



CEAT Ltd.
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CIN: L25100MH1958PLC011041
www.ceat.com

June 14, 2021

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

**CP Listed ISIN: INE482A14AD9, INE482A14AE7,
INE482A14AF4, INE482A14AG2, INE482A14AH0**

Sub: **Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

In continuation to our letter dated June 9, 2021, please find enclosed herewith the Investor's Presentation which will be made during RPG Annual Investor Conference 2021.

You are requested to kindly take the same on record and disseminate appropriately.

Thanking you,

Yours faithfully
For **CEAT Limited**


Vallari Gupta
Company Secretary and Compliance Officer

Encl. As above



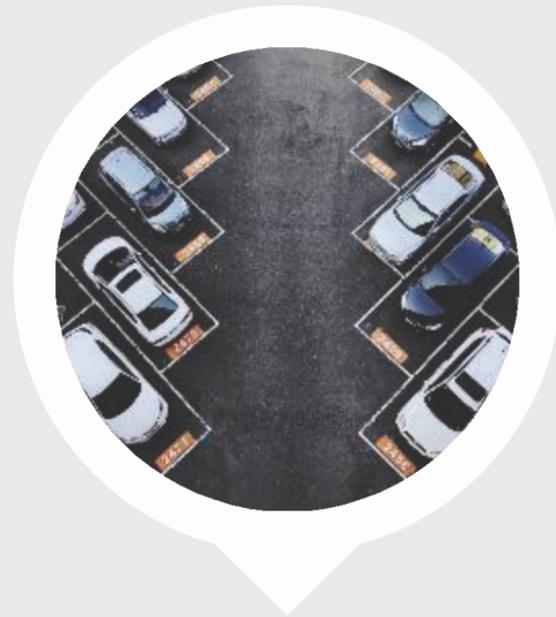
CEAT

The Road Ahead...

Last 10 years of CEAT...



Next 5 years..



LEADERSHIP POSITION IN
PASSENGER SEGMENTS
(2/3W & PCR)



TOP 3 IN TRUCK & BUS
SEGMENT



OVER 3x GROWTH IN
INTERNATIONAL BUSINESS

We have strengthened our capabilities across these businesses

Passenger Segments

Extensive
Distribution network



Strong
Brand Equity



Truck and Bus Segment

Superior
Product



Innovative
Service Models



International Business

Customer centric
Product Development



Seeding Right
Markets



We are leveraging multiple enablers to drive us towards our goals



RESEARCH & DEVELOPMENT



MANUFACTURING



DIGITAL



DISTRIBUTION & BRAND EQUITY



FINANCIALS



PEOPLE & SUSTAINABILITY



Research & Development

CEAT's Baroda R&D centre

Advanced R&D Capabilities

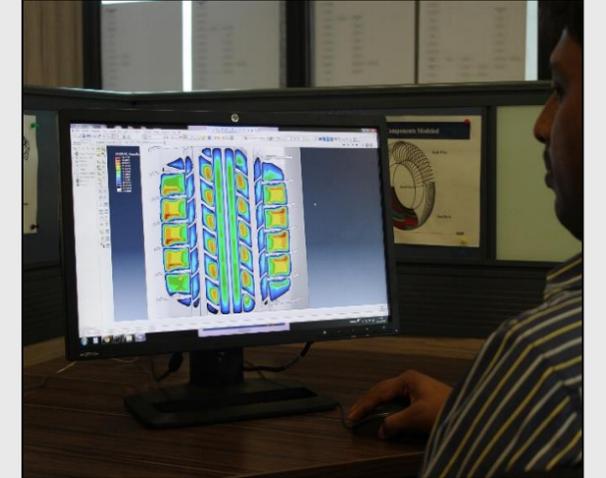
Compounding

- ✓ Global partnerships with universities
- ✓ Alternate materials
- ✓ Sustainability
- ✓ Optimizing costs



Industrialization

- ✓ Reduced product development time
- ✓ Digitized Product Life Cycle Management



Testing

- ✓ Rigorous indoor and outdoor testing
- ✓ Advanced digital systems to simulate on-road tyre performance

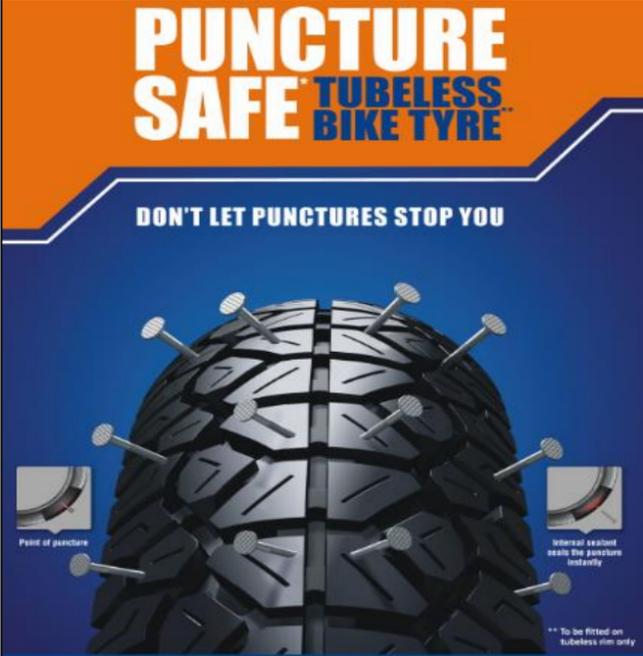


Future Technologies

- ✓ EV Tyres
- ✓ Green Tyres
- ✓ Tyres with sensors



New Products Developed and OEM launches



Mahindra Thar

Hero Glamour Refresh

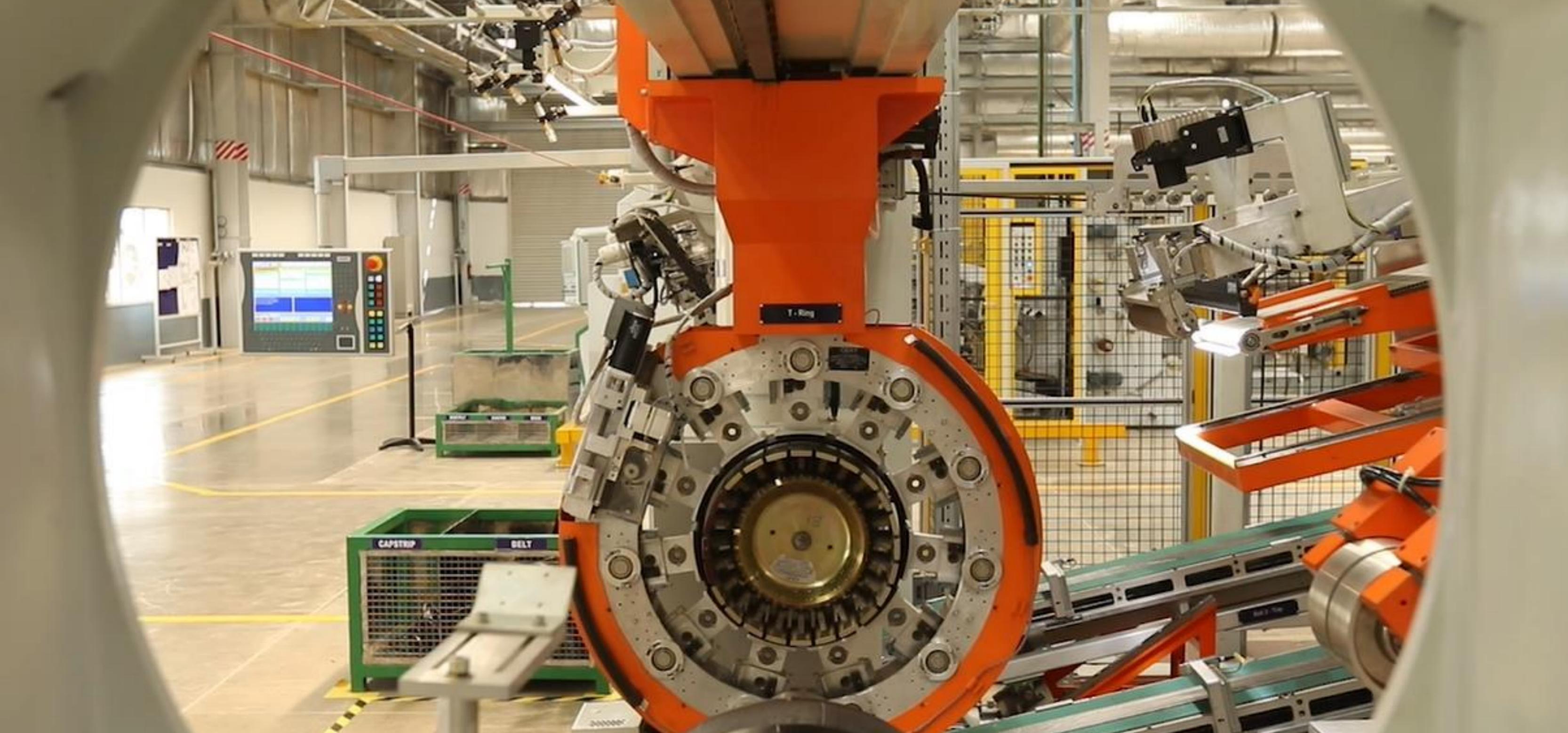
Nissan Magnite

Hyundai i20

Renault Kiger B-SUV

RE Interceptor





Manufacturing

Tyre Building Machine at Chennai

Our Manufacturing Locations

Ambernath


Halol

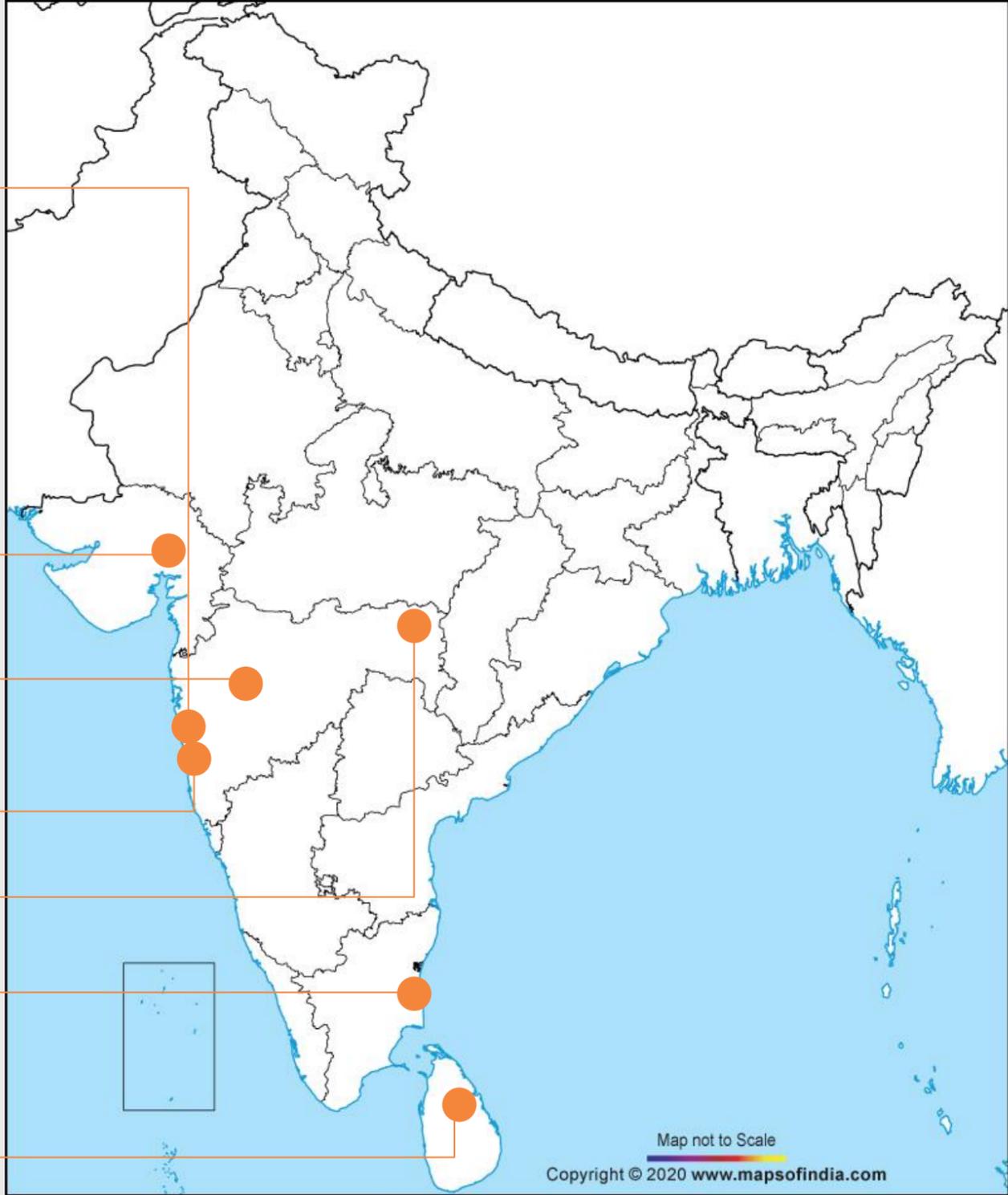

Nashik


Mumbai


Nagpur


Chennai


Sri Lanka

State-of-the-art Plants

Commissioned new plants across Chennai, Nagpur & Ambernath



High levels of Automation, TQM Practices, Safety and Diversity



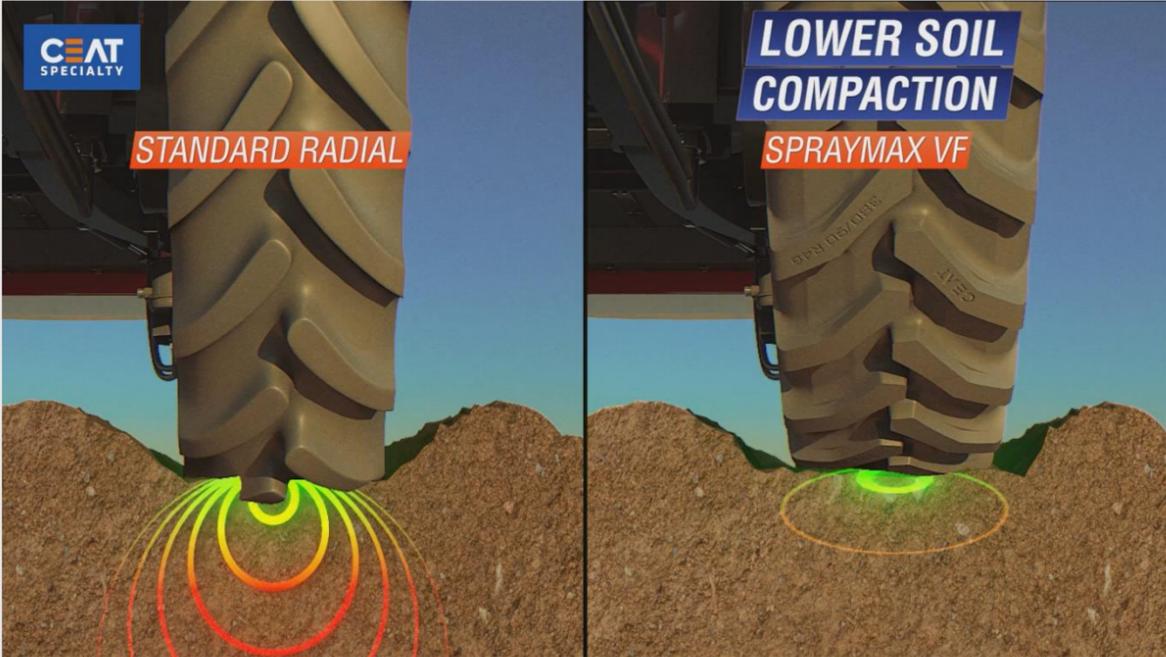
Adding Capacities to Expand Market Share

Segment	Unit	FY21 Exit	FY22 Exit	FY23 Exit
Passenger Car Radial	Tyres / month	8,70,000	11,60,000	14,50,000
2/3 - Wheeler	Tyres / month	33,04,000	33,55,000	41,65,000
Truck and Bus Radial *	Tyres / month	1,00,000	1,20,000	1,56,000
Truck and Bus Bias	Tyres / month	1,45,000	1,45,000	1,45,000
Off-Highway (Bias + Radial)	Tonnes / day	165	200	225
LM / LCV	Tonnes / day	80	80	80
Sri Lanka	Tonnes / day	60	60	60

*Further 54,000 tyres/month of TBR capacity will be added post FY23

Note: Above numbers indicate company's installed capacity for given periods. The actual production / capacity utilization will be a function of the demand environment at given points of time

Off Highway Business Update



Launched niche agricultural tyres based on Flex Technology (IF/VF)

2x

Increase in channel partners in FY21

6

New countries

70%

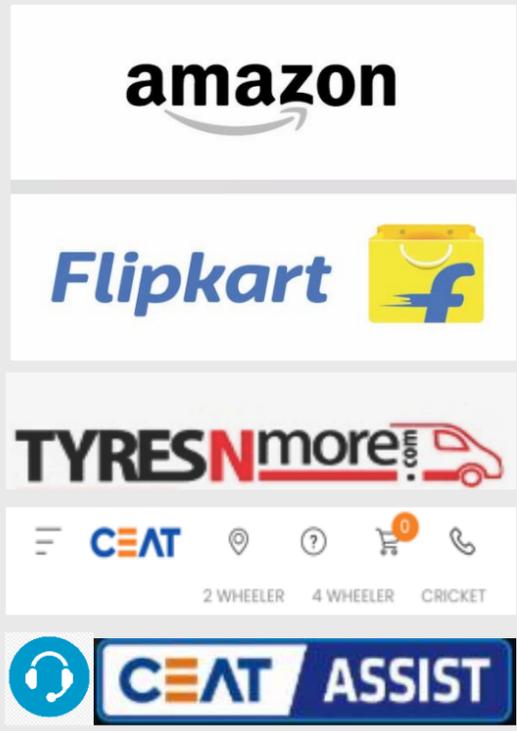
Growth in Europe Sales in FY21

Ambernath plant is well poised to capture the market potential



Digital

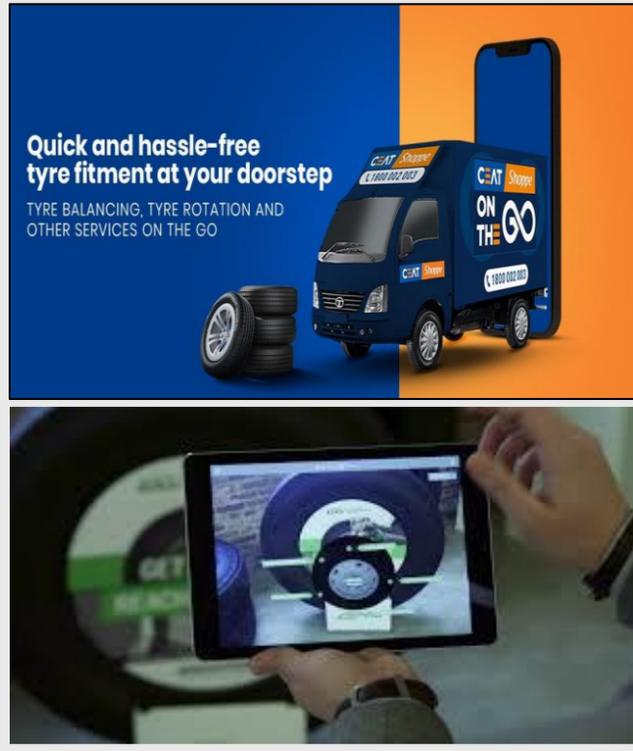
Purchase: Superior Customer Experience



Available on all platforms



Seamless ordering
24x7 support

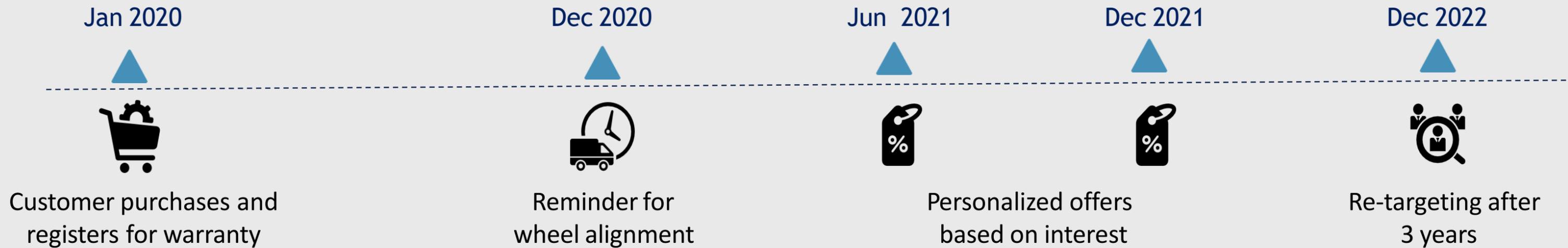


Doorstep delivery & fitment or
Pick up at store

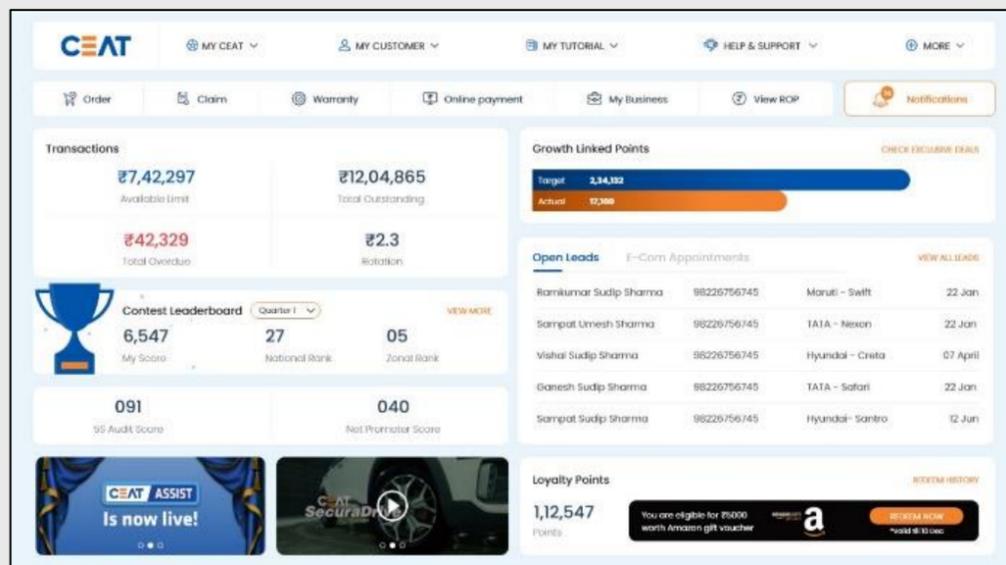
Over 40 customer experience journey touchpoints

Post Purchase: Engagement

Indicative Personalized Customer Journey

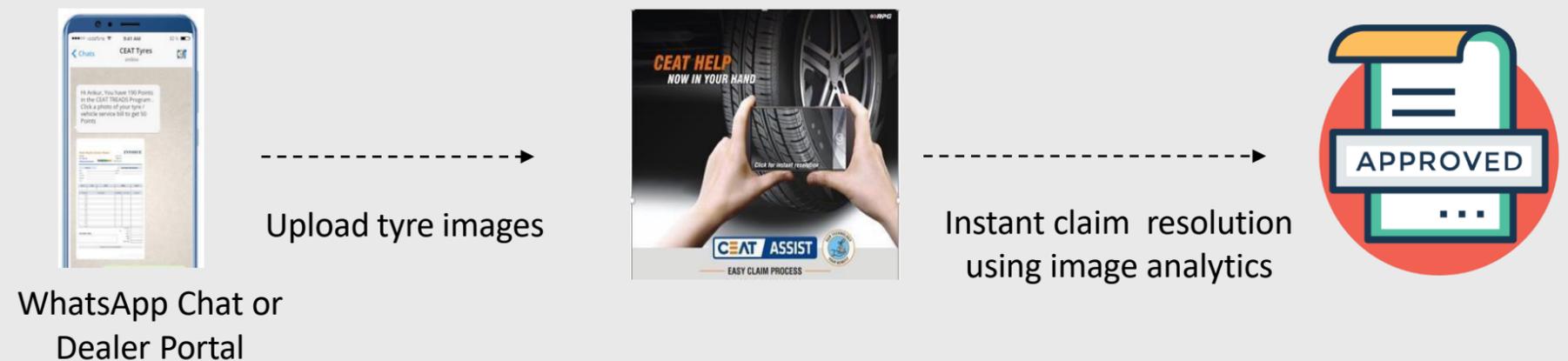


Most Advanced Dealer Portal



Online order and get same day delivery

Quickest Claim Resolution – 15 minutes



WhatsApp Chat or Dealer Portal

Upload tyre images

Instant claim resolution using image analytics

CEAT

RPG

Switch to _____

CEAT
SecuraDrive



Brand Equity

A

Improving Brand Equity – Associations and Innovative Campaigns

Aamir Khan

CEAT's New Brand Ambassador



#DontBeADummy campaign



IPL's Official
Strategic Timeout Partner



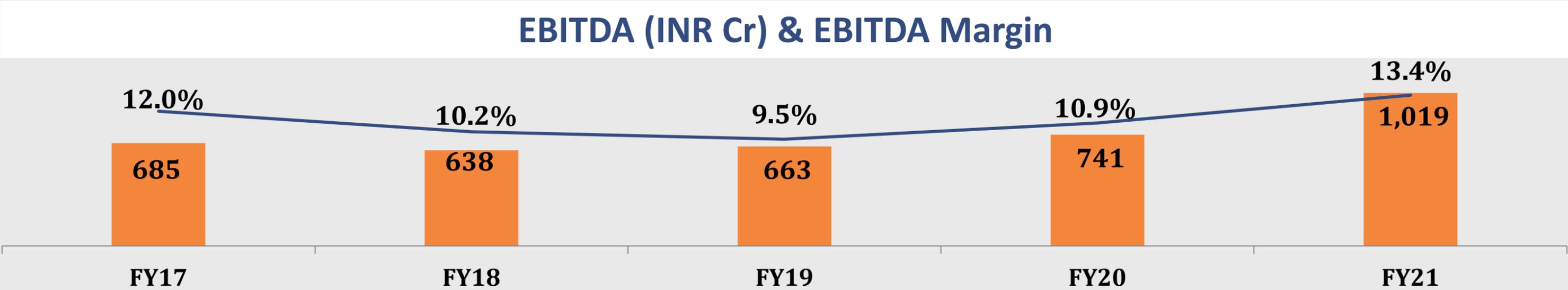
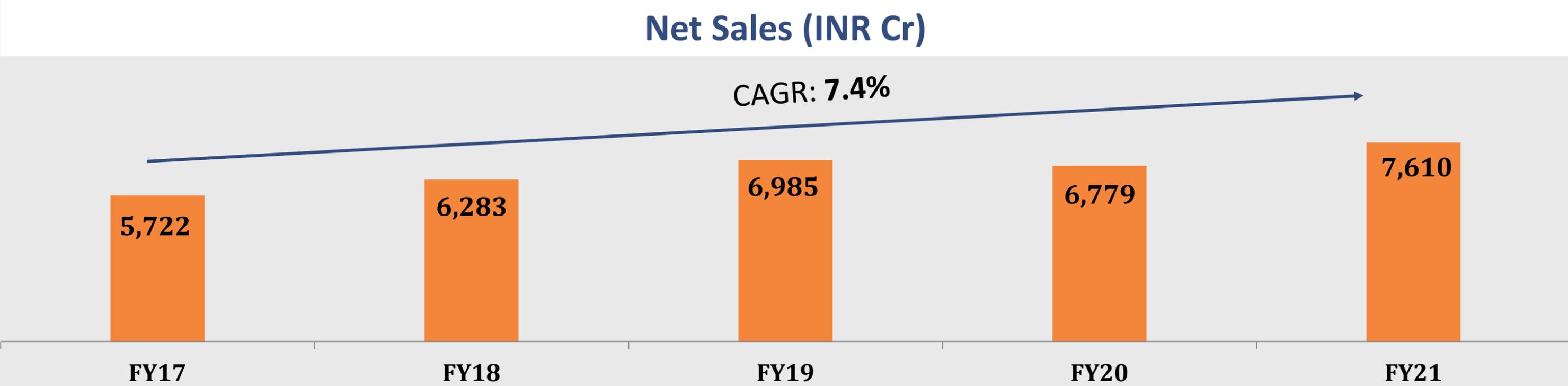
CEAT Puncture Safe Tyre
#KeelWaleBaba
campaign



Index ▲ 1.56 ▼ 0.78

Financials

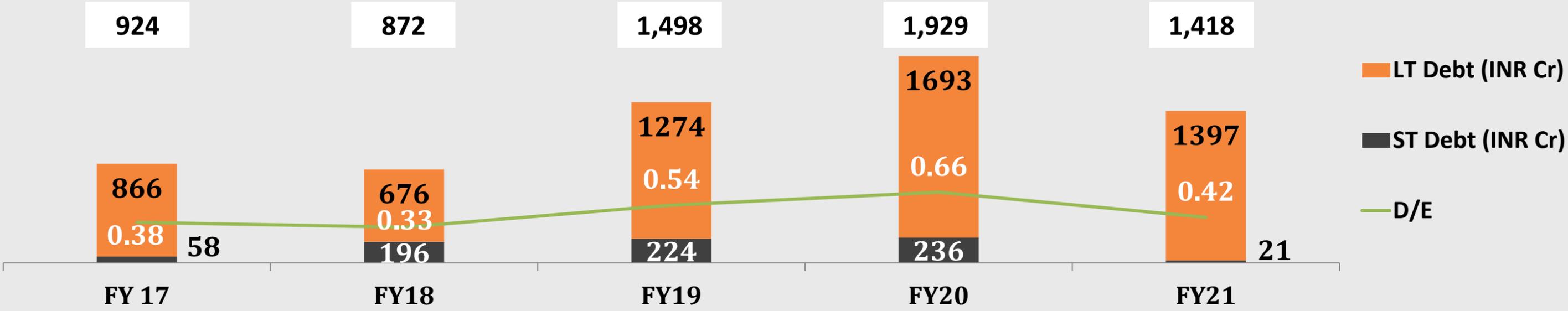
Profitable growth



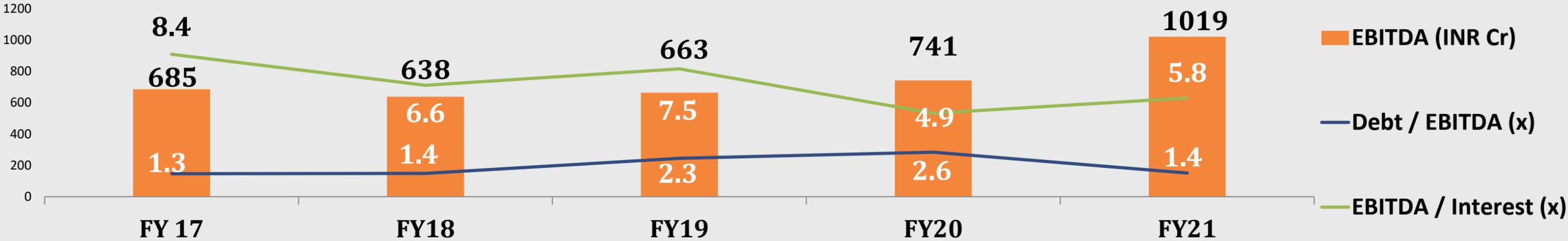
Note
All figures are per IND AS
Company's investment in Sri Lanka JV is accounted using Equity method
EBITDA includes profit from Sri Lanka JV; EBITDA does not include Non-operating income

Balance sheet

Debt Break-up



Leverage Ratios



Note
 All figures are per IND AS
 Debt numbers are on Gross basis
 Company's investment in Sri Lanka JV is accounted using Equity method
 EBITDA includes profit from Sri Lanka JV; EBITDA does not include Non- operating income
 Long Term debt also includes the 'Current Maturities' component of the long-term debt



Sustainability

Sustainability

Manufacturing

- ✓ Using briquette as fuel
- ✓ ~25% of plant electricity through rooftop solar plants

Materials

- ✓ Greener raw materials; recycled crumb rubber
- ✓ ESG compliant vendors

**Reduce Carbon Footprint
by 50% by 2030**

Transportation

- ✓ Network optimization

End of Life

- ✓ High recycling and recovery rates

Product Use

- ✓ Light weight tyres
- ✓ Low rolling resistance
- ✓ Increased retreadability

THANK YOU

CEAT

