

August 1, 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: INE482A14CK0, INE482A14CL8,  
INE482A14CN4, INE482A14CM6, INE482A14CQ7,  
INE482A14CP9, INE482A14CR5**

Dear Sir/Madam,

**Sub: Notice of 65th Annual General Meeting and Integrated Annual Report for FY 2023-24**

Further to our intimation dated July 26, 2024, and *inter-alia* pursuant to SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and other applicable circular(s), rules and regulations, please find enclosed herewith the Notice of 65th Annual General Meeting (AGM) alongwith the Integrated Annual Report, *inter-alia*, including the Business Responsibility & Sustainability Report of the Company for FY 2023-24.

The Notice indicates the process and manner of remote e-voting/ e-voting at the AGM and instructions for participation at the AGM through Video Conferencing /Other Audio-Visual Means (VC/OAVM).

The aforesaid documents are being sent through electronic mode to all the Members of the Company, whose e-mail ids are registered with the Company/the Registrar & Transfer Agent/Depositories and also being made available on the website of the Company at <https://www.ceat.com/investors/annual-reports.html>

We request you to kindly take the above on record.

Thanking you,

**Yours faithfully,  
For CEAT Limited**

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TONGIA  
Digitally signed  
by GAURAV  
TONGIA  
Date: 2024.08.01  
18:21:31 +05'30'

**(Gaurav Tongia)  
Company Secretary**

*Encl. as above*

# Advancing Mobility, Redefining Safety, Every Mile of the Way

Integrated Annual Report  
2023-24



# About RPG

RPG Group is a global diversified business group with operations in the areas of Tyres, Infrastructure, Information Technology, Pharmaceuticals, Energy, Plantations, and Venture Capital. Founded by the legendary industrialist Dr. R.P. Goenka, the Group's lineage dates to the early 19<sup>th</sup> century. Today, RPG has several companies in core sectors of the economy: the most prominent among them being CEAT, KEC International, Zensar Technologies, RPG Life Sciences, Raychem RPG, Harrison's Malayalam and Spencer International Hotels. One of India's fastest-growing business groups, the RPG name is synonymous with stability, steady growth, high standards of corporate governance and a culture of respect for people and the environment.

## hello happiness

"Hello Happiness" is our passion and our guiding principle. It reflects our core values and who we are: unlocking potential, enriching lives, exceeding expectations, and building a joyful environment.

"Hello Happiness" underlines RPG Group's unwavering commitment to creating a positive ripple effect. Our people, products, services, and initiatives all contribute to a better world for our customers and investors through sustainable growth. We foster a work environment that prioritises employee development, satisfaction, and well-being.

"Hello Happiness" is our firm belief in the transformative effect of workplace happiness, which can enhance performance, creativity, collaboration, and resilience. It is action-oriented to finding and achieving our purpose in life, both organisational and personal. It is a proud proclamation that we are an organisation where happy people keep the interests of all our stakeholders ahead of themselves, becoming a force for positive change.

CEAT is committed to creating a sustainable future through its philosophy of 'Making Mobility Safer & Smarter. Every Day.' The Company strives to innovate and transform its products and services to ensure safety and reliability for its customers.

CEAT also aims to establish a strong global presence by responding to the evolving needs of respective markets.

The Company received the 'Deming Grand Prize', a prestigious award in Total Quality Management, which reflects its dedication to its

purpose. CEAT is the first tyre Company in the world to get this recognition.

CEAT believes that its people are the key to shaping a sustainable future. The Company values its workforce and fosters a culture of people centricity.

CEAT also demonstrates its social responsibility through the relationships with its stakeholders including the communities where it operates. CEAT is thus marching towards its goal of creating shared value for all its stakeholders, by Advancing Mobility, Every Mile of the Way.

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### CEAT on Social Media:

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-  CEAT\_Tyres\_india
-  ceat-tyres-limited



Scan this code with a QR reader app on your smartphones or tablets to access this Integrated Annual Report.

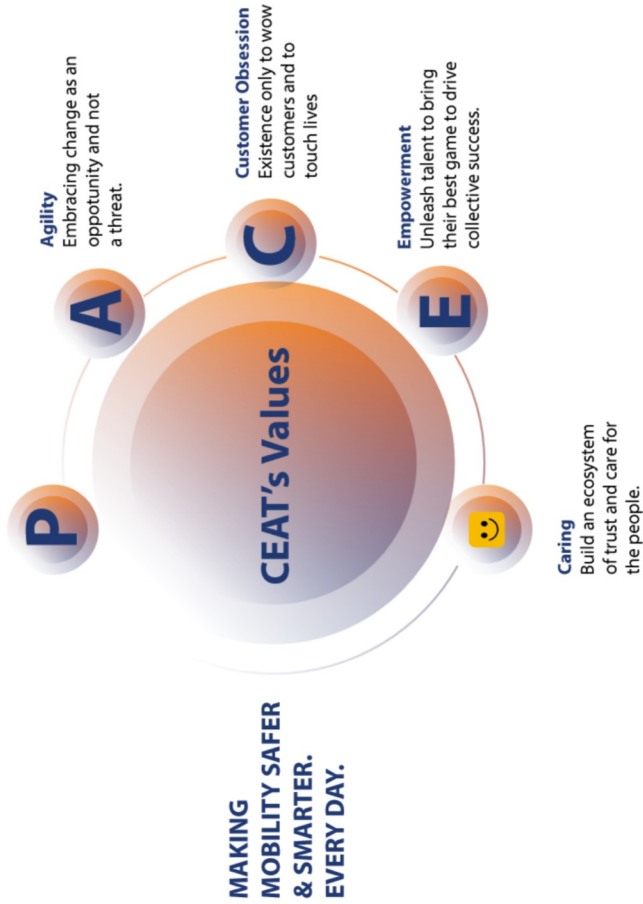
For more details, please visit [www.ceat.com](http://www.ceat.com)

## CEAT - Captivating Excellence, Mile after Mile

RPG Group acquired CEAT Tyres of India in 1981, marking a pivotal moment in its history. CEAT has always kept its customers' safety at the helm of its business, as is driven by its purpose statement: 'Making Mobility Safer & Smarter. Every Day.' This commitment extends beyond road safety to include environmental stewardship, with a target to halve its carbon footprint by 2030.

Over the years, the Company has forged partnerships with various tyre majors globally. In 1992, it expanded its footprint into Sri Lanka through a successful joint venture, where it now holds a dominant market position. During FY24, the Company received the prestigious Deming Grand Prize, a hallmark of excellence in Total Quality Management (TQM), making it the first tyre Company worldwide to achieve this distinction. It continues to be one of the major tyre exporters with a footprint across 110+ countries. The key megatrends of Electrification, Premiumisation, Internationalisation and Digitisation are covered in detail in various sections of this Annual Report.

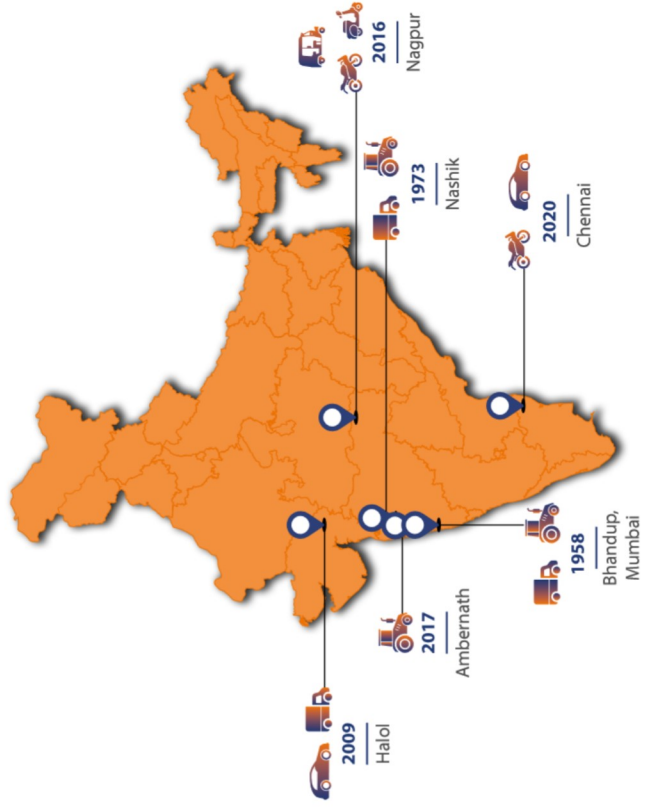
**Play to win**  
Bring intensity and boldness in ideas and actions, to outperform and reshape competitive landscape



## Global Outreach



## Domestic Presence (Plant Locations)



Maps in this report are simplified illustrations, indicative of locations and thus be construed for that limited purpose only.

# Chairman's Message



**CEAT's steadfast commitment towards its key growth pillars led to commendable growth across all product segments.**



## Dear Shareholders,

Fiscal year 2024 witnessed a healthy domestic resilience in the backdrop of continued global uncertainties. The global economy remained turbulent due to ongoing geopolitical conflicts. While inflation pressures started subsiding, supply chain challenges have continued particularly in certain sectors. All major economies experienced a slowed down with some of them even slipping into recession. However, India has continued to march ahead driven by a strong domestic economy, stable political situation, timely interventions to tame inflation, and the government's strategic focus on strengthening physical and digital infrastructure along with a push for 'Make in India'.

For the Indian tyre industry, input costs moderated in the first half of the year and have remained stable thereafter.

Domestic demand remained encouraging throughout the year. CEAT's steadfast commitment towards its key growth pillars led to commendable growth across all product segments and markets as well as a notable recovery in profitability. Our strategic expansion in Europe and Americas, particularly in the Off-Highway business, promises growth prospects going forward.

I am delighted to announce that CEAT's unwavering dedication to quality and process efficiency has once again garnered global recognition. We have recently been awarded the prestigious Deming Grand Prize, making CEAT the only tyre Company globally to achieve this remarkable feat. This accomplishment stands as a testament to our ethos of customer-centricity, world-class practices, and cutting-edge facilities, all of which are pivotal in our pursuit of excellence.

We remain committed to reduce our carbon footprint by 50% by 2030 and have made significant progress towards this goal during the year. We have also intensified our efforts on water conservation, renewable energy, sustainable sourcing and creating a workplace for the future characterised by agility, innovation and inclusivity.

Thank you for your unwavering support in our journey towards making mobility safer and smarter, every day. We hope for your continued patronage as we lead CEAT into the next era of growth.

**H.V. Goenka**  
Chairman