



CEAT partners with Mahindra for the launch of Bolero Neo

Mumbai, 14th July, 2021: CEAT Tyres, India's leading tyre manufacturer, announced its association with Mahindra, for its newly launched Mahindra Bolero Neo. CEAT will be supplying the CZAR HP range of tyres for the new Bolero Neo. The size that will be fitted is 217/75R15.

CEAT's CZAR HP is a high performance tyre that offers outstanding control and comfort at all speeds. Its unique inter connected grooves, optimised sequence tread block pattern ensure precise vehicle control and low noise at all speeds. The tyre is also designed to provide better steering control and higher fuel efficiency. The tyre has been optimized to perfectly complement the exceptional performance of Bolero Neo.

Mr. Amit Tolani, Chief Marketing Officer, CEAT Tyres Ltd said, "We take pride in our association with Mahindra, which has grown over the years. We have come a long way since 2015, and the Mahindra Bolero Neo is a testimony of our unwavering commitment to offer the best-in-class products. We look forward to a long and fruitful partnership with Mahindra"

In the past CEAT has also partnered with Mahindra for tyre supplies in multiple projects.

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

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