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CEAT announces long-term collaboration with Bayer 04 Leverkusen

MARKETING

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CEAT, one of the leading tyre manufacturers in India, has announced a collaboration with Bayer 04 Leverkusen, the Bundesliga champions and DFB Cup winners. This two-year partnership designates CEAT as the premium tyre partner for the next two seasons, effective immediately, and will run till 30 June 2026.

Arnab Banerjee, MD and CEO of CEAT, said, “We are thrilled to embark on this long-term partnership with Bayer 04 Leverkusen. This is especially significant as both CEAT and Bayer 04 Leverkusen boast rich heritage, each with over 100 years of history, making this partnership a fusion of two historic brands.”

Lakshmi Narayanan B, CMO of CEAT, added, “We have a strong global presence with our operations and state of the art R&D facility in Germany and through this partnership, we gain the opportunity to connect with our German consumers. We believe this collaboration will also resonate strongly with Indian football audiences,

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Bayer 04 Leverkusen Werkself. The contractual rights of CEAT as the new official premium and tyre partner include extensive TV presence through LED perimeter boards, cam carpets on the touchlines, and substitution boards at Werkself matches at the BayArena. Additionally, CEAT will have a prominent presence on media backdrops at Bundesliga press conferences and during matches. The official Bayer 04 Leverkusen team bus will be equipped with CEAT's premium tyres.

"We are delighted to welcome CEAT as a new strong, international partner at Bayer 04," explains **Markus Breglec, Chief Marketing and Innovation Officer, Bayer 04 Leverkusen Fußball GmbH** at the double winners. "Just like us, CEAT operates on international terrain. We are united as partners by our ambition to drive innovation and master challenges in a highly competitive environment."

CEAT's contribution to Sports in India and Beyond:

CEAT is a proud supporter of sports and recognizes the important role that sports play in the development of society. The company has a long-standing association with Indian cricket through strategic partnerships with the Tata IPL and Tata WPL which is one of the Top 5 Sporting Leagues in the World, bat sponsorships and collaborations with leading cricketers. The partnership with Bayer 04 Leverkusen underpins its commitment to soccer and the expansion of its presence in international sport. In recent years, CEAT has also extended its support to various motorsports, including the popular Indian Supercross Racing League and other riding events across the country.

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CEAT STRATEGIC TIMEOUT



2:30

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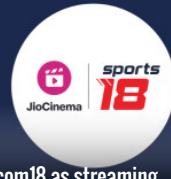
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Ag talk

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