



Media Release

CEAT Launches the Revolutionary Range of 'Puncture Safe' Tyres in India

Country's First Puncture Safe tyre range to be rolled out first in Telangana & Andhra Pradesh

Hyderabad, 18 October 2016: In an industry first initiative that will mark a definitive milestone in the tyre industry, leading tyre manufacturer CEAT Ltd. has announced the rollout of a new breed of 'Puncture Safe' tyres for the two wheeler market. The new range of tyres is set to revolutionize the tyre industry by offering a technology to consumers that will allow tyres to resist punctures with no loss of air pressure and allow a hassle free and safe ride. Currently available only in Andhra Pradesh and Telangana, CEAT will roll out the puncture safe tyre range in the other markets in a phased manner.

Being 'one of a kind' in the country, the 'Puncture Safe' range has the proprietary Regen Technology. It consists of a special material that seals the puncture in the tyre and thus prevents air loss & the need for repair. It is designed to prevent the tyre from deflating at the point of puncture. The tyres will vastly improve on the safety aspects since it will eradicate two wheeler accidents that happen due to tyre bursts.

Talking about the initiative, Nitish Bajaj, Vice President- Marketing, CEAT Ltd. said, "Indian consumer is evolving at a rapid pace. Safety and convenience are two important parameters that the Indian consumers have started valuing over mere functionality of a product. With the Puncture Safe range, we intend to solve the most valuable problem of the consumer, which is eliminating the puncture. We are confident that this shall change the industry paradigm and are bullish and that consumers shall value the proposition we are offering."

Tested for extreme weather condition, heat & cold exposure, the tyre range is also made suitable for the sub-tropical climate as well. The tyres will be available for motorcycles, in several sizes (request inputs) and will be available for (price).

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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