

About RPG, CEAT and CEAT Specialty

CEAT is part of RPG Group, one of the leading business conglomerates in India with a group turnover of US\$3bn. In addition to tyres for passenger cars, motorcycles and other on-road transport, in 2015 the company created a new CEAT Specialty Tyres subsidiary to focus on the development, manufacturing and sale of tyres both for on-road business vehicles such as trucks, buses and light commercial vehicles and for the off-the-highway (OTH) sector. In the latter category its product portfolio extends across agricultural, mining, construction and industrial tyres in both radial and bias/cross-ply types, covering more than 130 radial products and more than 350 bias/cross-ply variants.

More than 5,000 people are employed at CEAT's six plants in India and one in Sri Lanka, collectively producing 95,000 tyres/day. Of those facilities, the company's Ambarnath factory in India is dedicated to off-highway tyre production, and focuses on manufacturing agricultural radial tyres, with production having begun in October 2017. A European business division, CST BV, has been established in the Netherlands to support European customers.

CEAT's commitment to research and development to provide customers with high quality tyres that meet challenging work environments worldwide and keep the firm at the technical forefront of the tyre industry is illustrated by its investment in state-of-the-art research, design and in-house testing facilities. CEAT enjoys a major market share in India, where tyres are exposed to extreme operating conditions, and it is also one of the country's largest suppliers to OEMs in all major categories. The business's tyres can be found on vehicles in more than 115 countries across the world.

The quality of CEAT products and manufacturing processes was recognised in 2017 by the award from JUSE (Japanese Union of Scientists and Engineers) of the prestigious Deming Prize, the highest recognition of the deployment of Total Quality Management (TQM) standards to achieve business results. Outside of Japan, CEAT was the first tyre company in the world to have received this award.