



Press Note

CEAT ranks highest in India for OE Tyre customer satisfaction: JD Power

- Halol Plant gets 'Sword of Honor'—highest safety award by British Council

Mumbai, 29th March 2017: India's leading tyre manufacturer CEAT Ltd had been ranked highest in India for OE Tyre customer satisfaction, according to the J.D. Power 2017 India Original Equipment Tyre Customer Satisfaction Index (TCSI) Study released on 28th March 2017. CEAT ranked highest in overall customer satisfaction, with a score of 893 (on a 1,000-point scale), and performed well in the appearance factor. Interestingly, owing to constant thrust on quality standards, the company has had five big ticket OEM entries in the past two years including Renault, MSIL Swift, Hyundai, Mahindra TUV 300 and Wagon R. It has also developed three new patterns for OEMs.

The study, now in its 17th year, measures satisfaction among original equipment tyre owners during the first 12 to 24 months of ownership across four factors: appearance, ride, durability and traction/handling.

In order to ensure utmost customer satisfaction, CEAT has invested heavily on creating and maintaining state of the art R&D and manufacturing facilities. The company boasts of excellence in manufacturing automation and has received Manufacturing Excellence Award from British Safety Council 2016 and the Sword of Honor, the highest safety award by British Council for its Halol plant recently.

Speaking on the occasion, Mr. Arnab Banerjee, ED- Operations, CEAT said, *"CEAT stands by the promise of making mobility safer and smarter every day. For that, we ensure that our efforts go into making the safest products for our customers. We are able to provide superior quality products due to the extensive testing conducted in our in-house objective testing facility which also houses new simulation technology for predictive testing. The survey acts as a testament to CEAT's product and service offerings and going forward we will always be committed to enhancing the consumer experience with the brand."*

A press release from JD Power quoted Director Kaustav Roy saying, "Since Tyre brand perception is a key driver when considering replacement Tyres, it may be prudent for the Tyre manufacturers to better engage with customers during the early stages of vehicle ownership. A positive product experience, coupled with sustained customer engagement, is likely to help drive the replacement demand."

The 2017 India Original Equipment Tyre Customer Satisfaction Index (TCSI) Study is based on 3,346 responses from new-vehicle owners who purchased their vehicle between May 2014 and August 2015. The study was fielded between May and August 2016.

CEAT has always been active in consumer engagement in the PCR segment in the past that includes break through campaigns including superstition series featuring Irfan Khan, our gripp your stories campaign and the recent CEAT it helps campaign.

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 in excess of Rs.21,000 crore.

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