

June 8, 2017

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

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

Security Code: 500878/980CEAT25 Symbol: CEATLTD

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

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para A Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the Policy on Determination of Materiality of Events of the Company, please find below the details of the Analyst/ Institutional Investors meet:

Date	Particulars	Location
June 9, 2017	RPG Annual Investor Conference	Mumbai

Further, we are enclosing herewith the presentation to be made during the aforesaid conference for your reference and record.

Kindly take the same on record and acknowledge receipt.

Thanking you,

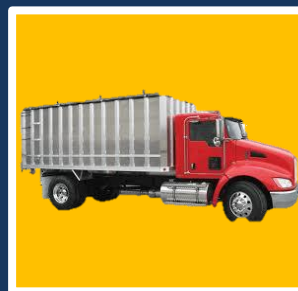
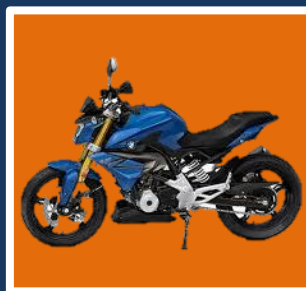
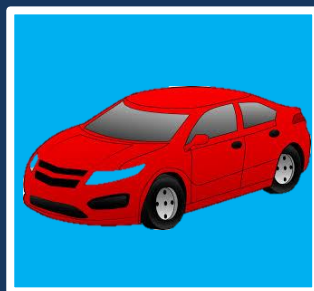
Yours faithfully,

For **CEAT Limited**


Shruti Joshi
Company Secretary

CEAT LIMITED

MAKING MOBILITY SAFER AND SMARTER. EVERYDAY.



Overview

One of India's leading tyre company with over **50** yrs of presence

Distribution Network : **4,500+** dealers, **450+** exclusive CEAT franchisees

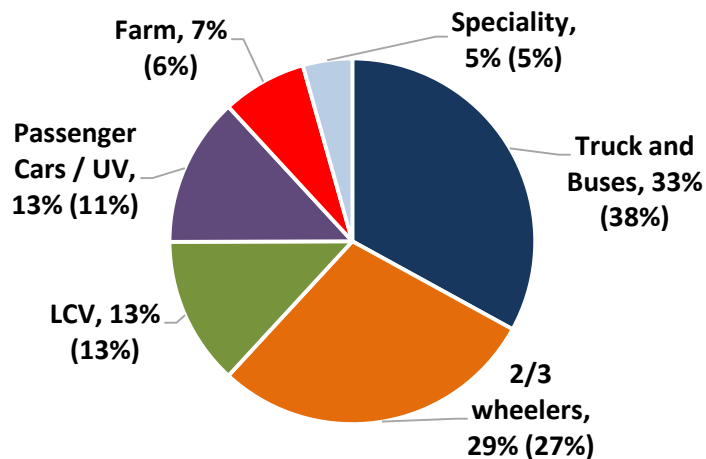
6 Manufacturing facilities - Bhandup, Nasik, Halol, Nagpur, Ambernath* & Sri Lanka

100+ countries where products are sold with strong brand recall

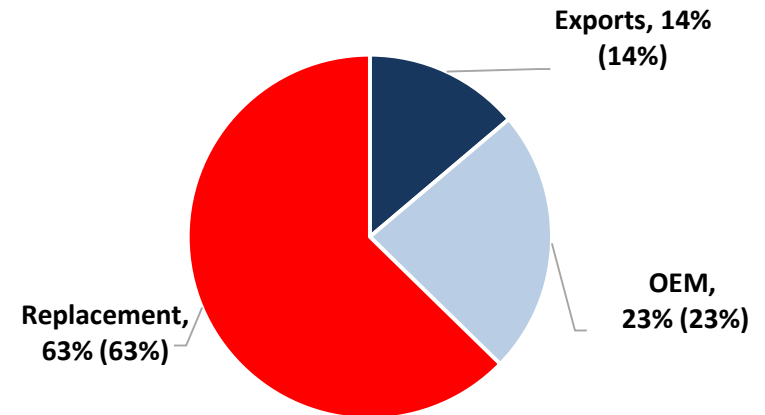
#No 1 player in Sri Lanka in terms of market share

* Under commissioning

FY 17 Revenue Breakup by Product



FY 17 Revenue Breakup by Market



Note : Figures in parenthesis denote FY16

Key Updates

Financial Update

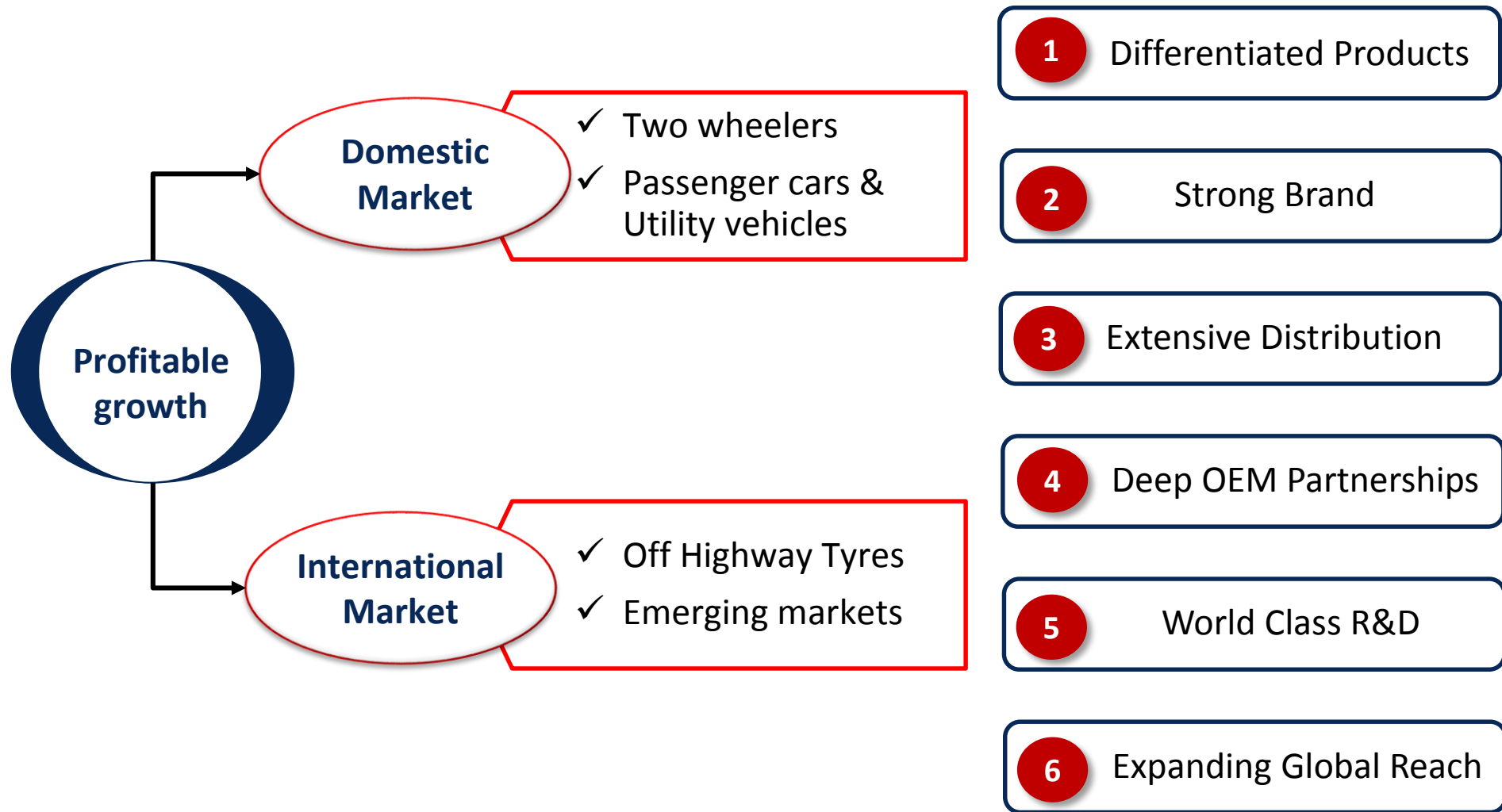
- FY17 Sales at Rs 5,722 Crs; 5% growth
- PAT at Rs 361 Crs; margin at 6.3%
- Debt / equity ratio at 0.4 times
- Long term credit rating upgrade to AA by CARE and India Ratings & Research

Accolades

- Ranked highest in India for OE Tyre customer satisfaction as per J.D. Power 2017 India Original Equipment Tyre Customer Satisfaction Index (TCSI)
- Halol plant conferred with “Sword of Honour Award” by British Safety Council



Strategy



1 Differentiated Products

- **“Fuelsmarrrt”** tyres for Passenger Cars
 - ✓ Reduced rolling resistance
 - ✓ Less fuel consumption, more savings



- **“Win Series”** tyres for Truck & Bus
 - ✓ High-strength rubber & steel
 - ✓ High load carrying capability
 - ✓ Endurance & overheating prevention

- **“Puncture Safe”** tyres for 2 Wheelers -
India's 1st Self Sealing tyre

- **“Milaze”** tyres for SUV Taxi segment
 - ✓ Improved life & load carrying capacity
 - ✓ Higher mileage up to 1,00,000 kilometers

- **“Buland”** tyres for Small Commercial Vehicles
 - ✓ Stiffer shoulder & sidewall gives higher loadability
 - ✓ Higher tread radius delivers longer life

2

Strong Brand



In the Game of Roads,
CEAT Helps



TVCs/ Campaigns

Be Monsoon Smart



Tubeless Bike Tyres



Drive Safe Dad



3 Extensive Distribution

Shoppe



Shop in Shop (SIS)



Distribution Network

- 4,500+ dealers
- 450+ CEAT Franchisees (Shoppes + Hubs)
- 250+ two-wheeler distributors
- 350+ Multi Brand Outlet / Shop in Shops
- Launched CEAT Bike Shoppes

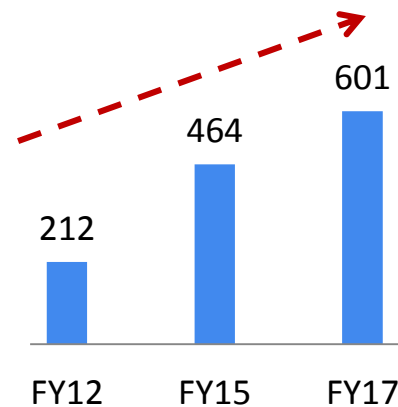
Multi Brand Outlet (MBO)



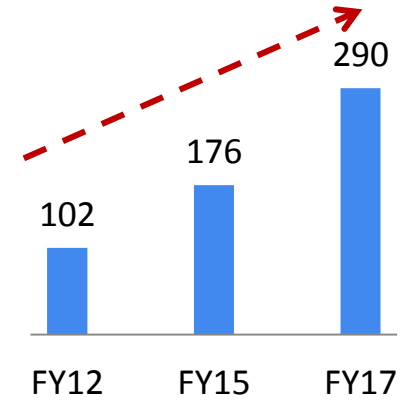
Bike Shoppe



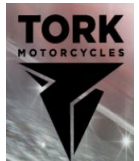
District Coverage



No. of CEAT Shoppes



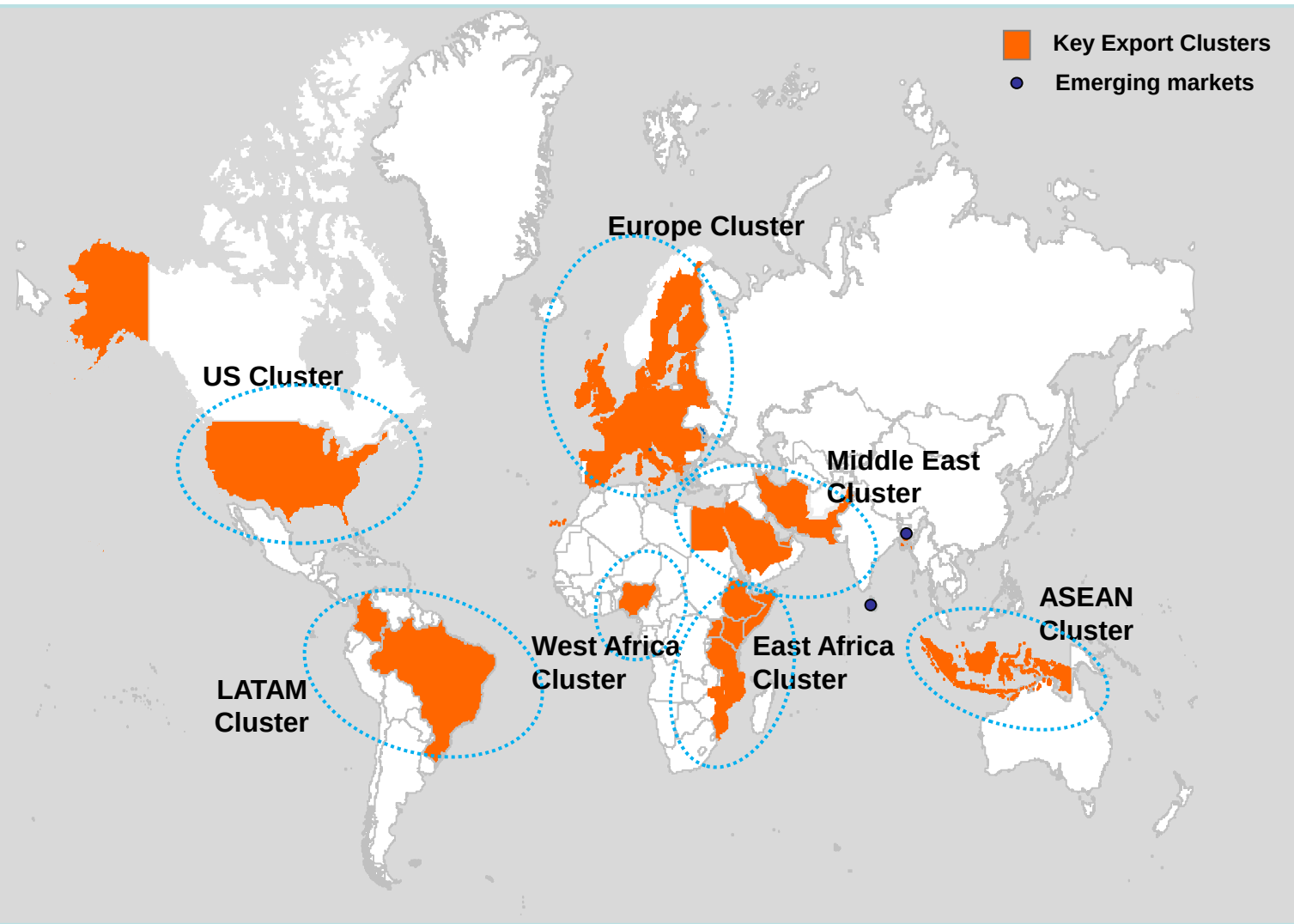
4 Deep OEM Partnerships





- State of the art R&D facility at Halol plant
- R&D focussed on development of breakthrough products, alternate materials, green tyres, smart tyres
- Partnerships with global institutes and technology partners
- Increased allocation towards R&D

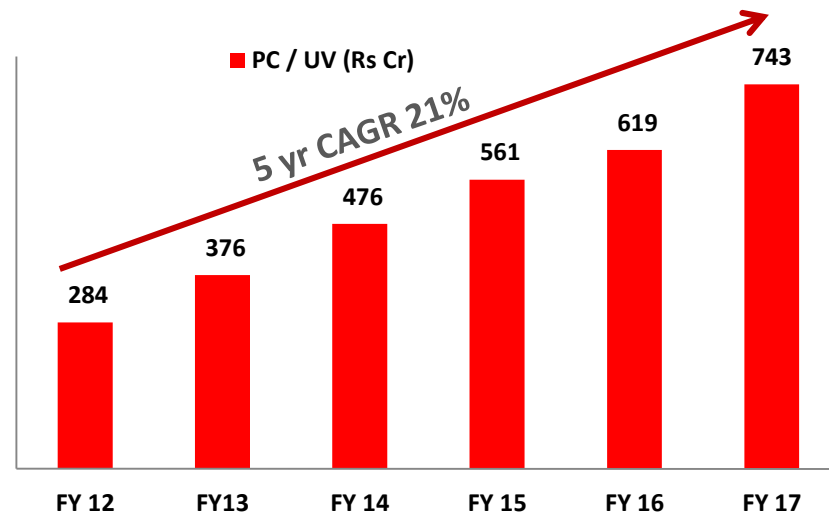
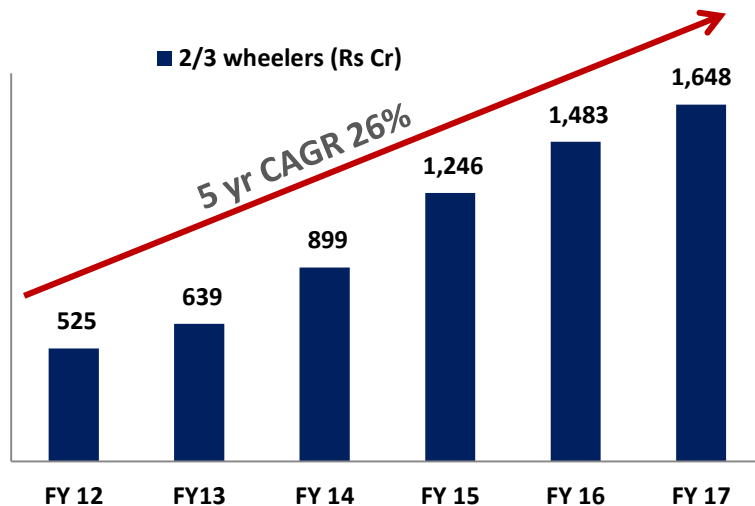
6 Expanding Global Reach



- **Sri Lanka:**
Leadership position with 50+% market share
- Focused product and distribution strategy for select clusters

Passenger Segment Trends

Revenue



Expanding Capacities

- 2 Wheeler plant at Nagpur (Phase I) commissioned in March 2016; Capacity of 120 MT/day by Q2 FY18
- Passenger Car Radial plant at Halol (Phase II) commissioned in September 2015; Capacity of 120 MT/day by Q2 FY18
- FY17/ FY16 volume growth: 2/3 wheelers (+20%), PC/UV (+15%)

Off Highway Tyres



Status Update

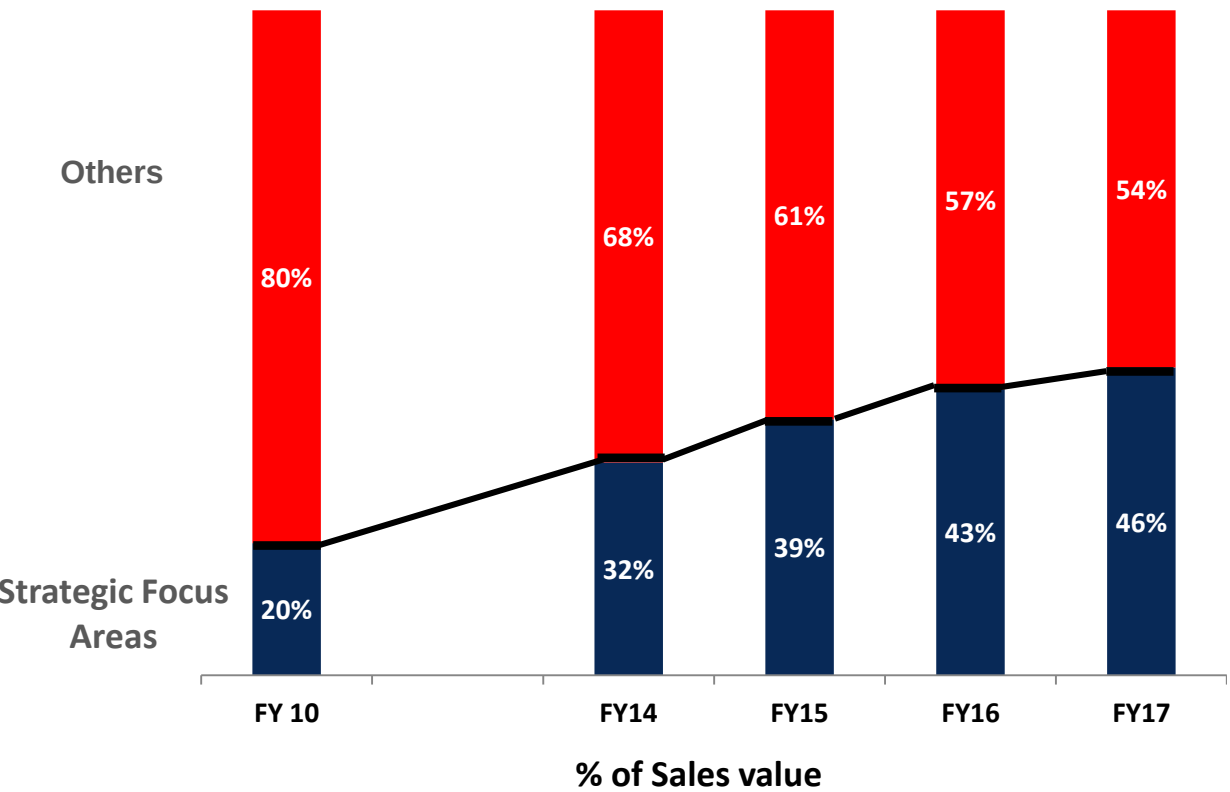
- Greenfield OHT (Off Highway Tyres) radial plant in Ambernath
- Investing Rs 330 Crs for a Phase 1 capacity of 40 MT/day which will be further ramped up to 100 MT/day
- Plant is now live and tyres are being tested across multiple global markets

Strategic Expansion Plans

- On-going expansions - Investment of Rs. 1,400 Crs:
 - ✓ Passenger Car & Utility Vehicle tyres plant at Halol (Phase II)
 - ✓ 2/3 Wheeler tyres plant at Nagpur (Phase I)
 - ✓ OHT tyres plant at Ambernath

- Up-coming expansions - Investment of Rs. 2,800 Crs:
 - ✓ Truck & Bus Radial tyres plant at Halol (Phase III)
 - ✓ 2/3 Wheeler tyres plant at Nagpur (Phase II)
 - ✓ Passenger Car & Utility Vehicle tyres plant at a new location (Greenfield)

Strategic Focus Areas – Continued Momentum



- Strategic Focus Areas**
(2 Wheelers, Passenger Cars, Utility Vehicles, Specialty Exports & Emerging Markets)
- CAGR of 25%
 - Substantial contribution towards increasing profitability
 - Market share growing

THANK YOU