



CEAT Limited unveils first of its' kind Enduro Park in collaboration with Enduro Racer Shardul Sharma

Mumbai, August 09, 2024 –

CEAT Limited, India's leading tyre manufacturer, is proud to announce the unveiling of its state-of-the-art Enduro Park, a haven for enduro enthusiasts and off-road adventure seekers, located in Leh, Ladakh. This cutting-edge park, unveiled in collaboration with CEAT Limited's newest member, India's premier Enduro Riding Expert Shardul Sharma, is set to become one of the highest enduro tracks in India at an elevation of 3500 meters above sea level. It provides a thrilling and safe environment for riders of all skill levels.

Situated in Leh, the Enduro Park offers an unforgettable experience for hardcore thrill-seeking off-road enthusiasts. The track neatly blends Leh's awe-inspiring natural terrain with custom-made obstacles for an adventurous yet accommodating experience for riding enthusiasts. Riders at the park will have access to a host of comprehensively curated training programs that will provide personalized guidance for both novices and advanced riders to master the toughest terrains and have an unforgettable experience.

In addition to the Enduro park, CEAT Limited has onboarded Shardul Sharma, a pioneering enduro racer who has dominated the national scene and became the first Indian to represent the country on the international enduro racing stage, Shardul has garnered numerous accolades and recognition for his outstanding skills, as one of the youngest Indian riders to pursue a career in professional rallying, which he put to practical use in designing the challenging off-road track at the Enduro Park. As CEAT's newest member, Shardul will leverage his unmatched expertise, contributing as both a seasoned racer and a visionary in enduro track design and training module development.

Mr. Lakshmi Narayanan B., Chief Marketing Officer of CEAT Limited, said, "At CEAT, we take pride in leading the charge in fostering India's motorsports and off-roading culture. Our Leh facility exemplifies our dedication to nurturing the off-road riding community. We are thrilled to welcome Shardul Sharma to the CEAT family, whose journey from national champion to international racer perfectly embodies our 'Crafted for the Curious' philosophy. At CEAT, we champion curiosity and adventure, and Shardul's story illustrates the remarkable achievements possible with these values."

Mr. Shardul Sharma shared his thoughts on the partnership, saying, "Collaborating with CEAT is an important step in my career. CEAT's focus on innovation and quality matches my own goals as a racer. I am excited to collaborate with a brand that is as dedicated to performance as I am. Together, we hope to inspire new racers to follow their dreams with curiosity and determination."

This partnership with Shardul Sharma fits well with CEAT's 'Crafted for the Curious' initiative, which encourages people to explore new possibilities and challenge the norm. CEAT remains committed to providing innovative tire technology to meet the needs of its customers, promoting a culture of curiosity and progress.

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 more than 41 million high-performance tyres, catering to various segments like 2-3 Wheelers, Passenger and Utility Vehicles, Commercial Vehicles and Off-Highway Vehicles.

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 Infrastructure, Tyres, Pharma, IT and Specialty, as well as in emerging innovation-led technology businesses.

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