

SENSEX 75,449.05 +147.79

NIFTY 22,907.60 +73.30

CRUDEOIL 5,766.00 -30.00

GOLD 88,460.00 -266.00

SILVER 100,021.00 -1,248.00

THE HINDU **businessline**

Companies / Markets / Portfolio / Opinion / Economy / PREMIUM

FREE TRIAL

SUBSCRIBE

LOGIN

Search Stock Quotes, News, Mutual Funds and More

MENU

Home » Companies

CEAT launches premium, high speed four-wheeler tyres

Updated - March 19, 2025 at 07:30 PM. | Mumbai, Mar 19

The premium tyres are priced between ₹15,000 and ₹30,000

BY BL MUMBAI BUREAU

COMMENTS SHARE

READ LATER



Arnab Banerjee, MD and CEO, Ceat Ltd | Photo Credit: BIJOY GHOSH

In order to strengthen its presence in the premium four-wheeler segment, tyre-maker CEAT has introduced Run-Flat tyres and 21-inch ZR-rated tyres, that can handle speeds higher than 300 mph and are equipped with CALM technology to reduce road noise leading to quieter cabins.

ADVERTISEMENT

The premium tyres are priced between ₹15,000 and ₹30,000 and will be available in all the major cities including Delhi, Mumbai, Kolkata, Pune, Chandigarh, Bengaluru, Coimbatore and Madurai from April. They will be available in Uttar Pradesh too.

“Under the new SportDrive range of tyres, CEAT, with the launch of ZR-rated tyres and Run-Flat tyres, strengthens its position as a premium, technology-driven brand. We are the first Indian company to introduce Run-Flat Tyres, reinforcing our leadership in the four-wheeler tyre segment,” said Arnab Banerjee, MD and CEO, CEAT

Expansion plans

The tyres are tested in the company’s Germany facility with German engineering. The company also plans to expand into passenger radial tyres in the US market.

“These premium tyre technologies align with CEAT’s strategic focus on expanding its presence in the high-value luxury segment, both in India and international markets,” the company stated.

Further, the company is expanding its Chennai plant to focus on export-based production, ramping up the output of truck and bus radial tyres, and later, passenger car radial tyres.

Latest News



Stock Market Live Updates 20 March 2025: Markets surge amid Fed rate cut hopes; Sensex rises around 1000 points, Nifty crosses 23,200

PREMIUM
Arbitrage funds shine in a weak market

BY BL RESEARCH BUREAU & VENKATASUBRAMANIAN K

ADVERTISEMENT

ADVERTISEMENT

COMMENTS SHARE

Published on March 19, 2025

Related Topics

Companies

Trending in Companies

↗ Tata Motors Share Price / ↗ Hdfc Bank Share Price / ↗ Reliance Industries Share Price / ↗ Tata Steel Share Price / ↗ Icici Bank Share Price / ↗ Swiggy Share Price / ↗ Infosys Share Price / ↗ Sbi Share Price / ↗ Tata Consultancy Services

You Might Also Like



Markets

Tata Motors Share Price LIVE: Shares gain 1%, approves raising ₹2,000 crore via NCDs



Markets

Revolt Motors enters Nepal market, plans 15 showrooms



Markets

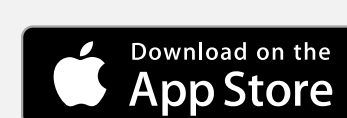
IndiGo stock scales to fresh high on reiterating strategic expansions



Markets

RateGain names travel industry veteran Anurag Jain as EVP for APMEA region

THE HINDU **businessline**



The Hindu Businessline

About Us

Archive

Newsletter

Rss Feeds

Contact us

Newsroom

Customer care

Advertisement

Careers

Group News Sites

The Hindu

BL on Campus

Sportstar

Business Line

இந்து தமிழ் திசை

The Hindu Centre

Frontline

Young World Club

The Hindu ePaper

Business Line ePaper

Crossword + Free Games

Other Products

RoofandFloor

STEP

Images

Classifieds - Print

Special Publications

eBooks

Popular Sections

Companies

Markets

Economy

Specials

Portfolio

Resources

Company Index

Home Loan Interest Rate

Fixed Deposit Interest Rate

Income Tax Calculator 2024-2025

NSE Holidays

BSE Holidays

Bank Holidays

Stock Holidays

Age Calculator

Gold rate today

Silver rate today

Nifty 50

Sensex

Webinar

Trending on businessline

↗ Stock Market Today

↗ Telangana Budget Live

↗ LIC Share Price Live

↗ Live News

↗ Gold Price Today

↗ RBI MPC Meeting Highlights

↗ Union Budget 2025 Highlights

↗ Budget 2025 News

↗ Business News

↗ Stock Market News

↗ Market News

↗ RBI MPC Meeting 2024

↗ IPL Auction 2025

↗ Nifty Prediction Today

↗ Find Voter ID Number Online

↗ SBI Share Price

↗ Stock Recommendation Today

↗ Top Gainers Today

↗ Top Losers Today

↗ NSE Nifty 50

↗ BSE Sensex

Trending on Group sites

↗ India Vs Pakistan Live Score

↗ Ranji Trophy Live Score

↗ Putting Muslims in their place?

↗ Explore Frontline Packages

↗ Cricket News

↗ Elections 2024

↗ Electoral Bonds Full Data

↗ PM Modi oath ceremony LIVE updates

↗ Frontline Current Issue

↗ Euro 2024

↗ Election 2024

↗ BJP is back to its favourite bogey

↗ Football News

↗ Politics News

↗ The Nation News

↗ Paris Olympics 2024

↗ India Cricket News

↗ FL Interviews

↗ Israel-Palestine conflict

↗ Did Periyar call for a genocide of Brahmins?



Privacy Policy / Terms & conditions / Cookie Preferences

Copyright © 2025, THG PUBLISHING PVT LTD. or its affiliated companies. All rights reserved.

BACK TO TOP

