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**G Balachandrar**  
Chennai

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The Chennai plant, which has been producing passen-

ger car radial (PCR) and motorcycle radial (MCR/MCS) tyres, has added a new production line for TBR tyres. This line, built at an investment of ₹670 crore, raises the total investment in the plant to ₹3,000 crore to date. The new TBR line will reach a production capacity of 1,500 tyres per day by the end of the fiscal, creating 500 new jobs both directly and indirectly.

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In the second phase of its TBR expansion, CEAT may double its capacity to 3,000 tyres per day with an additional investment of ₹540 crore. The company also has a strong presence in the domestic two-wheeler and passenger car tyre segments, where it claims to be the market leader in two-wheeler tyres and ranked third in four-wheeler tyres (with a narrow gap between itself and the second-largest player).

Of its ₹1,000-crore capex this year, CEAT has allocated ₹750 crore towards expanding TBR and PCR capacities in Chennai, as well as scaling up its agriculture radial project in Ambernath. The PCR ramp-up will focus on producing tyres for SUVs, which are growing in popularity as

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Banerjee also highlighted plans to reposition the CEAT brand to appeal to long-distance SUV drivers, supported by increased OEM collaborations with manufacturers like Kia, Mahindra, MG Motors, and Tata Motors for larger vehicle fitments.

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## Ceat aims to capture 12% market share in 2 years: CEO

Tyre major Ceat Ltd. aims to increase its market share in the domestic market by 50% and is targeting ₹17,000-crore revenue over the next two years, said CEO and MD Arnab Banerjee. “Currently, we have a market share of 7-8% and we would like to increase it to 12-13% over the next two to three years,” he told the media. On Wednesday, Mr. Banerjee announced the commissioning of a ₹670-crore Truck Bus Radial (TBR) tyre plant near Chennai.





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# Ceat targets 12% market share over next 2 years

TIMES NEWS NETWORK

**Chennai:** Tyre major Ceat is targeting a market share of 12% over the next two years, its MD and CEO Arnab Banerjee said.



The number four player in the domestic tyre market, it manufactured more than 48 million tyres in FY24.

The company posted a turnover of Rs 11,893 crore during the same fiscal (2023-24) and is looking at a top line revenue of Rs 17,000 crore over the next three years.

Briefing reporters here, he said, Ceat's market share has gone up by 1% from 7% to 8% over the past few months. "Our immediate milestone is 12%-13% and it will take about two years. Apart from replacement, this will also be supported by growth in OEMs. The commencement of our new production line

**“ Our immediate milestone is 12%-13%. Apart from replacement, this will also be supported by growth in OEMs. The commencement of our new production line in the plant near Chennai will augment the increase in our market share**

**ARNAB BANERJEE**  
MD and CEO of Ceat

in the plant near Chennai will augment the increase in our market share," he said.

On Wednesday, the tyre manufacturer expanded its facility at Sriperumbudur on the outskirts of the city with the inauguration of the new Truck Bus Radial (TBR) production line. Setup with an investment of Rs 670 crore, its production capacity will reach 1,500 tyres daily

over the next 12 months. Of this, replacement will account for 40%, followed by exports and OEM at 35% and 25%, respectively.

Noting that the Chennai facility will emerge as the largest plant among Ceat's six plants in the country, he said, the factory will witness significant investments in the future. "This plant is geared towards exports and a large portion of the production will go to Europe and the US," he said.

To a query on any move to increase tyre prices, he said, the hike in natural rubber price is unprecedented. "There should be a 1%-2% (increase in tyre prices) that will happen, but when it will happen depends on the competition," he added.

Ceat tyres caters to various segments such as 2-wheelers and 3-wheelers, passenger and utility vehicles, commercial vehicles and off-highway vehicles.

# Ceat eyes ₹17K cr topline in 3 years

NARAYANAN V

Chennai, September 11

**CEAT, A LEADING** tyre manufacturer, aims to increase its domestic market share to 12-13% and reach a topline of ₹17,000 crore within the next 2-3 years, according to senior company officials.

“Our market share is currently around 8%. Our immediate milestone is to reach a market share of 12-13% in domestic market, which will

take two years,” said Arnab Banerjee, MD & CEO of CEAT.

The RPG Group produced over 48 million tyres in FY24 across segments including 2-3 wheelers, passenger and utility vehicles, commercial vehicles, and off-highway vehicles, generating a total revenue of ₹11,893 crore. On Wednesday, the company inaugurated a new Truck Bus Radial production line at its Chennai manufacturing plant with an investment of ₹670 crore.

# CEAT launches truck bus radial production line

ENS ECONOMI BUREAU @ Chennai

IN a bid to expand its footprint in global markets, tyre maker CEAT on Wednesday launched truck bus radial (TBR) production line at Chennai manufacturing plant.

The new line will reach a production capacity of 1,500 tyres daily over next 12 months. The new TBR line complements CEAT's existing production capabilities, including the manufacture of premium passenger car radial (PCR) and motorcycle radial tyres.

Located in Sriperumbudur and spread across 160 acres,

CEAT's addition of the TBR line strengthens its standing as a hub of advanced manufacturing, underpinned by cutting-edge technology.

“Inauguration of the truck bus radial line at our export

centric Chennai plant is

a key step in CEAT's global expansion strategy of offering a complete range of tyres

across markets including Europe and

the US. By integrating

smart technologies and connected systems, we are creating a safer, more efficient, and sustainable workplace,” said

Arnab Banerjee, Managing Director and CEO, CEAT.





# CEAT launches truck bus radial production line

ENS ECONOMI BUREAU @ Chennai

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The new line will reach a production capacity of 1,500 tyres daily over next 12 months. The new TBR line complements CEAT's existing production capabilities, including the manufacture of premium passenger car radial (PCR) and motorcycle radial tyres.

Located in Sriperumbudur and spread across 160 acres,

CEAT's addition of the TBR line strengthens its standing as a hub of advanced manufacturing, underpinned by cutting-edge technology.

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## சென்னை சியட் ஆலையில் லாரி, பஸ் டயர் உற்பத்தி

சென்னை, செப். 12-  
ஸ்ரீ பெரும் புதுாரில்  
உள்ள சியட் நிறுவன  
ஆலையில், கனரக லாரி  
மற்றும் பேருந்துகளுக்  
கான ரேடியல் டயர் உற்  
பத்தியை மேற்கொள்ள,  
புதிய அசெம்பிளி தடம்  
அறிமுகப்படுத்தப்  
பட்டுள்ளது.

அடுத்த ஓராண்டுக்கு,  
ஒரு நாளைக்கு 1,500  
டயர்கள் வீதம் தயாரித்து,  
உள்நாடு மற்றும் சர்வதேச  
சந்தைகளுக்கு வழங்க  
உள்ளதாக இந்நிறுவனம்  
தெரிவித்துள்ளது.

முதற்கட்டமாக, இதற்  
காக 670 கோடி ரூபாய்  
முதலீடு செய்யப்பட்டுள்

ளது. இதன் தயாரிப்பை,  
ஒரு நாளைக்கு 3,000 ஆக  
அதிகரிக்க, மேலும் 540  
கோடி ரூபாய் முதலீடு  
செய்ய உள்ளதாகவும் அறி  
விக்கப்பட்டுள்ளது.

தற்போது, இந்த ஆலை  
யில் ஒரு நாளைக்கு,  
20,000 பயணியர் கார்  
டயர்களும், 1,000 இரு  
சக்கர வாகன டயர்களும்  
தயாரிக்கப்படுகின்றன.

தற்போது வரை இந்த  
ஆலையில், 3,000 கோடி  
ரூபாய் முதலீடு செய்  
யப்பட்டுள்ளதாகவும்,  
தேவைக்கேற்ப முதலீடு  
கள் அதிகரிக்கப்படும்  
எனவும் இந்நிறுவனம்  
தெரிவித்துள்ளது.

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பரகாசயான எதா காலத்தை உயுது செய்வதற்கு நாவகளை அக்கறையுடன் செயல்பட உறுதிபூண்டுள்ளோம்” என்றார்.

## உலகளாவிய சந்தையில் நுழைவதை வலுப்படுத்துகிறது சியட் டயர்



மாதங்களில் தினசரி 1500 டயர்களின் உற்பத்தித் திறனை இந்தப்புதிய தயாரிப்பில் படிப்படியாக எட்டும்மற்றும் சர்வதேச சந்தைகளில் அதன் தடத்தை விரிவுபடுத்தும் சியட் இலக்குக்கான ஒரு குறிப்பிடத்தக்க மைல்கல் இதுவாகும்.

புதிய TBR தயாரிப்பு மூலமாக, பிரீமியம் பயனிகள் கார் ரேடியல் (PCR) டயர்கள் மற்றும் மோட்டார் சைக்கிள் ரேடியல் (MCR/MCS) டயர்களின் உற்பத்தி உட்பட CEAT இன் தற்போதைய உற்பத்தித் திறன்களை நிறைவு செய்கிறது. பாதுகாப்பு, நிலைத்தன்மை மற்றும் டிஜிட்டல் கண்டுபிடிப்பு ஆகியவற்றில் தலைமைத்துவத்தை தக்க வைத்துக் கொண்டு, உள்நாட்டு மற்றும் சர்வதேச சந்தைகளில் உயர் செயல்திறன் கொண்ட வாகனங்களின் வளர்ந்து வரும் தேவைகளை பூர்த்தி செய்யும் வகையில் இயங்கிவருகிறது சியட் நிறுவனம்.

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11-09-2024

## ரீயட் சென்னை ஆலையில் புதிய டிரக் பஸ் ரேடியல் (டிரீஆர்) லைனா சென்னை ஆலையில் திறந்து உலகளாவிய சந்தையில் நுகர்வனத வலுப்படுத்துகிறது ரீயட்

சென்னை, செப், 11- இ ந தி ய ர லி ன் முன்னணி டயர் உற்பத்தி திறவுகலான சியட் ஆனது இன்று சென்னை உற்பத்தி ஆலையில் டிரக் பஸ் ரேடியல் (டிரீஆர்) பிரிவில் சிறந்த தயாரிப்பை மேற்கொள்ள இயல்பை அறிமுகம் செய்வதாக அறிவித்தது. அடுத்த 12 மாதங்களில் இணை 1500 டயர்கள் உற்பத்தி திறனை இந்தப் புதிய தயாரிப்பில் பல உலகளாவிய சந்தைகளில் அதன் தடத்தை விரிவுபடுத்தும் சியட் இலக்குகளை ஒரு குறிப்பிடத்தக்க வகையில் இதுவாகும். புதிய TBR தயாரிப்பு மூலமாக டிரீஆர் பயணிகள் டிரீஆர் ரேடியல் (PCR) டயர்கள் மற்றும் மேட்டர் டயர்கள் ரேடியல் (MCR/MCS)

டயர்களின் உற்பத்தி உற்பத்தி திறனை நிறைவு செய்கிறது. பாதுகாப்பு சிறந்தவகையில் மற்றும் டிரீஆர் உற்பத்தி உலகளாவிய சந்தைகளில் உயர்வெண்ணிலை வாகனங்களின் வளர்த்து வரும் திறனை மேலும் செல்லும் வகையில் இயல்பு குறித்து சியட் நிறுவனம். இந்த விரிவாக்கமான ஒரு சான்றாகும். CEAT இன் நிர்வாக இயக்குநரும் தலைமை நிர்வாக அதிகாரியுமான அர்னாப் பாண்டி, புதிய டிரீஆர் வரிசையின் மூலமாக முக்கியத்துவத்தை

எடுத்துரைத்தார். "எங்கள் ஏற்றுமதி வலுவாகக் கொண்ட சென்னை ஆலையில் டிரக் பஸ் ரேடியல் பாணியின் திறப்பு விழா, CEAT இன் உலகளாவிய விரிவாக்க உத்தியில் ஒரு முக்கிய படிவாகும். ஸ்மார்ட் தொழில்நுட்பங்கள் மற்றும் இணைக்கப்பட்ட அமைப்புகளை ஒருங்கிணைப்பதன் மூலம் ஓரோப்பா மற்றும் அமெரிக்கா உள்ளிட்ட சந்தைகளில் உள் டயர்களின் வரம்பில், உலகளவில் உள்ளவர்கள் வாடிக்கையாளர்களுக்கு புதுமையான உலகத்தின் வளர்ச்சியை நிர்வகிப்பதில் வழங்குவதில் CEAT இன் அர்ப்பணிப்பை இந்த முதலீடு மீண்டும் உறுதிப்படுத்துகிறது." என்றார்.

# Ceat eyes ₹17K cr topline in 3 years

**NARAYANAN V**  
Chennai, September 11

**CEAT, A LEADING** tyre manufacturer, aims to increase its domestic market share to 12-13% and reach a topline of ₹17,000 crore within the next 2-3 years, according to senior company officials.

“Our market share is currently around 8%. Our immediate milestone is to reach a market share of 12-13% in domestic market, which will

take two years,” said Arnab Banerjee, MD & CEO of CEAT.

The RPG Group produced over 48 million tyres in FY24 across segments including 2-3 wheelers, passenger and utility vehicles, commercial vehicles, and off-highway vehicles, generating a total revenue of ₹11,893 crore. On Wednesday, the company inaugurated a new Truck Bus Radial production line at its Chennai manufacturing plant with an investment of ₹670 crore.

## CEAT Inaugurates New Truck Bus Radial Line



### CHENNAI, SEP 12:

CEAT, India's top tyre manufacturer, has opened a state-of-the-art Truck Bus Radial (TBR) production line at its Chennai plant. The new line will ramp up to produce 1500 tyres daily within a year, showcasing CEAT's focus on international market expansion. Alongside TBR tyres, the plant also manufactures premium Passenger Car Radial (PCR) and Motorcycle Radial (MCR/MCS) tyres. Managing Director & CEO Arnab

Banerjee emphasized the global significance of this move, aiming to offer a comprehensive tyre range in markets like Europe and the US.

With a strong focus on employee safety, the Chennai plant has won prestigious awards for upholding the highest safety standards. It also leads in sustainability efforts, with plans to increase renewable energy usage to 50% by 2025, demonstrating CEAT's commitment to a greener future.



## புதிய டிரக் பஸ் ரேடியல் (டிபிஆர்) லைனை சேன்னை ஆலையில் திறந்து உலகளாவிய சந்தையில் நுழைவதை வலுப்படுத்துகிறது சியட்

◆ சென்னை,

இந்தியாவின் முன்னணி டயர் உற்பத்தி நிறுவனமான சியட் ஆனது இன்று சென்னை உற்பத்தி ஆலையில் டிரக் பஸ் ரேடியல் (டிபிஆர்) பிரிவில் சிறந்த தயாரிப்பை மேற்கொள்ள இருப்பதை அறிமுகம் செய்வதாக அறிவித்தது.

அடுத்த 12 மாதங்களில் தினசரி 1500 டயர்களின் உற்பத்தித் திறனை இந்தப் புதிய தயாரிப்பில் படிப்படியாக எட்டும் மற்றும் சர்வதேச சந்தைகளில் அதன் தடத்தை விரிவுபடுத்தும் சியட் இலக்குக்கான ஒரு குறிப்பிடத்தக்க மைல்கல் இதுவாகும். அதற்கான ஒரு சான்றாகும்.

CEAT இன் நிர்வாக இயக்குநரும் தலைமை நிர்வாக அதிகாரியுமான அர்னாப் பானர்ஜி, புதிய டிபிஆர் வரிசையின் மூலோபாய



முக்கியத்துவத்தை எடுத்துரைத்தார்,

“எங்கள் ஏற்றுமதியை மையமாகக் கொண்ட சென்னை ஆலையில் டிரக் பஸ் ரேடியல் பாதையின் திறப்பு விழா, CEAT இன் உலகளாவிய விரிவாக்க உத்தியில் ஒரு முக்கிய படியாகும்.

ஸ்மார்ட் தொழில்நுட்பங்கள் மற்றும் இணைக்கப்பட்ட அமைப்பு

களை ஒருங்கிணைப்பதன் மூலம் ஐரோப்பா மற்றும் அமெரிக்கா உள்ளிட்ட சந்தைகளில் உள்ள டயர்களின் வரம்பில், உலகளவில் உள்ள எங்கள் வாடிக்கையாளர்களுக்கு புதுமையான, உலகத்தரம் வாய்ந்த பயணத் தீர்வுகளை வழங்குவதில் CEAT இன் அர்ப்பணிப்பை இந்த முதலீடு மீண்டும் உறுதிப்படுத்துகிறது.” என்றார்.

## CEAT commissions new line at Chennai plant to produce truck, bus radial tyres

CHENNAI, Sept 11 (PTI)

TYRE maker CEAT Ltd on Wednesday said it has commissioned a new line for rolling out truck and bus radials at its Chennai manufacturing plant.

The new line will progressively reach a production capacity of 1,500 tyres daily over the next 12 months and marks a significant milestone in the company's drive to expand its footprint in international markets, CEAT Ltd in a statement said.

The company already rolls out passenger car radial tyres and motorcycle radial tyres, it added. The expansion ensures that CEAT Ltd is well-posi-



tioned to meet the growing demands of high-performance vehicles both in the domestic and international markets, the tyre maker said.

"The inauguration of the truck bus radial line at our export-centric Chennai plant is a key step in the company's global expansion strategy of offering a complete range of tyres across markets, including Europe and the US," CEAT Ltd Managing Director and CEO

Arnab Banerjee said.

This investment reaffirms CEAT's dedication to delivering innovative solutions to customers worldwide, he added. Briefing reporters, Banerjee said the company has earmarked Rs 670 crore for the facility located near Sriperumbudur that would produce truck bus radial tyres in addition to passenger car radials, and two-wheeler radials. The manufacturing plant spread across 160 acres commenced operations in February 2020. About 50 per cent of employees hail from Tamil Nadu while remaining 50 per cent are from other parts of India.

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The new line will progressively reach a production capacity of 1,500 tyres daily over the next 12 months and marks a significant milestone in the company's drive to expand its footprint in international markets, CEAT Ltd in a statement said.

The company already rolls out passenger car radial tyres and motorcycle radial tyres, it added. The expansion ensures that CEAT Ltd is well-posi-



tioned to meet the growing demands of high-performance vehicles both in the domestic and international markets, the tyre maker said.

"The inauguration of the truck bus radial line at our export-centric Chennai plant is a key step in the company's global expansion strategy of offering a complete range of tyres across markets, including Europe and the US," CEAT Ltd Managing Director and CEO

Arnab Banerjee said.

This investment reaffirms CEAT's dedication to delivering innovative solutions to customers worldwide, he added. Briefing reporters, Banerjee said the company has earmarked Rs 670 crore for the facility located near Sriperumbudur that would produce truck bus radial tyres in addition to passenger car radials, and two-wheeler radials. The manufacturing plant spread across 160 acres commenced operations in February 2020. About 50 per cent of employees hail from Tamil Nadu while remaining 50 per cent are from other parts of India.

## CEAT commissions new line at Chennai plant to produce truck, bus radial tyres

CHENNAI, Sept 11 (PTI)

TYRE maker CEAT Ltd on Wednesday said it has commissioned a new line for rolling out truck and bus radials at its Chennai manufacturing plant.

The new line will progressively reach a production capacity of 1,500 tyres daily over the next 12 months and marks a significant milestone in the company's drive to expand its footprint in international markets, CEAT Ltd in a statement said.

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## सिएट ने चेन्नई संयंत्र में नई लाइन शुरू की

चेन्नई। टायर बनाने वाली कंपनी सिएट लिमिटेड ने अपने चेन्नई विनिर्माण संयंत्र में ट्रक और बस के रेडियल टायरों के उत्पादन के लिए एक नई लाइन चालू की है। सिएट ने बुधवार को बयान में कहा कि अगले 12 महीनों में नई लाइन की उत्पादन क्षमता प्रतिदिन 1,500 टायर तक पहुंच जाएगी और यह कंपनी के अंतरराष्ट्रीय बाजारों में उपस्थिति बढ़ाने के अभियान में महत्वपूर्ण मील का पत्थर साबित होगी। कंपनी पहले से ही यात्री कार और मोटरसाइकिल के रेडियल टायर बना रही है। टायर निर्माता कंपनी ने कहा कि यह विस्तार सुनिश्चित करता है कि सिएट लिमिटेड घरेलू और अंतरराष्ट्रीय, दोनों बाजारों में उच्च प्रदर्शन वाले वाहनों की बढ़ती मांग को पूरा करने के लिए अच्छी स्थिति में है।

## सिएट टायर बनाने के लिए चेन्नई संयंत्र में नई लाइन शुरू की

चेन्नई, (भाषा)। टायर बनाने वाली कंपनी सिएट लिमिटेड ने अपने चेन्नई विनिर्माण संयंत्र में ट्रक और बस के रेडियल टायरों के उत्पादन के लिए एक नई लाइन चालू की है। सिएट ने बुधवार को बयान में कहा कि अगले 12 महीनों में नई लाइन की उत्पादन क्षमता प्रतिदिन 1,500 टायर तक पहुंच जाएगी और यह कंपनी के अंतरराष्ट्रीय बाजारों में उपस्थिति बढ़ाने के अभियान में महत्वपूर्ण मील का पत्थर साबित होगी। कंपनी पहले से ही यात्री कार और मोटरसाइकिल के रेडियल टायर बना रही है। टायर निर्माता कंपनी ने कहा कि यह विस्तार सुनिश्चित करता है कि सिएट लिमिटेड घरेलू और अंतरराष्ट्रीय, दोनों बाजारों में उच्च प्रदर्शन वाले वाहनों की बढ़ती मांग को पूरा करने के लिए अच्छी स्थिति में है।

## CEAT એ ચેન્નાઈ પ્લાન્ટ ખાતે નવી ટ્રક બસ રેડિયલ (TBR) લાઈનનું લોન્ચ કર્યું



**સનવિલા ન્યુઝ, અમદાવાદ, તા.૧૧**

ભારતના અગ્રણી ટાયર ઉત્પાદક, CEAT એ આજે તેમના ચેન્નાઈ મેન્યુફેક્ચરિંગ પ્લાન્ટમાં તેની શ્રેષ્ઠ ટ્રક બસ રેડિયલ (TBR) પ્રોડક્શન લાઈનના લોન્ચની જાહેરાત કરી. આ નવી લાઈન આગામી ૧૨ મહિનામાં ક્રમશઃ દૈનિક ૧૫૦૦ ટાયરની ઉત્પાદન ક્ષમતા સુધી પહોંચશે, જે આંતરરાષ્ટ્રીય બજારોમાં અર્ધજીવી ની હાજરી વિસ્તારવા માટે તેના અભિયાનમાં નોંધપાત્ર ઉપલબ્ધી છે. આ નવી TBR લાઈન પ્રીમિયમ પેસેન્જર કાર રેડિયલ (CEAT) ટાયર અને મોટરસાઈકલ રેડિયલ ટાયરના ઉત્પાદન સહિત અર્ધજીવી હાલની ઉત્પાદન ક્ષમતાઓને અનુરૂપ છે. અર્ધજીવી મેનેજિંગ ડિરેક્ટર અને સીઈઓ અર્નબેન બેનર્જીએ આ નવી ટ્રક લાઈનના વ્યૂહાત્મક મહત્વ પર પ્રકાશ પાડતાં જણાવ્યું હતું કે, "અમારા નિકાસના મુખ્ય કેન્દ્ર, ચેન્નાઈ પ્લાન્ટ ખાતે ટ્રક બસ રેડિયલ લાઈનની લોન્ચ એ યુરોપ અને યુએસ સહિતના બજારોમાં ટાયરની સંપૂર્ણ રેન્જ

ઓફર કરવાની CEATની વૈશ્વિક વિસ્તરણની વ્યૂહરચનાનું મુખ્ય પગલું છે. સ્માર્ટ ટેકનોલોજી અને કનેક્ટેડ સિસ્ટમ્સને એકીકૃત કરીને, અમે એક સુરક્ષિત, વધુ કાર્યક્ષમ અને ટકાઉ કાર્યસ્થળ બનાવી રહ્યા છીએ. આ રોકાણ વિશ્વભરના અમારા ગ્રાહકોને નવીન, સર્વશ્રેષ્ઠ મોબિલિટી સોલ્યુશન્સ પ્રદાન કરવા માટે CEATના સમર્પણનું પ્રમાણ છે." સિનિયર વાઈસ પ્રેસિડેન્ટ - અર્ધજીવી, મેન્યુફેક્ચરિંગના સિનિયર વાઈસ પ્રેસિડેન્ટ, જયશંકર કુરુપલે પ્લાન્ટની તકનીકી અને સલામતી પ્રગતિ પર ભાર મુકત કહ્યું કે, "અમારા ચેન્નાઈ પ્લાન્ટે કામગીરીમાં શ્રેષ્ઠતા અને કર્મચારીઓની સલામતી, બંનેમાં સતત નવા ધોરણો સ્થાપિત કર્યા છે. નવી TBR લાઈન ઉત્પાદન માટે સલામત અને સ્માર્ટ વાતાવરણ બનાવવાની અમારી પ્રતિબદ્ધતાનું ઉદાહરણ આપે છે. આ પ્રોજેક્ટ મુખ્ય સાધનોના ઈન-હાઉઝ વિકાસ સાથે અમલમાં મુકવામાં આવ્યો છે, જેમાં સ્થાનિક ભારતીય ઉકેલોનો ગર્વથી લાભ ઉઠાવવામાં આવ્યો છે.

## CEAT એ ચેન્નાઈ પ્લાન્ટ ખાતે નવી ટ્રક બસ રેડિયલ (TBR) લાઈનનું લોન્ચ કર્યું, વૈશ્વિક બજારોમાં તેના પ્રવેશને મજબૂત બનાવ્યો

વ્રજકિશનભૂમિ

ચેન્નાઈ, ભારત - ૧૧ સપ્ટેમ્બર, ૨૦૨૪: ભારતના અગ્રણી ટાયર ઉત્પાદક, CEAT એ આજે તેમના ચેન્નાઈ મેન્યુફેક્ચરિંગ પ્લાન્ટમાં તેની શ્રેષ્ઠ ટ્રક બસ રેડિયલ (TBR) પ્રોડક્શન લાઈનના લોન્ચની જાહેરાત કરી. આ નવી લાઈન આગામી ૧૨ મહિનામાં ક્રમશઃ દૈનિક ૧૫૦૦ ટાયરની ઉત્પાદન ક્ષમતા સુધી પહોંચશે, જે આંતરરાષ્ટ્રીય બજારોમાં ઝઈઈ ની હાજરી વિસ્તારવા માટે તેના અભિયાનમાં નોંધપાત્ર ઉપલબ્ધી છે. આ નવી ટ્રક લાઈન પ્રીમિયમ પેસેન્જર કાર રેડિયલ (PCR) ટાયર અને મોટરસાઈકલ રેડિયલ (MCR/MCS) ટાયરના ઉત્પાદન સહિત CEATની હાલની ઉત્પાદન ક્ષમતાઓને અનુરૂપ છે.

CEATના મેનેજિંગ ડિરેક્ટર અને સીઈઓ અર્નબ બેનર્જીએ આ નવી TBR લાઈનના વ્યૂહાત્મક મહત્વ પર પ્રકાશ પાડતાં જણાવ્યું હતું કે, "અમારા નિકાસના મુખ્ય કેન્દ્ર, ચેન્નાઈ પ્લાન્ટ ખાતે ટ્રક બસ રેડિયલ લાઈનની લોન્ચ એ યુરોપ અને યુએસ સહિતના બજારોમાં ટાયરની સંપૂર્ણ રેન્જ ઓફર કરવાની CEAT ની વૈશ્વિક વિસ્તરણની વ્યૂહરચનાનું મુખ્ય પગલું



છે. સ્માર્ટ ટેકનોલોજી અને કનેક્ટેડ સિસ્ટમ્સને એકીકૃત કરીને, અમે એક સુરક્ષિત, વધુ કાર્યક્ષમ અને ટકાઉ કાર્યસ્થળ બનાવી રહ્યા છીએ. આ રોકાણ વિશ્વભરના અમારા ગ્રાહકોને નવીન, સર્વશ્રેષ્ઠ મોબિલિટી સોલ્યુશન્સ પ્રદાન કરવા માટે CEATના સમર્પણનું પ્રમાણ છે."

સિનિયર વાઈસ પ્રેસિડેન્ટ - ઝઈઈ, મેન્યુફેક્ચરિંગના સિનિયર વાઈસ પ્રેસિડેન્ટ, જયશંકર કુરુપલે પ્લાન્ટની તકનીકી અને સલામતી પ્રગતિ પર ભાર મુકત કહ્યું કે, "અમારા ચેન્નાઈ પ્લાન્ટે કામગીરીમાં શ્રેષ્ઠતા અને કર્મચારીઓની સલામતી, બંનેમાં સતત નવા ધોરણો સ્થાપિત કર્યા છે. નવી TBR લાઈન ઉત્પાદન માટે સલામત અને સ્માર્ટ વાતાવરણ બનાવવાની અમારી પ્રતિબદ્ધતાનું ઉદાહરણ આપે છે. આ પ્રોજેક્ટ મુખ્ય સાધનોના ઈન-હાઉઝ વિકાસ સાથે અમલમાં મુકવામાં આવ્યો છે, જેમાં સ્થાનિક ભારતીય ઉકેલોનો ગર્વથી લાભ ઉઠાવવામાં આવ્યો છે, જેનાથી

અમને ખર્ચ અને સમયરેખા, બંનેને અસરકારક રીતે સંચાલિત કરવામાં મદદ મળી છે."

શ્રીપેરુમ્બુદુરમાં સ્થિત અને ૧૬૦ એકરમાં ફેલાયેલો, CEATનો ચેન્નાઈ પ્લાન્ટ કંપનીની વૈશ્વિક કામગીરીમાં મોખરે છે. TBR લાઈન લોન્ચ કરવાથી અત્યાધુનિક ટેકનોલોજીથી સમર્થિત અદ્યતન મેન્યુફેક્ચરિંગ હબ તરીકે CEATની સ્થિતિને મજબૂત બને છે. આ ધોરણો ખાતરી કરે છે કે પ્લાન્ટ કનેક્ટેડ મશીનરી, રીઅલ-ટાઈમ ડેટા એનાલિટિક્સ અને અદ્યતન ઓટોમેશનથી સજ્જ છે, જે તેને શ્રેષ્ઠ કાર્યક્ષમતા, સલામતી અને ગુણવત્તા પ્રદાન કરતી સ્માર્ટ ફેક્ટરી બનાવે છે.

ચેન્નાઈ પ્લાન્ટ ટાયર ઉત્પાદન ઉદ્યોગ માટે એક આદર્શ ઉદાહરણ છે, જ્યાં કર્મચારીઓની સુખાકારીને પ્રાથમિકતા આપતી અસંખ્ય સલામતી પહેલો અમલમાં મુકવામાં આવી છે. પ્લાન્ટને બ્રિટિશ સેફ્ટી કાઉન્સિલ પ-સ્ટાર એવોર્ડ અને સ્વોર્ડ ઓફ ઓનર સહિત પ્રતિષ્ઠિત સલામતીના પ્રમાણપત્રો સાથે માન્યતા આપવામાં આવી છે, જે તેના સલામતીના ઉચ્ચતમ ધોરણોનો પુરાવો આપે છે.



# CEAT એ ચેન્નાઈ પ્લાન્ટ ખાતે નવી ટ્રક બસ રેડિયલ (TBR) લાઈનનું લોન્ચ કર્યું

એજન્સી દ્વારા

ભારતના અગ્રણી ટાયર ઉત્પાદક, CEAT એ આજે તેમના ચેન્નાઈ મેનુફેક્ચરિંગ પ્લાન્ટમાં તેની શ્રેષ્ઠ ટ્રક બસ રેડિયલ (TBR) પ્રોડક્શન લાઈનના લોન્ચની જાહેરાત કરી. આ નવી લાઈન આગામી ૧૨ મહિનામાં ક્રમશઃ દૈનિક ૧૫૦૦ ટાયરની ઉત્પાદન ક્ષમતા સુધી પહોંચશે, જે આંતરરાષ્ટ્રીય બજારોમાં CEAT ની હાજરી વિસ્તારવા માટે તેના અભિયાનમાં નોંધપાત્ર ઉપલબ્ધી છે. આ નવી TBR લાઈન પ્રીમિયમ પેસેન્જર કાર રેડિયલ (PCR) ટાયર અને મોટરસાઈકલ રેડિયલ (MCR/MCS) ટાયરના ઉત્પાદન સહિત ઝઈઈની હાલની ઉત્પાદન ક્ષમતાઓને અનુરૂપ છે.



CEATના મેનેજિંગ ડિરેક્ટર અને સીઈઓ અર્નબ બેનર્જીએ આ નવી TBR લાઈનના વ્યૂહાત્મક મહત્વ પર પ્રકાશ પાડતાં જણાવ્યું હતું કે, "અમારા નિકાસના મુખ્ય કેન્દ્ર, ચેન્નાઈ પ્લાન્ટ ખાતે ટ્રક બસ રેડિયલ લાઈનની લોન્ચ એ યુરોપ અને યુએસ સહિતના બજારોમાં ટાયરની સંપૂર્ણ રેન્જ ઓફર કરવાની CEATની વૈશ્વિક વિસ્તરણની વ્યૂહરચનાનું મુખ્ય પગલું છે.

## CEAT એ ચેન્નાઈ પ્લાન્ટ ખાતે નવી ટ્રક બસ રેડિયલ (TBR) લાઈનનું લોન્ચ કર્યું, વૈશ્વિક બજારોમાં તેના પ્રવેશને મજબૂત બનાવ્યો

ભારતના અગ્રણી ટાયર ઉત્પાદક, CEAT એ આજે તેમના ચેન્નાઈ મેનુફેક્ચરિંગ પ્લાન્ટમાં તેની શ્રેષ્ઠ ટ્રક બસ રેડિયલ (TBR) પ્રોડક્શન લાઈનના લોન્ચની જાહેરાત કરી. આ નવી લાઈન આગામી ૧૨ મહિનામાં કમશ: ટેનિક ૧૫૦૦ ટાયરની ઉત્પાદન ક્ષમતા સુધી પહોંચશે, જે આંતરરાષ્ટ્રીય બજારોમાં CEAT ની હાજરી વિસ્તારવા માટે તેના અભિયાનમાં નોંધપાત્ર ઉપલબ્ધી છે. આ નવી TBR લાઈન પ્રીમિયમ પેસેન્જર કાર રેડિયલ (PCR) ટાયર અને મોટરસાઈકલ રેડિયલ



(MCR/MCS) ટાયરના ઉત્પાદન સહિત CEAT ની હાલની ઉત્પાદન ક્ષમતાઓને અનુરૂપ છે. CEATના મેનેજિંગ ડિરેક્ટર અને સીઈઓ અર્નબ બેનર્જીએ આ નવી TBR લાઈનના વ્યૂહાત્મક મહત્વ પર પ્રકાશ પાડતાં જણાવ્યું હતું કે, "અમારા નિકાસના મુખ્ય કેન્દ્ર,

ચેન્નાઈ પ્લાન્ટ ખાતે ટ્રક બસ રેડિયલ લાઈનની લોન્ચ એ યુરોપ અને યુએસ સહિતના બજારોમાં ટાયરની સંપૂર્ણ રેન્જ ઓફર કરવાની CEATની વૈશ્વિક વિસ્તરણની વ્યૂહરચનાનું મુખ્ય પગલું છે.

સ્માર્ટ ટેકનોલોજી અને કનેક્ટેડ સિસ્ટમ્સને એકીકૃત કરીને, અમે એક સુરક્ષિત, વધુ કાર્યક્ષમ અને ટકાઉ કાર્યસ્થળ બનાવી રહ્યા છીએ. આ રોકાણ વિશ્વભરના અમારા ગ્રાહકોને નવીન, સર્વશ્રેષ્ઠ મોબિલિટી સોલ્યુશન્સ પ્રદાન કરવા માટે CEATના સમર્પણનું પ્રમાણ છે."

## CEAT ने चेन्नई प्लांट में नई ट्रक बस रेडियल ( TBR ) लाइन का उद्घाटन किया, जिससे वैश्विक बाजारों में प्रवेश मजबूत हुआ

चेन्नई, भारत - 11 सितंबर, 2024- भारत की अग्रणी टायर निर्माता कंपनी CEAT ने आज अपने चेन्नई विनिर्माण संयंत्र में अपनी श्रेणी की सर्वश्रेष्ठ ट्रक बस रेडियल (TBR) उत्पादन लाइन के उद्घाटन की घोषणा की। नई लाइन अगले 12 महीनों में उत्तरोत्तर 1500 टायर प्रतिदिन की उत्पादन क्षमता तक पहुँच जाएगी और अंतर्राष्ट्रीय बाजारों में अपनी उपस्थिति का विस्तार करने के CEAT के अभियान में एक महत्वपूर्ण मील का पत्थर है। नई TBR लाइन CEAT की मौजूदा उत्पादन क्षमताओं का पूरक है, जिसमें प्रीमियम पैसेंजर कार रेडियल (PCR) टायर और मोटरसाइकिल रेडियल (MCR/MCS) टायर का निर्माण शामिल है। यह विस्तार सुनिश्चित करता है कि CEAT घरेलू और अंतर्राष्ट्रीय दोनों बाजारों में उच्च प्रदर्शन वाले वाहनों की बढ़ती मांगों को पूरा करने के लिए अच्छी स्थिति में है।

सिएट के प्रबंध निदेशक और सीईओ अर्नब बनर्जी ने नई टीबीआर लाइन के रणनीतिक महत्व पर प्रकाश डालते हुए कहा, "हमारे निर्यात केंद्रित चेन्नई प्लांट



में ट्रक बस रेडियल लाइन का उद्घाटन यूरोप और अमेरिका सहित विभिन्न बाजारों में टायरों की पूरी रेंज पेश करने की सिएट की वैश्विक विस्तार रणनीति में एक महत्वपूर्ण कदम है। स्मार्ट प्रौद्योगिकियों और कनेक्टेड सिस्टम को एकीकृत करके, हम एक सुरक्षित, अधिक कुशल और टिकाऊ कार्यस्थल बना रहे हैं। यह निवेश दुनिया भर में हमारे ग्राहकों को अभिनव, विश्व स्तरीय गतिशीलता समाधान प्रदान करने के लिए सिएट के समर्पण की पुष्टि करता है।"

सिएट के वरिष्ठ उपाध्यक्ष - विनिर्माण, जयशंकर कुरुप्पल ने संयंत्र की तकनीकी और सुरक्षा प्रगति पर जोर देते हुए कहा, "हमारे चेन्नई संयंत्र ने परिचालन उत्कृष्टता और कर्मचारी सुरक्षा दोनों में लगातार

नए मानक स्थापित किए हैं। नई टीबीआर लाइन एक सुरक्षित और स्मार्ट विनिर्माण वातावरण बनाने की हमारी प्रतिबद्धता का उदाहरण है। इस परियोजना को प्रमुख उपकरणों के इन-हाउस विकास के साथ लागू किया गया है, जिसमें घरेलू भारतीय समाधानों का गर्व से लाभ उठाया गया है, जिससे हमें लागत और समयसीमा दोनों को कुशलतापूर्वक प्रबंधित करने में मदद मिली है।" श्रीपेरंबदूर में स्थित और 160 एकड़ में फैला, सिएट का चेन्नई प्लांट कंपनी के वैश्विक परिचालन में सबसे आगे है। TBR लाइन के जुड़ने से सिएट की स्थिति उन्नत विनिर्माण के केंद्र के रूप में मजबूत हुई है, जो अत्याधुनिक तकनीक पर आधारित है। ये मानक सुनिश्चित करते हैं कि प्लांट कनेक्टेड

मशीनरी, रियल-टाइम डाटा एनालिटिक्स और उन्नत स्वचालन से लैस है, जिससे यह एक सच्चा स्मार्ट कारखाना बन जाता है जो बेहतर दक्षता, सुरक्षा और गुणवत्ता प्रदान करता है। चेन्नई प्लांट टायर निर्माण उद्योग के लिए एक आदर्श है, जिसने कई सुरक्षा पहलों को लागू किया है जो कर्मचारी कल्याण को प्राथमिकता देते हैं। प्लांट को ब्रिटिश सेफ्टी काउंसिल 5-स्टार अवार्ड और स्वॉर्ड ऑफ ऑनर सहित प्रतिष्ठित सुरक्षा प्रमाणपत्रों से सम्मानित किया गया है, जो उच्चतम सुरक्षा मानकों के पालन को उजागर करते हैं। कर्मचारी सुरक्षा और डिजिटल परिवर्तन पर अपने फोकस के अलावा, चेन्नई प्लांट स्थिरता में अग्रणी है। 25वें हरित आवरण के साथ, प्लांट की 40वें ऊर्जा अक्षय ऊर्जा से प्राप्त होती है, जिसमें 5 मेगावाट का सौर रूफटॉप इंस्टॉलेशन भी शामिल है, जिसे 2025 तक 50वें तक बढ़ाने की योजना है। प्लांट एक जीरो लिक्विड डिस्चार्ज सुविधा भी है, जो पर्यावरण पदचिह्न को कम करने के लिए सिएट की प्रतिबद्धता को दर्शाता है।

# CEAT Inaugurates New Truck Bus Radial (TBR) Line at Chennai Plant, Strengthening Entry into Global Markets



## Sunvill News: Ahmedabad

CEAT, India's leading tyre manufacturer, today announced the inauguration of its best in class Truck Bus Radial (TBR) production line at their Chennai manufacturing plant. The new line will progressively reach a production capacity of 1500 tyres daily over the next 12 months and marks a significant milestone in CEAT's drive to expand its footprint in international markets. The new TBR line complements CEAT's existing production capabilities, including the manufacture of premium

Passenger Car Radial (PCR) tyres and Motorcycle Radial (MCR/MCS) tyres. This expansion ensures that CEAT is well-positioned to meet the growing demands of high performance vehicles both in the domestic and international markets, all while maintaining its leadership in safety, sustainability, and digital innovation. Arnab Banerjee, Managing Director & CEO, CEAT, highlighted the strategic importance of the new TBR line, stating, "The inauguration of the Truck Bus Radial line at our export centric Chennai plant is a key step in CEAT's global expansion strategy of offering a complete range of tyres across markets including Europe and the US."

## सिएट ने चेन्नई संयंत्र में नई लाइन शुरू की



चेन्नई। टायर बनाने वाली कंपनी सिएट लिमिटेड ने अपने चेन्नई विनिर्माण संयंत्र में ट्रक और बस के रेडियल टायरों के उत्पादन के लिए एक नई लाइन चालू की है। अगले 12 महीनों में नई लाइन की उत्पादन क्षमता प्रतिदिन 1,500 टायर तक पहुंच जाएगी। बाजारों में उपस्थिति बढ़ाने के अभियान में महत्वपूर्ण मील का पत्थर साबित होगी।

## **CEAT commissions new line at Chennai plant**

Tyre maker CEAT Ltd on Wednesday said it has commissioned a new line for rolling out truck and bus radials at its Chennai manufacturing plant.

The new line will progressively reach a production capacity of 1,500 tyres daily over the next 12 months and marks a significant milestone in the company's drive to expand its footprint in international markets, CEAT Ltd in a statement said.