



CEAT to Organise 15 Aayushmaan Tractor Meets in Uttar Pradesh

To focus towards discussing tyre related issues pertinent to the farmer community

Sensitise the farmer community on maintenance tips and techniques for tractor tyres

25th October, 2016: Leading Indian tyre manufacturer CEAT Ltd today announced that it will be organizing 15 Aayushmaan Tractor Meets (ATM), an awareness camp for farmer community in Uttar Pradesh, till December 2016. The ATMs that had witnessed great success and participation of over (no.) farmers in the past, give an opportunity to discuss and deliberate on the various challenges faced by farming community related to tyre issues in India. As a part of the event, CEAT's Aayushmaan range of tyres shall be showcased, which can help improve farmers' profitability.

The initiative aims at educating the farmers on essential parameters like, process of selecting tyres as per application, basic tyre care and maintenance advice for the long-life of the tyres. As part of an interactive session, farmers, may share tyre specific challenges they face on daily basis which will be addressed by CEAT representatives. The event shall also be attended by local tyre dealer, and local OE (tractor) dealers.

Commenting on the occasion Mr. Nitish Bajaj, VP Marketing, CEAT Ltd said, "In current scenario, the farmer community is facing many issues regarding their tractor tyres and hence such awareness program is essential to educate them about tips and techniques that can enhance the longevity of their tyres. We have been overwhelmed by the success of our Aayushmaan Tractor Meets in Uttar Pradesh in the past, that have given us an opportunity to showcase CEAT Ayushmaan tyres, which offer fuel efficiency and superior grip.. Going forward we will continue to conduct the camps across multiple cities in the state."

The CEAT Aayushmaan tyres are ideal for mighty performance across soil conditions. The CEAT Aayushmaan range manufactured using CEAT's proprietary rubber compound offers the best toughness and longevity. Deeper tread lugs ensure great tyre grip in various soil types, which helps in minimising tyre slips. The tyres also help in reducing fuel consumption & come with a special warranty.

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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