

Media Release

CEAT Launches Fuelsmarrrt Tyres across India

New range of tyres for passenger vehicle segment

Mumbai, 7th March 2017: Leading Indian tyre manufacturer CEAT Ltd announced the launch of its new Fuelsmarrrt tyres for passenger car category across the country. The tyre is designed to improve the vehicle's fuel efficiency by 7%, as compared to regular passenger car tyres tested in same conditions. The Fuelsmarrrt tyre ensures a level of quality and innovation that will continue to elevate standards in tyres for the passenger car industry in India.

The technology used in CEAT's Fuelsmarrrt tyre range reduces the rolling resistance to the minimum with the help of its interlocked blocks. The aesthetically-designed treads offer a larger and a more uniform surface contact area with the road. The tyres are also designed in a way that increases its longevity helping to maintain the measure of the rolling resistance throughout its life. The ultimate benefit to consumers is savings of approximately Rs 15,000 on running 36,500 kilometers.

Fuelsmarrrt tyres are crafted from a special functionalized polymer-based compound. The end product delivers a wide circumferential groove that grips the roads and helps in keeping the vehicle stable and secure as well. Fuelsmarrrt's stiffer shoulder blocks keeps the vehicle in control as it navigates all curves minimizing risks of slippage.

Commenting on the launch, CEAT's Vice President-Marketing, Mr. Nitish Bajaj, said, *"Fuelsmarrrt tyre is another example of product innovation from CEAT. Our aim is to provide customers safe, reliable and, in this case, an economical solution for their tyre needs. The Fuelsmarrrt range is a pioneer in its category and with its features and benefits, we have received a good response till now. We are confident that the new range of tyres will be the first choice for our customers."*

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