

CEAT launches 'one-of-its-kind' Puncture Safe tyres in Maharashtra

The revolutionary range is now available in Maharashtra

20th September 2021: India's leading tyre manufacturer, CEAT Tyres announced the launch of its new Puncture Safe Tyres for motorcycles in Maharashtra. The new range of tubeless tyres will offer a technology to consumers that will resist loss of air pressure, **in case of puncture** allowing a hassle free and safe ride. The tyres are already available in all Southern states viz. Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Kerala. These are also launched across Gujarat, Rajasthan, Chhattisgarh and Goa states.

The 'Puncture Safe' range is designed to prevent the tyre from deflating at the point of puncture. This property is provided by patented Sealant developed in-house by CEAT that seals the punctures, making the range a truly self-healing tyre. This tyre also comes in a unique box packaging, which is also patented. Also, the sealant can seal punctures for nails upto 2.5 mm in diameter on tread area only. These tyres are secure, unique and performance oriented that will improve the safety of a two-wheeler rider, eradicating any potential accidents caused due to punctured tyres. The CEAT puncture safe tyres are available in eleven different sizes while being compatible with popular selling motorcycles and can be reviewed at www.ceat.com.

Talking about the unique initiative, **Mr. Amit Tolani, Chief Marketing Officer, CEAT Tyres Ltd**, said, *"Our aim has and will always be to 'Make mobility Safer and Smarter.' The CEAT Puncture Safe tyres were launched with an aim to save our consumers' time and energy, and to deal with the most common problem for any two-wheeler rider; a flat tyre. The self-healing feature of these range of tyres is its biggest USP that we believe will attract a lot of customers. Modern problems require modern solutions and we at CEAT are working towards finding those solutions for our customers."*

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 RPG Enterprises (www.rpggroup.com):

RPG Enterprises, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 4 Billion. The group has diverse business interests in the areas of, Tyres, Pharma, IT and Specialty as well as in emerging innovation-led technology businesses.

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