



CEAT announces Long-Term Partnership with Bayer 04 Leverkusen

- The company has entered a two year partnership, joining the Bundesliga champions and DFB Cup winners with immediate effect

Mumbai, India – 19 July, 2024:

CEAT, a leading tyre manufacturer, has announced a partnership with Bayer 04 Leverkusen, the Bundesliga champions and DFB Cup winners. This two-year partnership designates CEAT as the premium tyre partner for the next two seasons, effective immediately, and will run until 30 June 2026.

Mr. Arnab Banerjee, MD and CEO of CEAT, said, *“We are thrilled to embark on this long-term partnership with Bayer 04 Leverkusen. This is especially significant as both CEAT and Bayer 04 Leverkusen boast rich heritage, each with over 100 years of history, making this partnership a fusion of two historic brands.”*

Mr. Lakshmi Narayanan B, CMO of CEAT, added, *“We have a strong global presence with our operations and state of the art R&D facility in Germany and through this partnership, we gain the opportunity to connect with our German consumers. We believe this collaboration will also resonate strongly with Indian football audiences, inspiring passion and support for both, the sport and our brand in this vibrant market.”*

CEAT is the new official premium and tyre partner of Bayer 04 Leverkusen Werkself. The contractual rights of CEAT as the new official premium and tyre partner include extensive TV presence through LED perimeter boards, cam carpets on the touchlines, and substitution boards at Werkself matches at the BayArena. Additionally, CEAT will have a prominent presence on media backdrops at Bundesliga press conferences and during matches. The official Bayer 04 Leverkusen team bus will be equipped with CEAT's premium tyres.

*“We are delighted to welcome CEAT as a new strong, international partner at Bayer 04,” explains **Markus Breglec, Chief Marketing and Innovation Officer, Bayer 04 Leverkusen Fußball GmbH** at the double winners. “Just like us, CEAT operates on international terrain. We are united as partners by our ambition to drive innovation and master challenges in a highly competitive environment.”*

CEAT's contribution to Sports in India and Beyond:

CEAT is a proud supporter of sports and recognizes the important role that sports play in the development of society. The company has a long-standing association with Indian cricket through strategic partnerships with the Tata IPL and Tata WPL which is one of the Top 5 Sporting Leagues in the World, bat sponsorships and collaborations with leading cricketers. The partnership with Bayer 04 Leverkusen underpins its commitment to soccer and the expansion of its presence in international sport. In recent years, CEAT has also extended its support to various motorsports, including the popular Indian Supercross Racing League and other riding events across the country.



About CEAT (www.ceat.com):

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

Headquartered in Mumbai, India, CEAT is the flagship company of the RPG group. has a total of six technologically advanced manufacturing facilities. The research and development centres in Halol (India) and Frankfurt (Germany) are considered state of the art in the areas of innovation and environmentally friendly solutions.

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 to transform factories, supply chains and business models in terms of sustainability, empowering the workforce and increasing productivity.

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.

Media contacts:

RPG Group

Deepa Mathew – 98202 93652 | deepa.mathew@ceat.com

Adfactors PR

Gaurav Bhat – 98330 57592 | gaurav.bhat@adfactorspr.com

An  **RPG** Company