



CEAT Launches Buland Range of Tyres for the Small Commercial Vehicles Segment

Ahmedabad, 24th March 2017: Leading Indian tyre manufacturer CEAT Ltd launched the Buland range of tyres for small commercial vehicles (SCV) segment across the country. Available in multiple sizes of 10", 12", 13" and 14", the range is compatible with SCVs from the stable of TATA Motors, Mahindra and Mahindra, Ashok Leyland and Piaggio. Buland range is available in three patterns -Buland Mile- XL Rib, Buland Mile-XL SL, and Buland Mile-XL.

Buland range is built to cater to the growing business needs and is designed with stiffer sidewall and a higher tread radius. The stiffer shoulder and sidewall give high loadability, while the higher tread radius delivers longer life.

Commenting on the successful launch of the Buland Tyre Range, Mr. Nitish Bajaj, Vice President- Marketing, CEAT Ltd. said, "As the SCV category witnesses growth in the country, it became imperative for us to provide a range of tyres to the consumer that would provide distinct benefits as per their needs and requirements. We offer this solution with the new range of Buland tyres. CEAT has always been associated with superior grip and dependability and these qualities will be emanated through the Buland range."

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.

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