



February 01, 2018

National Stock Exchange of India Limited

Plot No. C/1, "G" Block, Exchange Plaza,
Bandra Kurla Complex, Bandra (East),
Mumbai 400 051

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Symbol: CEATLTD

Security Code: 500878/952523

Dear Sir/Madam,

Sub: Appointment of Additional Director

In accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we hereby inform you that the Board of Directors of the Company has, at its meeting held today i.e. on Thursday, February 1, 2018, *inter alia* considered and approved the appointment of Mr. Pierre E. Cohade (DIN: 00468035) as an Additional Director on the Board of Directors of the Company. Mr. Cohade is not related to any of the Directors or Key Managerial Personnel of the Company.

Brief Profile: Mr. Pierre E. Cohade currently serves as Non-Executive on the Board of Deutsche Bank, China and Acorn International besides advising some start-ups and is a Senior Advisor to CCL (Centre for Creative Leadership) China. He also serves as Chairman of the IMA CEO Forum. Prior to this Mr. Cohade was the CEO of the largest private tyre manufacturer in China. Between 2004 to 2011, Mr. Cohade was the president of Goodyear Asia Pacific.

Mr. Cohade started to work for Eastman Kodak in the USA as a financial analyst in 1985 & subsequently held various business management & executive positions. In 2003, he was the global head of the Water and Beverage division of Groupe Danone.

Mr. Cohade is a native of Barcelonnette, France and currently resides in Shanghai. He has received a degree in business management from the SKEMA business school in Sophia Antipolis, France and an MBA from the Penn State University.

You are requested to kindly take the same on records.

Thanking you,

Sincerely,

For **CEAT Limited**


Shruti Joshi
Company Secretary

