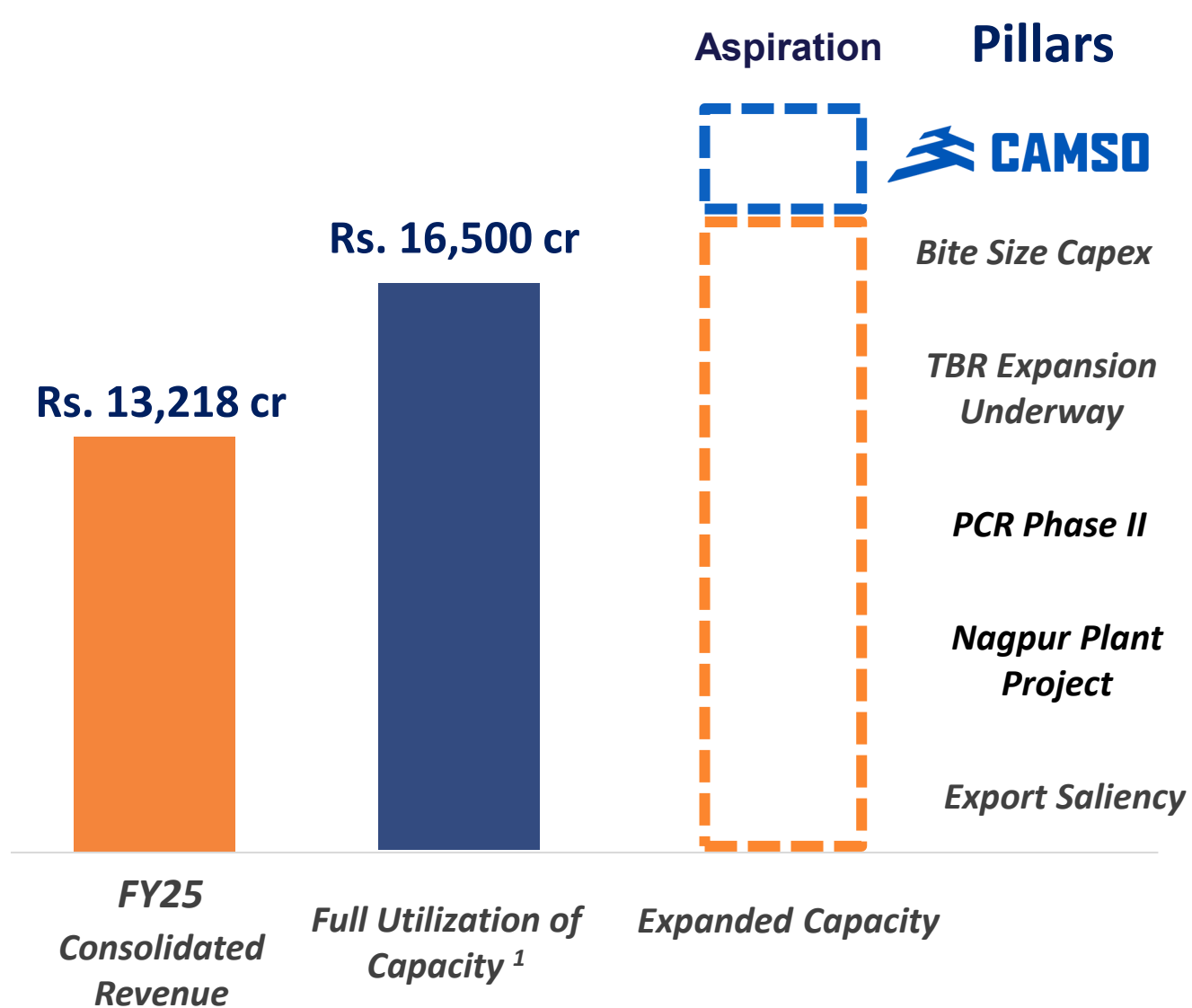
## Run Flat Technology



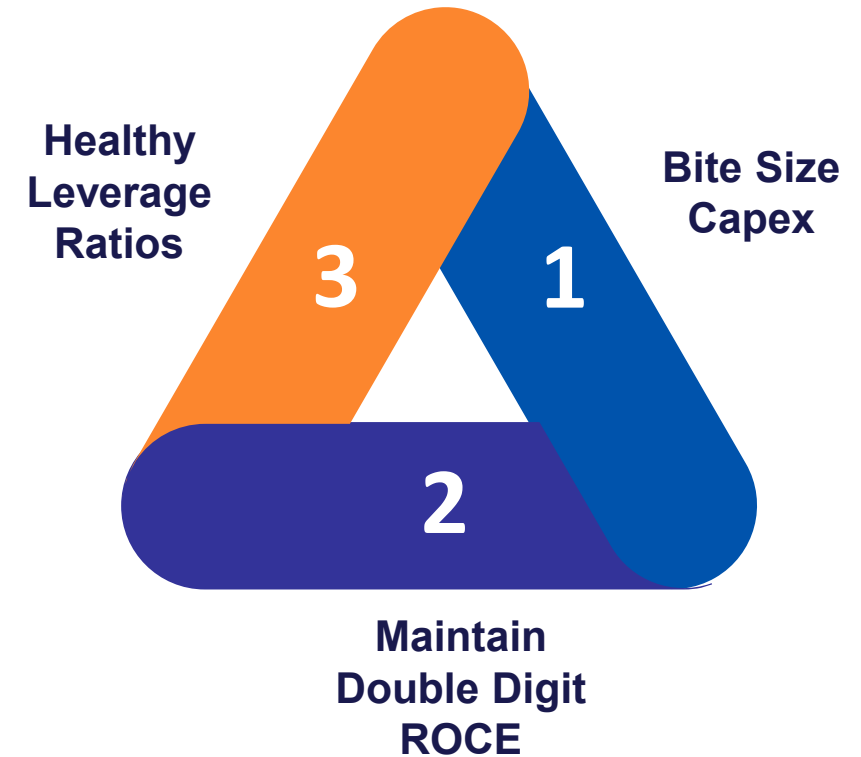
## Calm Technology



# Geared for Growth

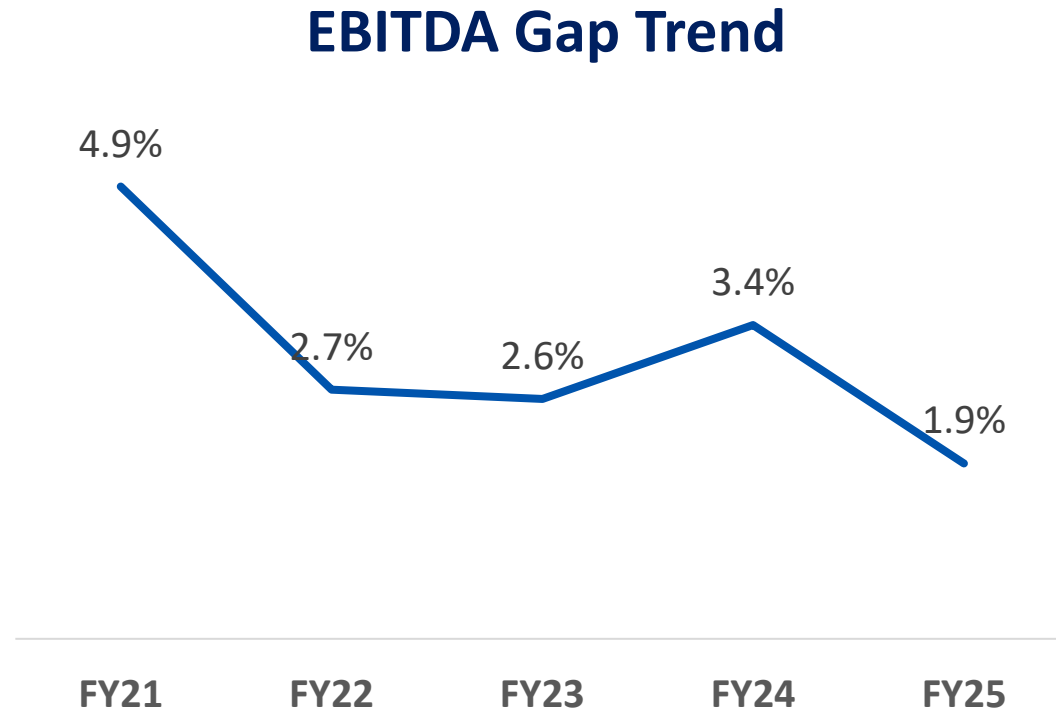
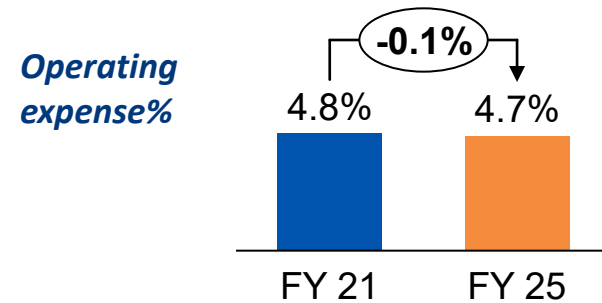
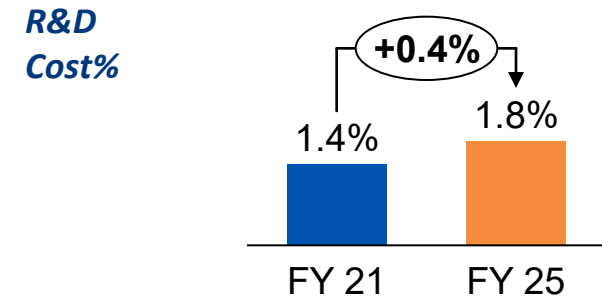
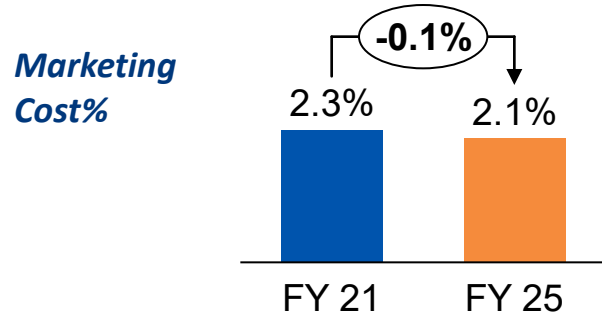


## Our Approach

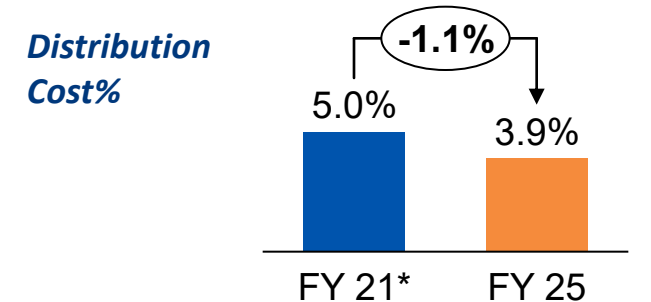
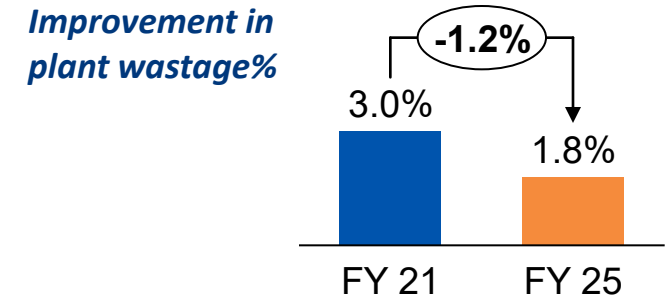
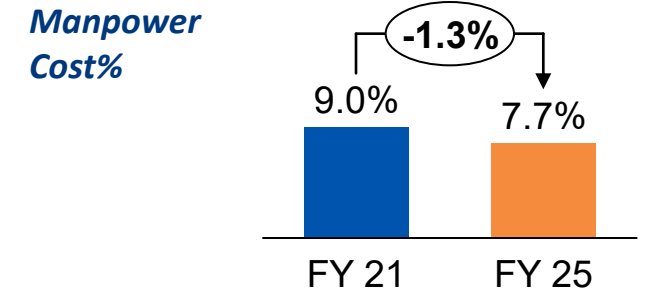
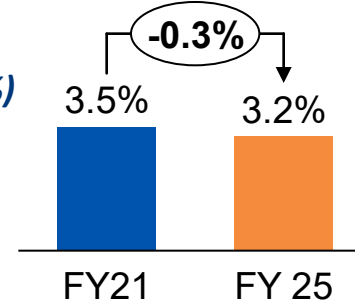


1. Potential revenue at current capacity

# Efficient Cost Management



**Reduced Energy Cost%**  
(On account of use of renewable sources 40%)



Note : Costs are measured as% to sales



# Environmental, Social, and Governance

## ENVIRONMENT



### Net Zero by 2050

- Absolute Carbon Footprint Reduction
- Energy and Water Consumption
- Renewable Power
- Sustainable Raw Materials
- Last Mile delivery by EV / CNG

## SOCIAL



### SA8000 certification for Social Accountability

- Social Accountability Certificate
- 100% Coverage under ESG Training

## GOVERNANCE



### Beyond 100% compliance

- ISO27001 - Information Security Management
- ISO37001 - Anti Bribery Management System
- Global Regulation – EUDR, EPR, BEE



**hello happiness**