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CEAT partners with Wander Beyond Boundaries for 'Zanskar & Beyond' expeditions

The self drive 4x4 based expeditions will highlight the culture of responsible and sustainable travel, reaching remote corners of Western Ladakh. The drives will cover less-frequented territories in Ladakh, with the first one planned from August 1 to 14, and the second from August 21 to September 3.

ETAuto July 30, 2021, 15:53 IST



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The fleet will comprise about 9 vehicles and a total team size of 25 participants from various parts of the country. The vehicles will include the Thar, Fortuner and Gypsy, - a locally hired mixed convoy.

New Delhi: India's leading tyre manufacturer, [CEAT Tyres](#) today partnered with [Wander Beyond Boundaries](#) (WBB) to organise two 4x4 extreme terrain driving expeditions called 'Zanskar & Beyond' to promote responsible and sustainable travel.

The drives will cover less than 1000 km and are planned from August 1 to August 15.

The fleet will comprise a mix of vehicles from various parts of the country including the Gypsy, - a locally hired rickshaw.

"Zanskar & Beyond is truly a sought-after tourist destination given its cultural, historic and scenic beauty. It needs to become mainstream and awareness must be deliv-

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local and well-meaning tourists. Our expeditions will aim to showcase the beauty and culture of these forgotten lands in a sustainable and responsible manner. We are elated to be able to support WBB in this initiative,” Amit Tolani, chief marketing officer, [CEAT Tyres Ltd](#), said.

The back-to-back expeditions will start and end at Leh, covering 1100kms in approximately 14 days, with an average of 8-hour driving daily. From Leh, the participants will go to Dha, Sasila, Kargil, Umba La, Drass, Rangdum, Padum, Shinkula, Singe La, and Lamayuru before making their way back to Leh, [CEAT](#) said in a release.

Nidhi Salgame, founder & director, WBB, added, “Zanskar is a pristine geography in Western Ladakh; had remained tucked away from the ballooning tourism in Eastern Ladakh, and therefore was insulated from its ill-effects for decades due to limited road access. But with two new roads opening in the last two years, there has been a sudden influx of tourism. Unless the pristine natural and cultural beauty is preserved proactively, it is a matter of time before we lose it. Zanskar & Beyond is a step in that direction. It will not only increase awareness about the various contours of the region and its culture, but also propagate the culture of responsible travel”.

Col. Satty Malik, SM (Retd), co-founder, WBB, said, “We have taken a lot of care to integrate local people, cultural performances etc. and have deliberately worked on ways to benefit the local economy by partnering with many regional associates. Building awareness on minimizing generation of waste and proper waste disposal has been a big part of our work in these areas.”

The expeditions will highlight, showcase, and promote the culture of responsible travel, reaching remote corners of Batalik, Drass, Kargil, Zanskar and revealing contours of the land and its people. It will showcase the natural grandeur, diversity, culture, and people of the forgotten lands. The expedition will aim to “Live the Journey”, demonstrating fine attributes that constitute responsible overland travel such as minimum impact with respect to waste generation, zero litter, cultural competence, benefit to local communities, etc.

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Expecting pick-up lines up investment in production

The company, which produces passenger and commercial vehicles, has announced a 1,000 crore capital expenditure for the fiscal year.

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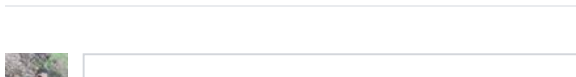


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Fresh round of exits likely at Royal Enfield, post CEO's departure



For Eicher managing director Siddhartha Lal, the recent resignations at the Royal Enfield unit have come at a difficult period. The company is readying new launches of its premium bikes to breathe life back into flagging sales, and a person in the know said he would have preferred to have all hands on the deck.

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Bridgestone bags supply contract for radial tyres from Tata Motors

These tyres will be supplied for 150 e-buses that are being manufactured by Tata Motors for Brihanmumbai Electric Supply and Transport (BEST).

PTI

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CII Institute of Logistics, Bridgestone India roll out programme to felicitate drivers in transport sector

A professional drivers' platform -- 'Driver's Guild' would be established under the initiative to connect multiple locations, expand developmental initiatives in association with various regional stakeholders in the road transport sector.

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INR 300-cr govt fund in offing to deal with scrap tyres: R Mukhopadhyay

The Raghupati Singhania technology centre, is ramping up equipment to enhance the interaction with ETAuto, FADA Limited, spoke about the launch of the new emissions star-rated tyres. "We think that the govt is planning to address the scrap tyre

Shruti Mishra ETAuto

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Finland's Nokian Tyres sets new sales target as market grows

The tyre maker, whose previous targets included annual growth of more than 5%, said it was targeting to grow faster than the market and kept its goal for a dividend above 50% of net earnings.

Reuters

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Kuwait starts to recycle massive tyre graveyard

Kuwait planning to build 25,000 new houses on the site, finished moving all the tyres to a new location at al-Salmi, near the Saudi border, where recycling efforts have begun.

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Ceat to revamp sales network across country

CEAT Shoppes will also b requirements like warrant feedback mechanism (NP

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range of tyres

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

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Demand bounces back across product categories since easing of localised lockdowns: Apollo Tyres

To de-risk operations, the company has been growing its overseas markets. The company has launched a comprehensive brand offering in North America, backed by a full range of Apollo and Vredestein brand of tyres for commercial and passenger vehicles. Apollo Tyres aims to continue to grow the business organically in US.

Sharmistha Mukherjee ET Bureau

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East Delhi civic body gives new life to old tyres

East Delhi Municipal Corporation is giving new life to old vehicle tyres in the junkyard by reusing them in parks.

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chain

Apollo Tyres is integrating demand planning and sales forecasting from all distribution points globally using a single IT solution to all factories for better supply chain visibility.

Riya Pahuja ETCIO

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