



## CEAT Nagpur Achieves Major Milestone with 100 Millionth Tyre Rollout

**Nagpur, India - 17 September, 2024:** CEAT, one of India's leading tyre manufacturers, today announces a significant milestone as its Nagpur plant rolls out its 100 millionth tyre. This achievement highlights CEAT's dedication to meeting the growing demand for two-wheeler (2W) tyres both in India and internationally.

**Jayasankar Kuruppall**, Senior Vice President – Manufacturing, CEAT, remarked on this milestone, *"Rolling out our 100 millionth tyre from the Nagpur plant is a testament to our commitment to innovation, sustainability, and meeting the ever-growing demand in both the domestic and international markets. Our Nagpur plant has set benchmarks in not just production but also in empowering our workforce, especially with initiatives like gender diversity (around 25% women employees on shop floor), Self Managed Teams (SMT) and inducting Persons with Disabilities (PWDs). We are proud of this achievement and remain dedicated to serving our customers globally with world-class quality products."*

**Vishal Pawar**, Senior Vice President – Global Sales and Supply Chain, said, *"Our Nagpur plant not only plays a pivotal role in meeting the domestic demand but also serves as a key export hub, catering to markets across the globe. With smart factory capabilities, AI and ML integration and by combining state-of-the-art technology with a robust supply chain network, we have established successful supply partnership with all key Indian 2W OEMs. This milestone further reinforces CEAT's commitment to delivering world-class products to our customers, both in India and internationally."*

The Nagpur plant established in 2016, plays a crucial role in CEAT's two-wheeler production capabilities and has produced high performance, premium range of tyres including Zoom X3, Gripp X5 and Energy Ride EV. It caters to a substantial **demand** of India's overall 2W tyre demand, demonstrating CEAT's leadership in the booming Indian 2W market.

In addition to its domestic influence, the Nagpur plant serves as a critical export hub. The plant exports to several key markets, including **Africa, America, Europe, Bangladesh, the Philippines, Nepal, Indonesia, and Vietnam.**

The Nagpur plant is known for its unique initiatives, including:

- Certified by the **Indian Green Building Council (IGBC)** for its sustainability efforts.
- Best in class quality indicators
- A plantation of **40,000 dense and diverse trees** within the plant boundary.
- Around **25% women associates** across all shop-floor functions, a significant achievement in a traditionally male-dominated industry, reinforcing CEAT's status as a truly **equal opportunity employer.**
- **Zero Liquid Discharge** facility, underscoring CEAT's commitment to environmental sustainability.

As CEAT celebrates its 100 year anniversary this year, this milestone signals the company's continuing efforts to expand its global footprint while leading the domestic 2W market, driven by cutting-edge technology and a dedicated workforce.

**About CEAT Ltd ([www.ceat.com](http://www.ceat.com)):**

Founded in 1924 in Italy, CEAT is a leading tyre manufacturer with a strong presence in over 110 countries.

Headquartered in Mumbai, India, CEAT is the flagship company of the RPG group. It 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.

CEAT is the first tyre brand in the world to receive the prestigious Deming Grand Prize from the Union of Japanese Scientists and Engineers (JUSE), for outstanding achievement in the field of Total Quality Management. It is also the first tyre brand in the world to be awarded Lighthouse Designation by the World Economic Forum for its use of fourth industrial revolution technologies.

**About RPG Group ([www.rpggroup.com](http://www.rpggroup.com)):**

RPG Group, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 4.4 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.

**Media contacts:**

**RPG Group:**

Rashmi Menon – 88980 20577 | [rashmi@rpg.in](mailto:rashmi@rpg.in)

**CEAT:**

Deepa Mathew – 98202 93652 | [deepa.mathew@ceat.com](mailto:deepa.mathew@ceat.com)

**Adfactors PR:**

Gaurav Bhat – 98330 57592 | [gaurav.bhat@adfactorspr.com](mailto:gaurav.bhat@adfactorspr.com)

An  **RPG** Company