



Media Information Note

CEAT Brings Road Safety Session to the Roads of Daman

28th March, 2017, Daman: With an aim to promote awareness on road safety, CEAT, the Indian Tyre manufacturing giant organized a Road Safety Session in association with Indian Motorcycling Academy (IMA) on 25th March 2017 at Daman. The session took place prior to the IBW Brotherhood ride across Daman which was a part of the Iconic 5– A Series of 5 Rides conducted by India Bike Week, in the presence of around 400 riders.

The session detailed out the importance of road safety, along with other riders sharing their experience of playing by the rules in cross country riding and completing these journeys safely. The session also covered the measures riders must take to ensure their and others' safety on road.

CEAT had also setup a kiosk at the Devka Beach for engagement with bikers, where more than 150 bikers exchanged their feedback and got their queries resolved. The fun factor at the kiosk included the "strike the hammer" activity which saw active participation from the bikers.

CEAT has always been associated with 'safety' in the past and provides superior grip tyres for long and safe journey even on tough roads.

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 strong presence in global markets. CEAT produces over 15 million tyres a year and offers the widest range of tyres to all segments and manufactures world-class radials for: heavy-duty trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles and scooters as well as auto-rickshaws.

About RPG Enterprises (www.rpggroup.com):

Mumbai head-quartered RPG Enterprises is one of India's largest industrial conglomerates. With over 15 companies in its fold, the group has a strong presence across core business sectors such as Infrastructure, Tyre, IT and Specialty. Established in 1979, RPG Enterprises is one of India's fastest growing business groups with a turnover a turnover in excess of Rs.21,000 crore.

Media Contacts:

RPG Group:

Chikita Kukreja | 9820191347 | chikita@rpg.in

Ketchum Sampark:

Krishnamoorthy R | 9967067542 | krishnamoorthy.r@ketchumsampark.com