

## Media Information Note

# CEAT Joins Hands with Mumbai Police to Install Breath Analyzer across Mumbai

## Launches digital campaign to create awareness about the initiative

**Mumbai, 24 October 2016:** In an effort to make Mumbai roads safer, leading Indian tyre manufacturer CEAT Ltd, in conjunction with Mumbai Police, has installed Breath Analyzers across various pubs in the city. The Breath Analyzer is a device helps people identify their state of inebriation, and basis that decide if they are legally allowed to drink and drive. At present, CEAT has already installed Breath Analyzer in Monkey Bar, Elbo Room, Escobar, Bora Bora, I bar, Marine Plaza, Khar Social and Corniche in Mumbai. CEAT further plans to install more Breath Analyzers across host of pubs and lounges in India.

To propagate awareness of this initiative CEAT has also launched its digital campaign on the initiative across multiple digital platforms. The Youtube video #NoMoreFunny has already gone viral just two days after its launch and has around 700,000 views on YouTube in less than 24 hours. The video has also amassed around 200, 000 views on the Logical Indian Facebook page.

Speaking on the initiative, **Mr. Nitish Bajaj, Head of Marketing, CEAT Ltd** said, *“Through the Breathalyzers, we aim to engage and sensitize people on the benefits of safe driving. We believe this initiative is an important step that help them take an informed decision before they take the wheel. Initiatives like this are a vital part in our vision of making mobility safer and smarter every day.”*

In order to gauge the state of insobriety, the user has to, take a straw and blow it inside the Breath Analyzer. The device will analyse & ascertain if the user has reached the maximum permissible limit for him to drive, thus helping them take an informed decision minimizing safety risks.



As a responsible organization CEAT has launched several initiatives in past to promote road safety such as tie-up with Party Hard Drivers (PHD), a Mumbai and Pune-based chauffeur's service to reduce road catastrophes and drunk-drive cases. CEAT also tied-up with the kid's edutainment chain KidZania, engaging more than 500 children in Mumbai across the age group of 5-10 years, the campaign aimed at educating these kids in the nuances of safe driving in a fun way. Kids were encouraged to pass on road safety messages to their parents leading to a significant impact.

**About CEAT Ltd ([www.ceat.com](http://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](http://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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