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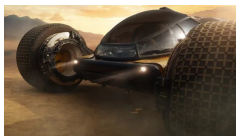
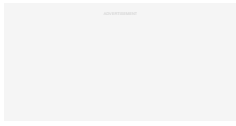
CEAT Unveils Custom-Built Tyres For Sci-Fi Car Bujji In Kalki 2998AD

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CEAT, a prominent tyre manufacturer from Mumbai, has recently taken a giant leap in the automotive industry by designing bespoke tyres for a unique vehicle named Bujji. This vehicle will star in the futuristic sci-fi action movie "Kalki 2998AD".

The collaboration with Mahindra and Jayem Motors has resulted in a 6-borne behemoth stretching over 6 meters in length and 3 meters in width, equipped with a canopy and futuristic hubless wheels. To get tyre to fit CEAT tyre's look on the sole responsibility to create the rubber for those wheels



The tyres created for Bujji stand out due to their industry-leading low aspect ratio, enhancing both the vehicle's looks and its banking capabilities. The design focuses on superior traction, stability, and puncture resistance, essential for the high-performance demands of this vehicle.

CEAT's innovation aligns with their ethos of "Crafting For The Curious", aiming to push the limits of tyre technology and design.

Anand Barvekar, MD & CEO of CEAT Limited, expressed pride in their engineering achievement, emphasizing that tyre's role in surpassing performance expectations for such an unconventional vehicle.



Ansh Tandon, Chief Creative of CEAT Specialty, highlighted the project's role in driving the company towards new technologies and materials. This initiative not only showcases CEAT's commitment to innovation but also sets a new benchmark for future tyre designs.

Film-maker Nup Ashwin praised CEAT's contribution, acknowledging the critical role of the tyre in bringing the character of Bujji to life in "Kalki 2998AD". This collaboration underscores CEAT's dedication to exploring new horizons and crafting solutions that meet the demands of tomorrow's automotive designs.

CEAT Ltd, part of RPG Enterprises, has been a key player in the global tyre industry since 1958, producing over 41 million tyres annually across various segments.



RPG Enterprises, with a US\$ 4 Billion turnover, continues to grow rapidly, diversifying into sectors like Infrastructure, Pharma, IT and more, showcasing a commitment to innovation and quality.

DriveSpark Thinks

CEAT's collaboration on the movie "Kalki 2998AD" with the creation of bespoke tyres for the fictional vehicle Bujji isn't just a quirky marketing stunt.

This project signifies CEAT's commitment to innovation and pushing the boundaries of tyre technology, which aligns with their company motto of "Crafting for the Curious". The success of these tyres paves the way for future advancements in real-world applications.

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