



CEAT launches Global Technologies for the First Time in India in its SportDrive range

- High performance SportDrive range engineered for ultra-luxury and high-performance cars and SUVs
- ZR-Rated Tyres developed to handle speeds exceeding 300 KMPH
- CALM Technology designed to reduce road noise and enhancing the driving experience
- Run-Flat Tyres (RFT) ensure safety, reliability and peace of mind even after a puncture

Mumbai, India – 19 March, 2025:

CEAT, a leading Indian tyre manufacturer, today announced the launch of three advanced tyre innovations for its SportDrive range, further strengthening its presence in the ultra-high performance and luxury four-wheeler segment. With these launches, CEAT becomes the first Indian tyre manufacturer to produce Run-Flat tyres and 21-inch ZR-rated tyres capable of handling speeds greater than 300 KMPH with CALM Technology, marking a significant milestone in India's automotive manufacturing capabilities.

Tested rigorously at leading international automotive facilities in Germany, CEAT's latest offerings adhere to the highest standards of performance and safety.

Speaking on the occasion of the launch, **Mr. Arnab Banerjee, MD and CEO, CEAT**, said:

"Under the new SportDrive range of tyres, CEAT with the launch of ZR-rated tyres, CALM Technology and Run-Flat tyres, strengthens its position as a premium, technology-driven brand. These innovations reflect our commitment to enhancing safety, comfort, and performance for luxury and high-performance vehicle owners. We are proud to be the first Indian company to introduce Run-Flat Tyres, reinforcing our leadership in the four-wheeler tyre segment."

Mr. Lakshmi Narayanan B., CMO at CEAT, added:

"CEAT's latest innovations are a testament to our relentless pursuit of excellence in tyre engineering. The new range of SportDrive with Run-Flat Tyres and ZR-rated tyres with CALM Technology have been rigorously tested at our state-of-the-art facilities in Germany, blending our rich Italian heritage with precise German engineering to deliver tyres that meet the exacting standards of luxury vehicle owners worldwide."

CEAT's new premium tyre range will be available across key markets including Delhi NCR, Mumbai, Kolkata, Pune, Chandigarh, Uttar Pradesh, Bangalore, Tamil Nadu, Coimbatore, Madurai, Kerala, Hyderabad, Guwahati, and Ahmedabad from April. The Run-Flat Tyres are priced at 15000/- to 20000/-, while the 21-inch ZR-rated Ultra-High-Performance CALM Technology tyres are priced at 25000/- to 30000/-.

Breakthrough Tyre Technologies

- CEAT's ZR-rated 21-inch tyres establish the brand's expertise in high-performance mobility. Designed to withstand speeds exceeding 300 kmph, these ultra-high-performance (UHP) tyres cater to luxury vehicles, offering superior grip, control, and stability at extreme speeds.
- CALM Technology, significantly reduces in-cabin noise, enhancing passenger comfort and ensuring a quieter, more enjoyable ride.
- CEAT's Run-Flat Tyres (RFT) mark a breakthrough in safety, allowing vehicles to continue at a considerable speed even after a puncture, ensuring enhanced security and reliability for high-end sedans and SUVs.

CEAT's strong heritage in precision engineering, coupled with a deep understanding of evolving consumer demands, has driven the development of these industry-first products. These premium tyre technologies align with CEAT's strategic focus on expanding its presence in the high-value luxury segment, both in India and international markets.

About CEAT Ltd (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):

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.

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