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Premium tyres market to treble in 3-5 years: CEAT MD & CEO Arnab Banerjee

Currently, commercial vehicle tyres and passenger vehicle tyres are split 50:50 in Ceat's sales. PCR sales account for around 20 per cent of passenger vehicle tyres



Arnab Banerjee, MD & CEO, Ceat

Sohini Das | [Mumbai](#)

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Amid pressures on margins with rising prices of natural rubber, tyre companies are increasingly focusing on premium tyres that offer better margins and are a fast growing segment in the domestic market. Mumbai-based tyre maker Ceat, which launched a new range of tyres under its SportDrive brand on Wednesday targeted at luxury sedans and sports utility vehicles (SUVs), expects premium tyres to

contribute more than 30 per cent of its passenger car radial (PCR) sales in the next 3-5 years.

Speaking to *Business Standard*, Arnab Banerjee, MD & CEO of Ceat said that premium tyres (above 17 inch) currently constitute

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