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CEAT Partners with Adobe to Transform Customer Experiences

New Delhi, India – July 20, 2021 – As digital becomes the primary way for businesses to engage customers, **tyre manufacturer CEAT** partnered with **Adobe** to drive the company’s vision of creating superlative, omni-channel customer experiences. Powered by Adobe Experience Cloud applications, this partnership will enable CEAT to deliver a personalized and seamless digital experience for its customers and dealer partners across several touchpoints.

Arnab Banerjee, Chief Operating Officer, CEAT said, “We have been investing significantly in digital for the past few years. We are happy to partner with Adobe on our digital journey, to build an omnichannel customer experience that allows us to virtually extend our capability into people’s homes. Customers can now buy online and do a pick-up and fitment at nearest CEAT Shoppe or avail of doorstep fitment services (powered by TyresnMore). This also includes servicing and sanitization of their vehicles from the safety of their homes.”

Nitin Singhal, Managing Director, Digital Experience, Adobe India said, “Every industry was shaped by the events of 2020, as we moved from a world with digital to a digital-first world. The imperative for digital customer engagement has never been greater and Adobe is pleased to be the partner of choice for CEAT to aid in their vision of delivering exceptional customer experiences and aiding customer safety.

“As the digital experiences company, Adobe has embraced the always-on reality of the digital economy and we understand what digital transformation takes. We are excited to work with CEAT to create a single platform for content, commerce and data for their foray into B2C business.”, **added Nitin.**

With support from **Tekno Point** as an implementation partner, CEAT is leveraging Adobe Experience Cloud applications including Adobe Experience Manager, Adobe Analytics, Adobe Target and Adobe Commerce to develop and launch new D2C business models including home delivery, fitment at store and home fitment. Adobe Experience Manager will provide CEAT with powerful content management capability and flexibility for its website, Adobe Analytics & Adobe Target agile insights and better creative optimisation, and Adobe Commerce catalogue, cart and check-out processes.

About CEAT Ltd (www.ceat.com):

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India’s leading tyre manufacturers and has a strong presence in global markets. CEAT produces over 35 million tyres a year and offers the widest range of tyres to all segments and manufactures world-class radials for: heavy-duty trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles and scooters as well as auto-rickshaws.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/in.