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Ceat Steps Up Premiumisation Drive With Three High-Performance Tyres

The new tyres will be available in most large cities by April.

✍️ Tushar Deep Singh

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Ceat Ltd. has become the first Indian tyre maker to manufacture locally run-flat tyres and high-speed tyres with low-noise technology to cater to the premiumisation overdrive in the world's third largest car market.

While run-flat tyres allow cars to continue a ride even after a puncture, the ZR-rated tyres can withstand speeds of up to 300 km/hour, the company said in a statement on Wednesday.

The so-called CALM technology reduces tyre noise for a quieter cabin. These tyres, tested at the company's Germany unit, will retail under Ceat's brand of high-performance tyres called SportDrive.

"These innovations reflect our commitment to enhancing safety, comfort and performance for luxury and high-performance vehicle owners," Ceat Tyres Chief Executive Officer Arnab Banerjee said. "We are proud to be the first Indian company to introduce run-flat tyres, reinforcing our leadership in the four-wheeler tyre segment."

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The new tyres will be available in most large cities by April. The run-flat tyres are priced at Rs 15,000–20,000 while the 21-inch ZR-rated tyres will retail at Rs 25,000–30,000.

Shares of Ceat closed 0.13% higher at Rs 2,739.15 apiece on the BSE, compared to a 0.2% advance in the benchmark Sensex.

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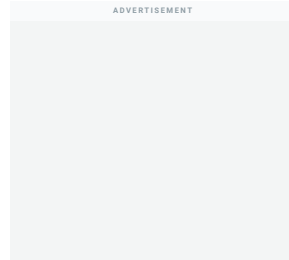
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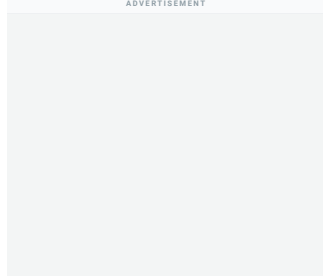
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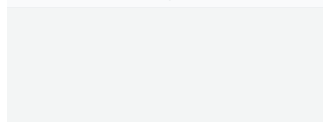


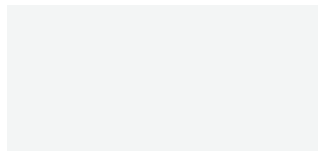
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