



## Media Release

### **Yuva Kumar wins podium place in Indian Bikes Category for Team CEAT.**

**Jaipur, 4th February 2017:** Yuva Kumar of Team CEAT stands tall at 2nd place in Indian Bikes Category at Maruti Suzuki Desert Storm Rally 2017 held at Jaipur. Yuva Kumar is a multi-time motocross and super cross champion in India. He entered the Desert Storm Rally 2017 on a Hero Impulse, with his raw racing experience in high pressure atmosphere; Yuva already had an upper hand in the competition.

The Maruti Suzuki Desert Storm Rally this year saw record-breaking participation, bringing together more than 200 rally enthusiasts. This also included the highest number of female participation with 13 participants resulting in 3 all-women teams in a rally in India. The seven-day extreme event covered a distance of 2,100 km from the National Capital Region to Jodhpur, and was divided into four categories — XTreme, NDure, XPlore and Moto — enabling enthusiasts to use vehicles of their choice, suitable to the corresponding terrain and format.

Yuva Kumar said, “I am extremely happy to be a part of this rally and the last 7 days have been an amazing experience. Our journey from Delhi to Jodhpur is one to be cherished and I cannot forget this experience. The enthusiasm of the participants and the competition was a major motivational factor to push us through. I am thankful to my sponsors at CEAT to give me this opportunity and my team for supporting and believing in me. I definitely look forward to be associated with TEAM CEAT in future.

#### **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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