



# CEAT Commemorates World Environment Day 2024 through initiatives 'Crafted For The Environment'

## **Mumbai, India – 05 June, 2024:**

CEAT, a leading tyre manufacturer, is proud to announce its commitment to World Environment Day 2024 by initiating a tree plantation drive in the state of Maharashtra. As part of the RPG Group's goal of planting one million trees by 2030, CEAT's alignment on 'Crafting For The Environment' strives for a cleaner, greener future by mitigating deforestation and expanding forest cover. This year's World Environment Day theme emphasizes land restoration, fighting desertification, and boosting drought resilience, captured by the slogan "Our land. Our future. We are #GenerationRestoration."

## **Trees for Tigers:**

In Ramtek, Maharashtra, CEAT has planted over 25,000 trees in the Karwahi Gram Panchayat, near the Pench Tiger Reserve. This project aims to restore degraded lands to primary forests, protect the habitat of endangered species', reduce human-animal conflicts, enhance forest-based livelihoods for local communities, uplift rural areas, and rejuvenate water bodies and landscapes. The plantation drive generated approximately 2,000 workdays for the rural community of Ramtek Tehsil. The project has benefited more than 200 people, with over 60% being women. Once mature, the plantation is expected to absorb approximately 500,000 kilograms of carbon dioxide from the atmosphere. For FY2024-2025, CEAT aims to plant over 60,500 trees to further improve forest cover in the area.

**Mr. Arnab Banerjee, Managing Director & CEO, CEAT Limited** said, "At CEAT, we are dedicated to crafting a greener planet through initiatives that provide a sustainable solution. Aligning with this year's World Environment Day theme, #GenerationRestoration, our tree plantation project aims to improve air quality, restore regional biodiversity, and enhance soil quality. This drive has significantly benefited more than 200 individuals in Maharashtra, particularly women. Looking ahead, we aim to empower more locals through this eco-friendly effort and provide them a sustainable future."

CEAT is dedicated to making a positive impact on the environment and the communities it serves. Through these initiatives, the company aims to craft a greener, more sustainable future.

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