October 19, 2016

BSE Limited,
Corporate Service Department,
1st Floor, P.J. Towers,
Dalal Street,
Mumbai 400 001

Security Code: 500878

The National Stock Exchange of India Limited,
Exchange Plaza, 3rd Floor,
Plot No. C/1, "G" Block,
Bandra Kurla Complex, Bandra East,
Mumbai 400 051

Symbol: CEATLTD

Sub: Disclosure under Regulation 30 (6) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para B of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the Company's Policy on Determination of Materiality of Events, we hereby inform you regarding the Company's announcement of a rollout a new breed of 'Puncture Safe' tyres for the two wheeler market.

This new range will offer a technology to consumers that will allow tyres to resist punctures with no loss of air pressure and allow a hassle free and safe ride. This new range is currently available only in the states of Andhra Pradesh and Telangana and the Company proposes to roll out the "Puncture Safe" tyre range in the other markets in a phased manner.

Kindly take the same on records.

Thanking you,

Yours Truly,

For **CEAT Limited**

Shruti Joshi
Company Secretary