



## CEAT Inaugurates New Truck Bus Radial (TBR) Line at Chennai Plant, Strengthening Entry into Global Markets

**Chennai, India – 11 September, 2024:** CEAT, India's leading tyre manufacturers, today announced the inauguration of its cutting-edge Truck Bus Radial (TBR) production line at their Chennai manufacturing plant. With a daily production capacity of 1,500 tyres, the new line marks a significant milestone in CEAT's drive to expand its footprint in international markets, including the United States. This advanced production facility reflects CEAT's commitment to innovation, sustainability, operational excellence, and safety.

**Arnab Banerjee, Managing Director & CEO, CEAT**, highlighted the strategic importance of the new TBR line, stating, *"The inauguration of our Truck Bus Radial line at the Chennai plant is a key step in CEAT's global expansion strategy, particularly in the U.S. market. This new facility not only bolsters our production capabilities but also embodies our commitment to adopting Industry 4.0 standards. By integrating smart technologies and connected systems, we are creating a safer, more efficient, and sustainable workplace. This investment reaffirms CEAT's dedication to delivering innovative, world-class mobility solutions to our customers worldwide."*

**Jayasankar Kurruppal, Senior Vice President – Manufacturing, CEAT**, emphasized the plant's technological and safety advancements, noting, *"Our Chennai plant has consistently set new benchmarks in both operational excellence and worker safety. The new TBR line exemplifies our commitment to creating a safe and smart manufacturing environment through the adoption of Industry 4.0 technologies. By leveraging real-time data and automation, we can minimize risks, optimize efficiency, and deliver the highest quality products. Moreover, our focus on safety extends to every employee, ensuring that they are empowered to work in a secure and technologically advanced environment."*

Located in Sriperumbudur and spread across 160 acres, CEAT's Chennai plant is at the forefront of the company's global operations. The addition of the TBR line strengthens CEAT's standing as a hub of advanced manufacturing, underpinned by cutting-edge technology and adherence to Industry 4.0 standards. These standards ensure the plant is equipped with connected machinery, real-time data analytics, and advanced automation, making it a true smart factory that delivers superior efficiency, safety, and quality.

The Chennai plant is a model for the tyre manufacturing industry, having implemented numerous safety initiatives that prioritize worker well-being. The plant has been recognized with prestigious safety certifications, including the **British Safety Council 5-Star Award** and the **Sword of Honour**, which highlight its adherence to the highest safety standards. Additionally, the plant's Industry 4.0 integration ensures enhanced safety protocols, such as real-time equipment monitoring, predictive maintenance, and automation of high-risk tasks, reducing manual intervention and creating a safer working environment.

In addition to its focus on worker safety and digital transformation, the Chennai plant is a leader in sustainability. With a 25% green cover, 40% of the plant's energy is sourced from renewable energy, including a 5 MW solar rooftop installation, with plans to increase this to 50% by 2025. The plant is also a zero liquid discharge facility, reflecting CEAT's commitment to reducing its environmental footprint.

The new TBR line complements CEAT's existing production capabilities, including the manufacture of **20,000 Passenger Car Radial (PCR) tyres** and **3,000 Motorcycle Radial (MCR/MCS) tyres** daily. This expansion ensures that CEAT is well-positioned to meet the growing demands of both domestic and international markets, all while maintaining its leadership in safety, sustainability, and digital innovation.

**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 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.

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