



Home > Business > CEAT looks to strengthen play in.....

[← Back](#)

CEAT looks to strengthen play in premium car tyre segment

NEW DELHI: Tyre maker CEAT Ltd is seeking to strengthen its play in the premium ultra-high performance and luxury four-wheeler segment that is expected to significantly grow in the next three to five years, company MD and CEO Arnab Banerjee said on Wednesday.

The company, which launched three new products ZR-rated, CALM Technology and Run-Flat tyres, is preparing itself to address an emerging trend in the premium 17-inch plus tyre segment, he told PTI.

"The saliency of this segment is about 8-10 per cent today in the aftermarket and it is going to grow much faster than the rest of the market. It could be as high as 25-30 per cent in three to five years time," Banerjee said.



[Please log in to get detailed story](#)

TOP PHOTOS



MORE STORIES

Warehousing assets see 3-fold jump in investment to USD 2 bn; 19 pc rise in...

Sri Ramakrishna Hospital's Urology Experts Share Insights on Holmium Laser...

Tata AIA Delivers Benchmark-Beating Fund Performance Across Its ULIP Offerings

TOP VIDEOS

Your browser does not support the playback of this video. Please try using a different browser.

Farmers' protest site vacated at Khanauri Border

Your browser does not support the playback of this video. Please try using a different browser.

22 shops gutted as massive fire breaks out at a market in Chhatrapati Sambhaji Nagar

