



CEAT Ltd.
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CIN: L25100MH1958PLC011041
www.ceat.com

June 6, 2024

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Security Code: 500878

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (East),
Mumbai 400 051

Symbol: CEATLTD

NCD Symbol: CL25, CL26

CP Listed ISIN: INE482A14CE3, INE482A14CF0,
INE482A14CG8, INE482A14CH6, INE482A14CK0,
INE482A14CL8

Sub: Investor Conference - Reg. 30

Dear Sir/Madam,

In continuation to our letter dated May 30, 2024, please find enclosed herewith the Investor's Presentation which will be made during the RPG Annual Investor Conference 2024.

You are requested to kindly take the same on record and disseminate appropriately.

Thanking you,

Yours faithfully,

For **CEAT Limited**

KUMAR Digitally signed by
SUBBIAH KUMAR SUBBIAH
Date: 2024.06.06
19:15:04 +05'30'

Kumar Subbiah
Chief Financial Officer



hello happiness

RPG Annual Investor Conference 2024

June 07, 2024

CEAT

— CRAFTED —
FOR THE CURIOUS



Disclaimer

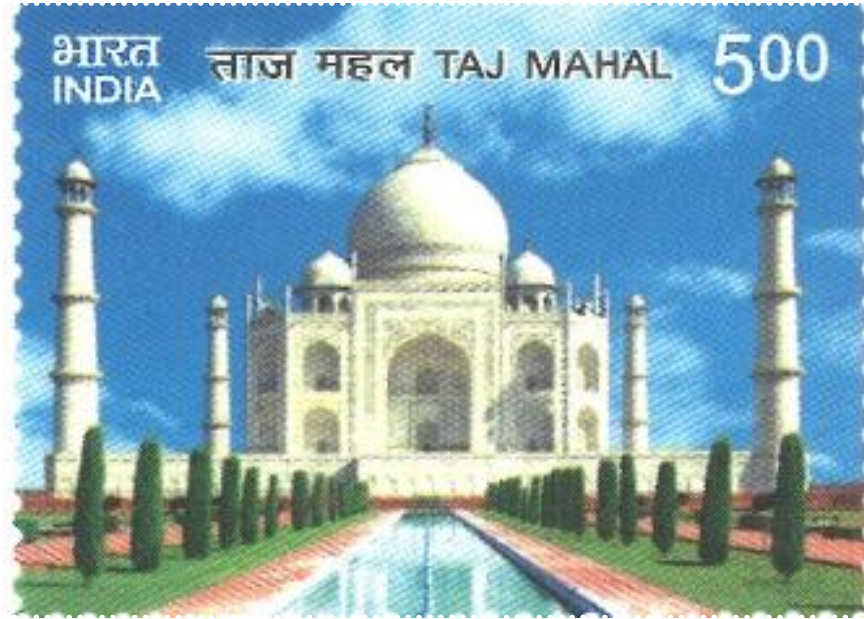
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Postage Stamp Unveiled on Centenary of CEAT

100
YEARS OF
CEAT



Overview



Rs. 11,943 cr

Revenue (FY24)



~16.0%

3 Years Revenue CAGR



14.0%

EBITDA (FY24)



3x

PAT (YoY)



0.4x

Debt to equity



300%

Dividend



CEAT Vision - FY26

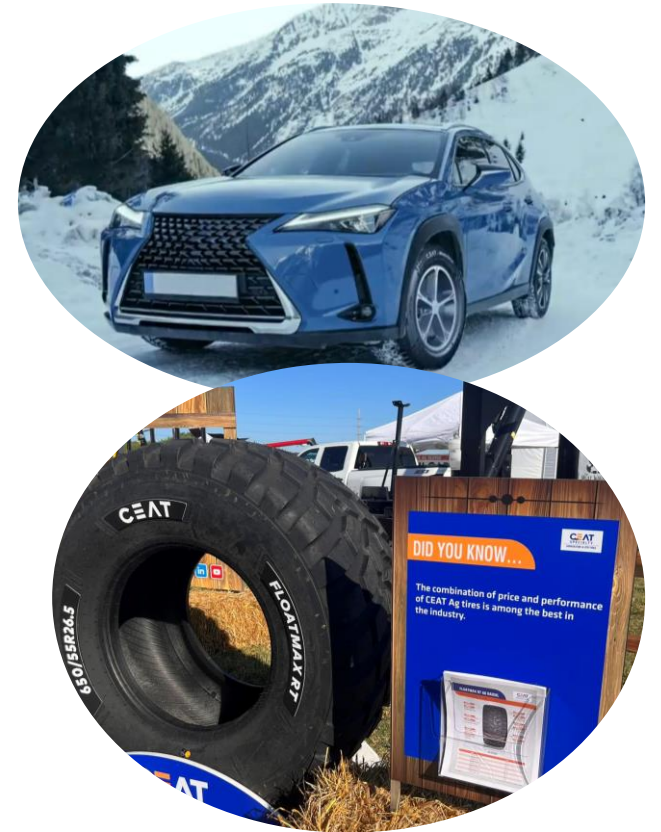
**Leadership in 2W
Domestic Market**



**Leadership in PC/UV
Domestic Market**



**>25%
International Business**



Charting a Course for Sustained Growth

FY11

8%

#4

Leading in 2W ¹



FY24

33%

#1

Leadership in PC/UV ¹



3%

#8

16%

#3

International business ²



Rs 0.6k Cr

Rs 2.2k Cr

1. Replacement market share as per industry reports, internal estimates

2. Estimated Revenue from international business

Rank

CEAT is Future Ready

International



Electrification



Driving Digital



Premiumization



1 International Business

Run rate of ~2.2 mn PC/UV tyres,
PC/UV SKUs 2.5x since FY19



4 SEASONDRIVE + RANKED 14TH
Autobild Test



TBR grew by 15%



Targeting TBR launch in US
Q2 FY25



Europe, Canada & expanding in US



875+ Off Highway SKUs
~84% coverage in agri segments



Supplier to All EV OEMs in India

Mahindra XUV 400



MG ZS EV



Citroen E-C3



MG Comet EV



Punch EV



Share of Business

4W

~20%

Ola S1 Pro



Ampere Primus



Joy EV



Yo Byke



Oben E Bike



BattRE



2W

~25%

Tata Starbus EV



Tata Ace EV



Altigreen



Euler



Switch Mobility IEV4

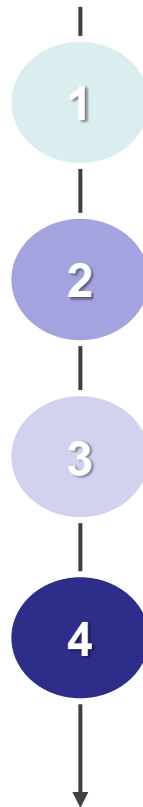
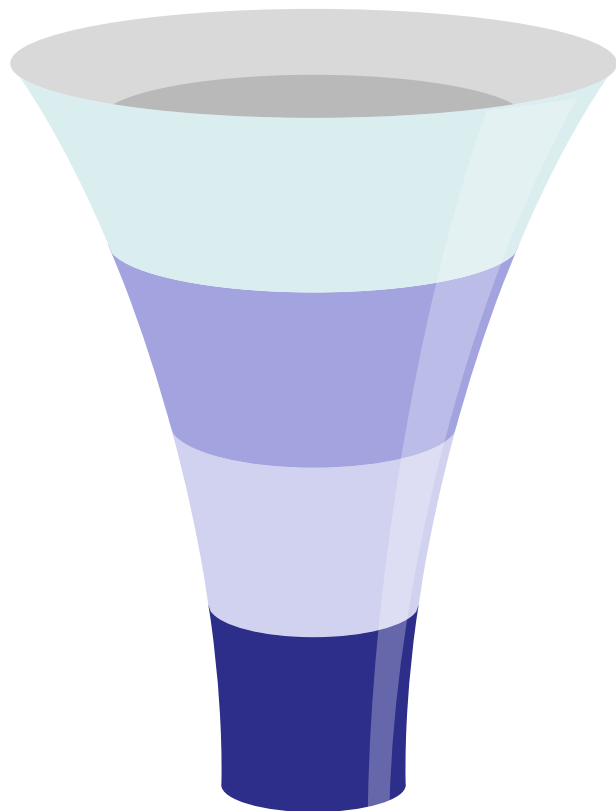


3W

~20%

3 Driving Digital

-  **Generative AI**
-  **Advanced Analytics**
-  **Robotics (RPA)**



1 Procurement

- “WeConnect” Portal for RM Suppliers
- Advanced Algorithm based demand forecasting
- Supply-Chain Cockpit for KPIs

2 Lighthouse Industry 4.0

- Digitization of operator touch-points
- Automated storage and retrieval
- IOT based dynamic warmup

3 Channel Partner

- In-house Business Platform for Dealers
- CEAT Assist App
- Integrated Fleet Management

4 Customers

- D2C Online Sales
- Customer Analytics
- E2E traceability



‘Digital Champions’ at CII’s Cost Congress



‘Smart Manufacturing Automotive Company’ at CNBC-TV18 Zetwerk Smart Manufacturing Summit 2024



~9% of PV/UV replacement sales from D2C channels

Tyre Range Covers 95% of Super Premium Cars in Replacement Market

BMW X3



Mercedes V Class



Mercedes E Class



BMW X5



Audi A4



Audi Q7



Skoda Kodiaq



Volkswagen Tiguan



Skoda Kushaq



Title sponsorship of overland pioneers, Wander Beyond Boundaries (WBB)

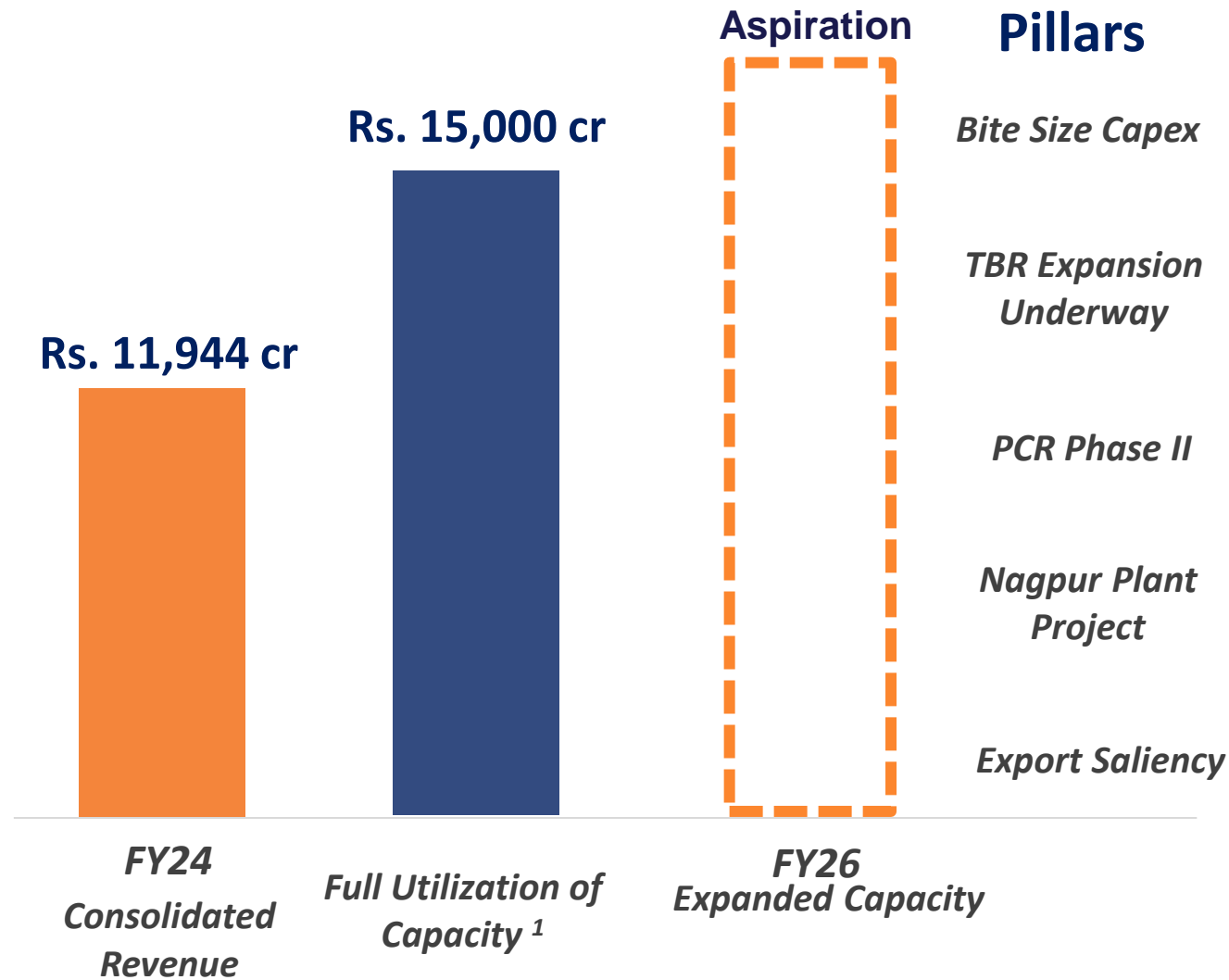
22k Kms Mumbai-Siberia



Official Racing Partner of KTM RC CUP



Geared for Growth



1. Potential revenue at current capacity

Pillars

Bite Size Capex

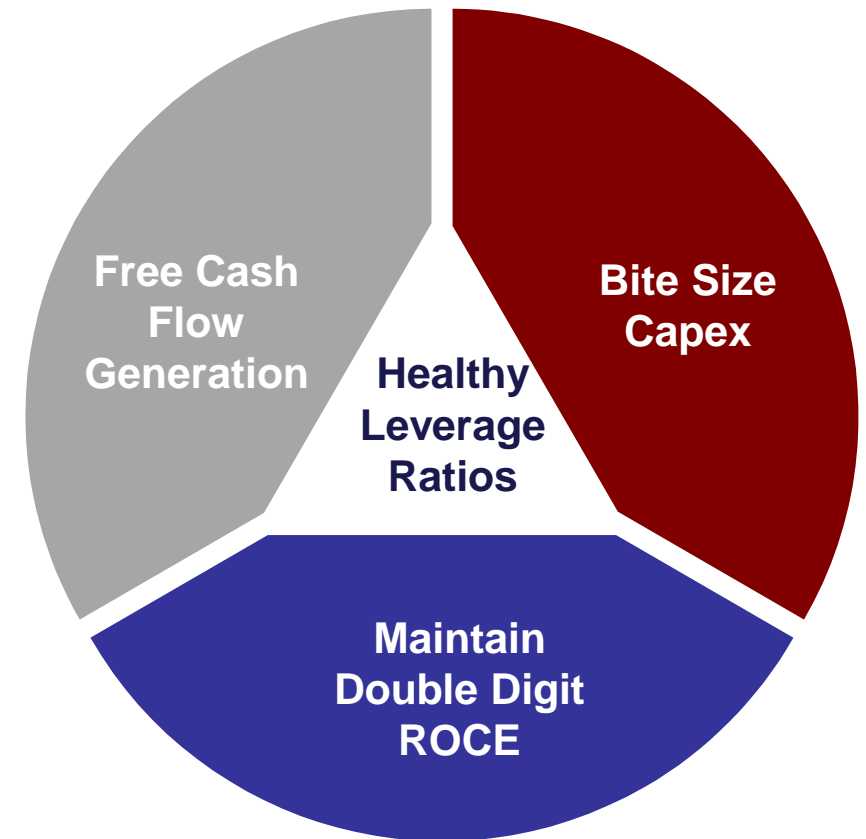
TBR Expansion Underway

PCR Phase II

Nagpur Plant Project

Export Saliency

Our Approach



Environmental, Social, and Governance

Sustainability Vision 2030: Reduce carbon footprint by 50%



~41% plant power through renewable sources



~14% reduction in manufacturing tCO2e per MT of production



33 BEE 5-star rated products



~5% reduction in water consumption per MT of production



~28% usage of sustainable material in Tyres



~15% Gender Diversity Ratio

Note: As on Mar'24

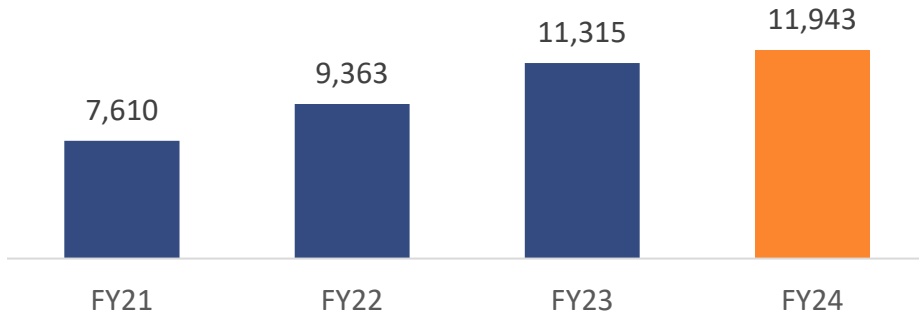
Additional Information

Financial Trends (Consolidated)

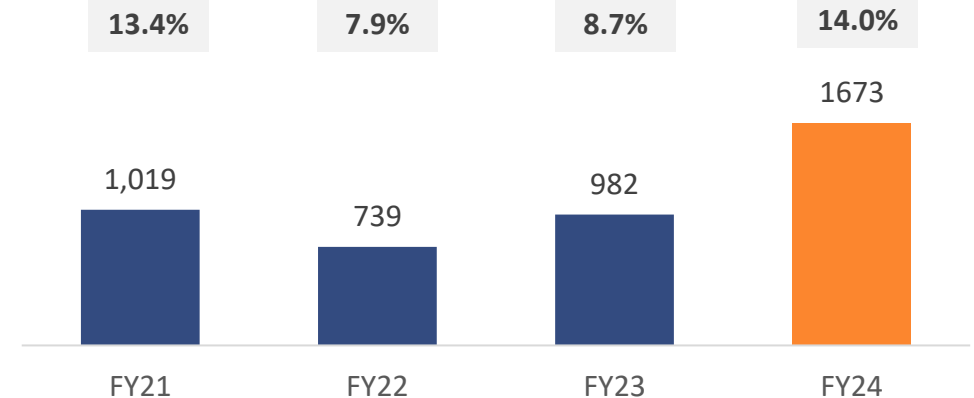
Rs. cr unless stated otherwise

Revenue from Operations

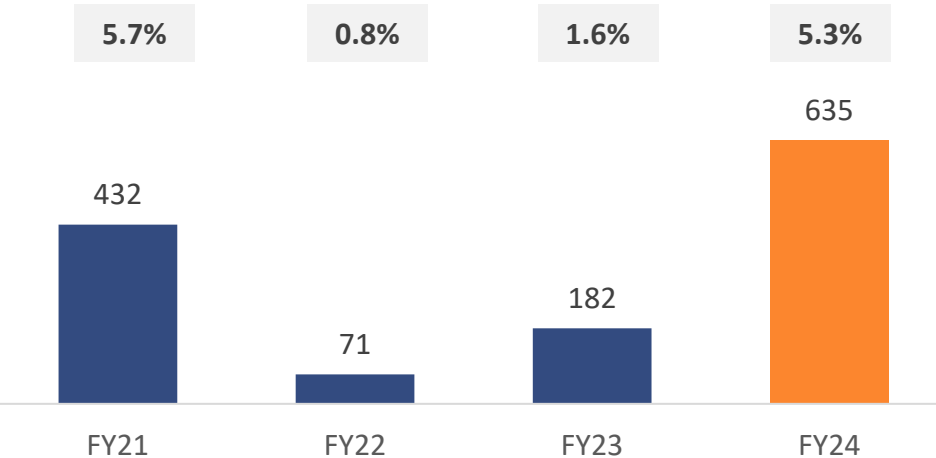
FY21-24 CAGR 16.2%



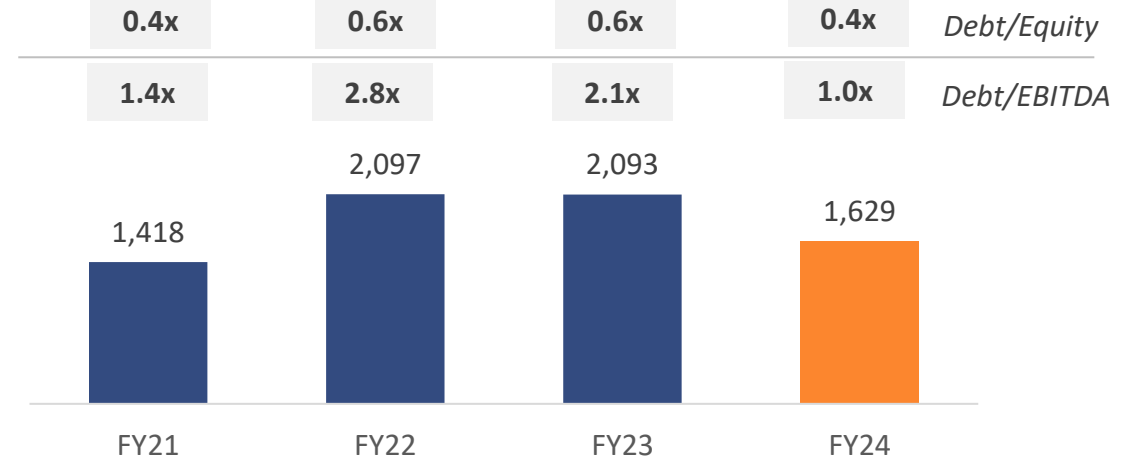
EBITDA and Margin



PAT and Margin



Debt and Leverage Ratios



All figures are per IND AS

Company's investment in Sri Lanka JV is accounted using Equity method

EBITDA includes profit from Sri Lanka JV; EBITDA does not include Non-operating income



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