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CEAT, a prominent tyre manufacturer in India, has inaugurated a new production line for Truck Bus Radial (TBR) tyres at its manufacturing facility in Chennai. The new production line is expected to reach a capacity of 1,500 tyres daily within the next 12 months. This expansion aims to enhance CEAT's production capabilities and support its growth in international markets.

The new TBR production line will complement CEAT's existing operations, which include the manufacturing of Passenger Car Radial (PCR) and Motorcycle Radial (MCR) tyres. The expansion is part of CEAT's strategy to meet the increasing demand for high-performance vehicles in both domestic and international markets while focusing on safety, sustainability, and digital innovation.

Arnab Banerjee, Managing Director & CEO of CEAT, described the new TBR line as a significant step in the company's global expansion strategy. He noted that the investment is aligned with CEAT's goal to offer a comprehensive range of tyres across different markets, including Europe and the United States, and to enhance workplace safety and efficiency through smart technologies and connected systems.

Jayasankar Kurruappal, Senior Vice President of Manufacturing at CEAT, highlighted the technological and safety advancements at the Chennai plant. He stated that the new TBR line reflects the company's commitment to maintaining a safe and efficient manufacturing environment. The project involved the in-house development of key equipment, utilizing domestic solutions to manage costs and timelines effectively.

The Chennai plant, located in Sriperumbudur and spread across 160 acres, plays a key role in CEAT's global operations. The facility has been equipped with advanced automation, real-time data analytics, and connected machinery to enhance efficiency, safety, and quality standards. It has also been recognized for its safety initiatives with certifications such as the British Safety Council 5-Star Award and the Sword of Honour.

The plant also emphasizes sustainability, with 40% of its energy sourced from renewable sources, including a 5 MW solar rooftop installation, with plans to increase this to 50% by 2025. It operates as a zero liquid discharge facility, reflecting CEAT's commitment to reducing its environmental impact.

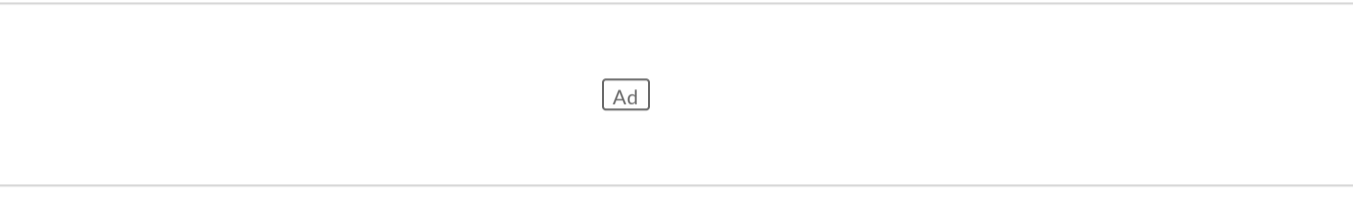
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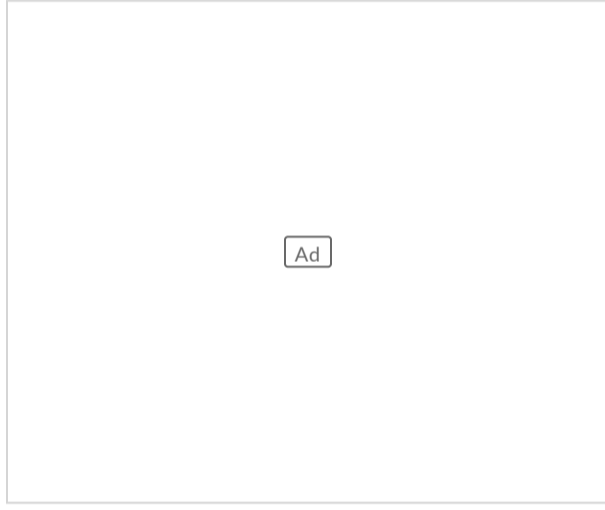
Tata Nexon EV prices reduced by up to Rs 3 lakh for limited time period

The Nexon has seen a price cut of up to Rs 80,000, while the entry point remains unchanged at Rs 8 lakh for the Smart (O) variant.

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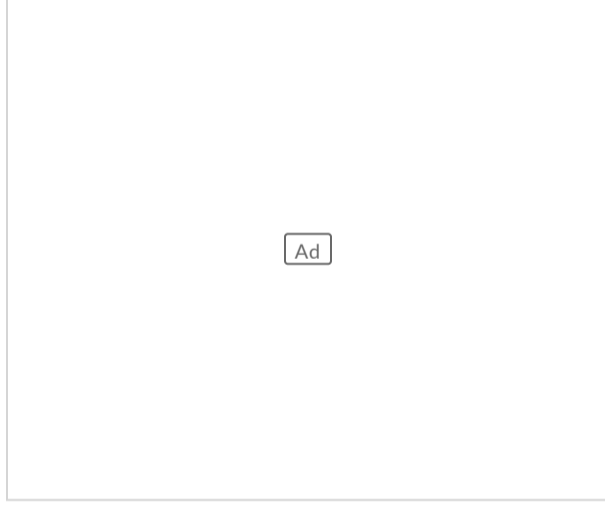


Tata Motors has slashed prices of the Nexon EV, the Punch EV and the Tiago EV by up to Rs 3 lakh, in the run up to the festive season. This could be in an effort to boost sales, as EV demand has been slowing lately, although the reduced prices are only applicable till October 31, 2024. Tata Motors recently also reduced prices of its entire ICE lineup by up to Rs 1.80 lakh, as part of a festive season offer.



With prices now ranging between Rs 12.49 lakh and Rs 16.29 lakh, the Nexon EV sees the biggest drop in price, of up to Rs 3 lakh, depending on the variant. Prior to this revision, the Nexon EV was priced between Rs 14.49 lakh and Rs 19.29 lakh, which means the base price has gone down by Rs 2 lakh and price for the top-spec variant has gone down by Rs 3 lakh. A detailed price list, however, is not available yet.

Similarly, the Punch EV, which was priced between Rs 10.99 lakh and Rs 14.99 lakh, is now priced between Rs 9.99 lakh and Rs 13.79 lakh - here, again, the base model sees a price reduction of Rs 1 lakh, while the top-spec variant is more affordable by Rs 1.20 lakh. Tata Motors has also reduced the price of the top-spec Tiago EV by Rs 40,000, which is now priced at Rs 10.99 lakh; the base price for the Tiago EV remains unchanged at Rs 7.99 lakh.

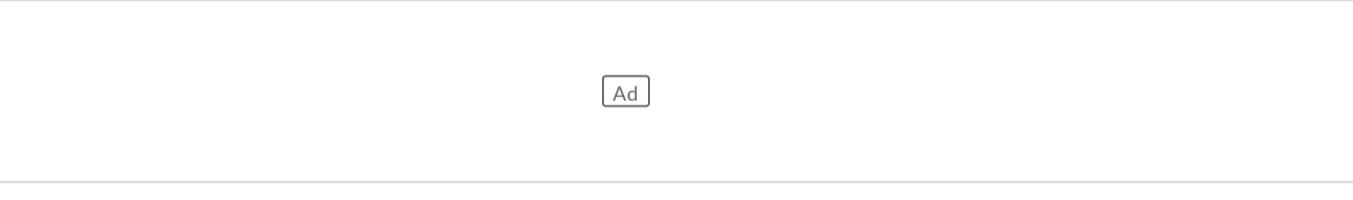


Do note that Tata dealerships are not likely to offer any additional discounts or benefits on any of the said models. Earlier this month, we reported Tata EVs were available with discounts of up to Rs 2 lakh, but it is understood that they have been clubbed together with this price revision. There is, however, no price revision for the Tigor EV.

What's interesting, is that Tata claims the price revision brings parity between the ICE and EV variants of the Nexon. For reference, regular petrol and diesel variants of the Nexon are priced between Rs 8.00 lakh and Rs 15.80 lakh. Similarly, the Punch EV and Tiago EV are also positioned closer to their ICE counterparts for a limited period.

Tata Motors is also offering a 6-month free of cost charging at any of the over 5,500 Tata Power charging points across the country, further enticing the purchase of an EV during this festive period.

Tags: Tata Motors, Tata Nexon EV



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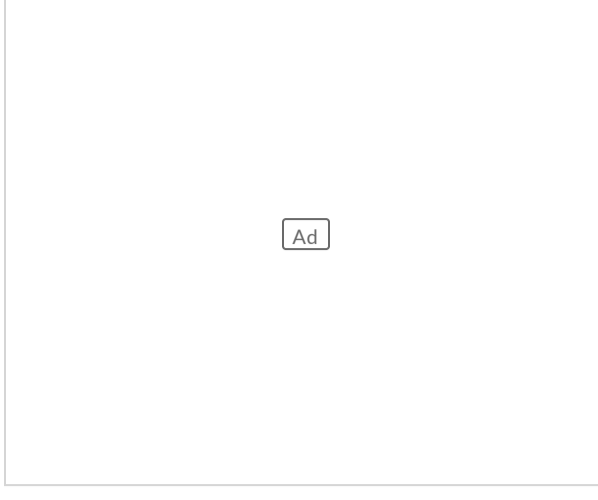
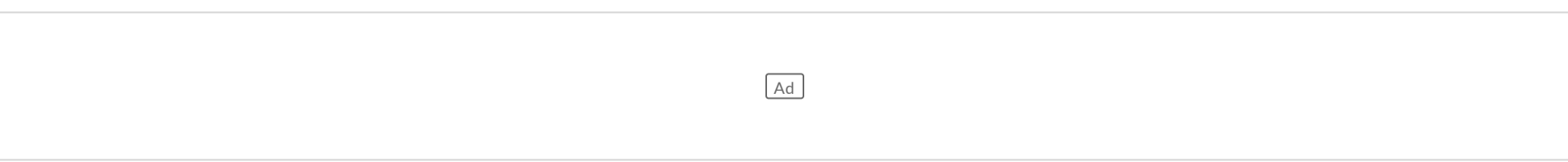
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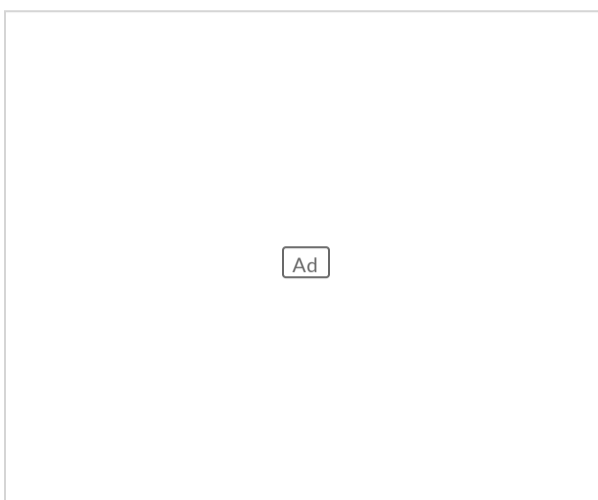
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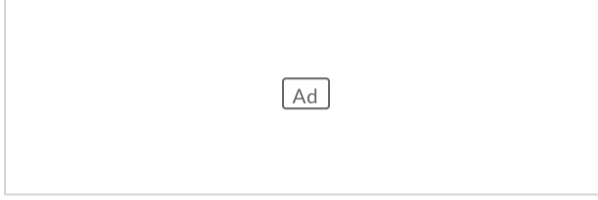


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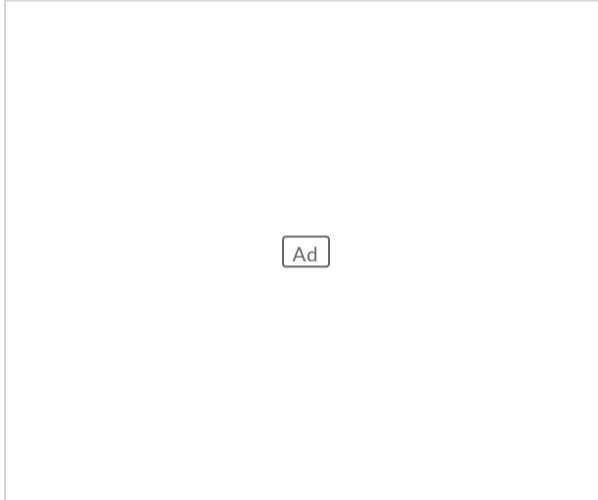


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- Yes
- No

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