



CEAT's New Range of Win Series tyres now available across India

Mumbai, 30th September 2016: Leading Indian tyre manufacturer CEAT Ltd has now made its new range of Win Series tyres for trucks available across the country. The tyre offers an improved load carrying capacity along with higher mileage due to “better belt durability and improved stiffness around the bead area”. Manufactured using CEAT’s proprietary rubber compound, the range of tyres will offer customers the ability to carry heavier loads across longer distances. The tyres will cater to all different transportation applications like general goods, perishable cargo, containers, tanker and also sand and stone.

Win Series tyres, which evolved from the previous range of Pro Series is specifically designed to suit the needs of the trucking community. After conducting an extensive research and testing, CEAT has made improvements to the range based on the feedback from trucking communities and also bus operators across India. The tyre with its unique features like tension controlled carcass, bead consolidated with high strength rubber and steel provides higher load ability and retreadability ensuring better tyre life durability. More developments have happened to design compound for low rolling resistance which gives an added benefit of increased fuel efficiency, targeted for intercity and intercity buses.

Commenting on the launch, CEAT’s Vice President-Marketing, **Mr Nitish Bajaj**, said, *“Win Series tyre is another step towards catering to the needs of the trucking community in the country. With its numerous features and benefits, we have received a good response and now we are confident that the new range of CEAT Win Series tyres will become the first choice for the trucking community.”*

The Win range of tyres ensures a level of quality and innovation that will continue to set standards in the commercial transportation industry in India. With the launch of the series, CEAT aims to improve transportation efficiency, thereby reducing logistics costs for goods leading to economic growth and productivity. In addition, it will continue to address the mass-market segment, which demands truck tyres with value features at low cost of ownership.

Win Series tyres also has a uniform mass transfer for better grip on dry as well as on roads having tar, gravel and sand. Additionally, the tread pattern is designed to provide better endurance and prevent overheating reducing the risk of tyre failure.

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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