

June 13, 2018

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: 500878/952523

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 14, 2018	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**



Amit Dodani
Compliance Officer

CEAT

**Annual Investor Conference
June 14, 2018**



Overview

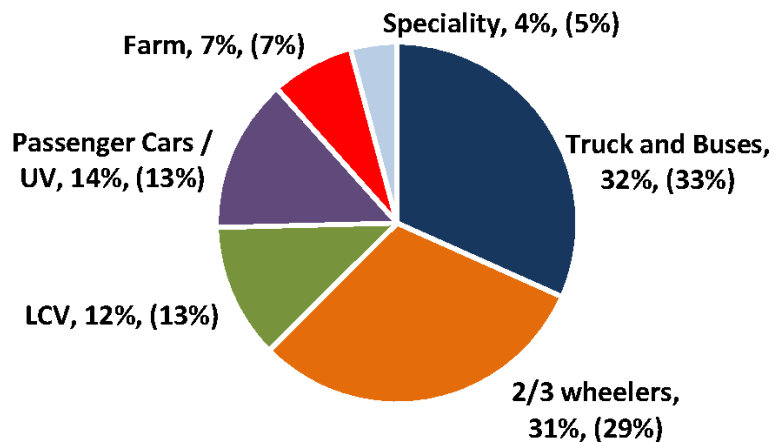
One of India's **Leading Tyre** company

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

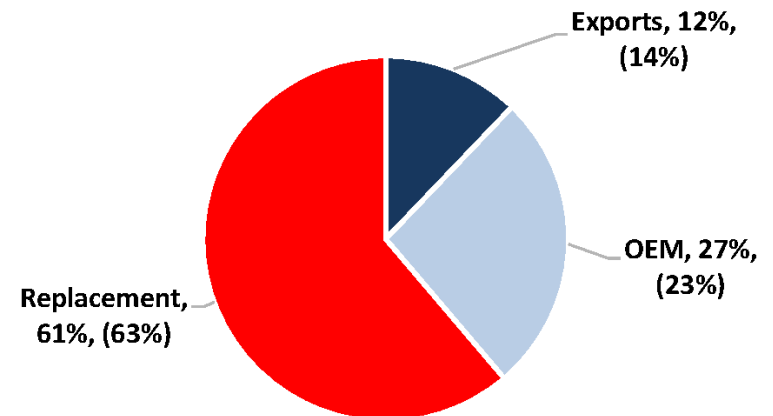
6 Manufacturing facilities - Bhandup, Nasik, Halol, Nagpur, Ambernath & Sri Lanka

100+ countries where products are sold with strong brand recall

FY 18 Revenue Breakup by Product



FY 18 Revenue Breakup by Market



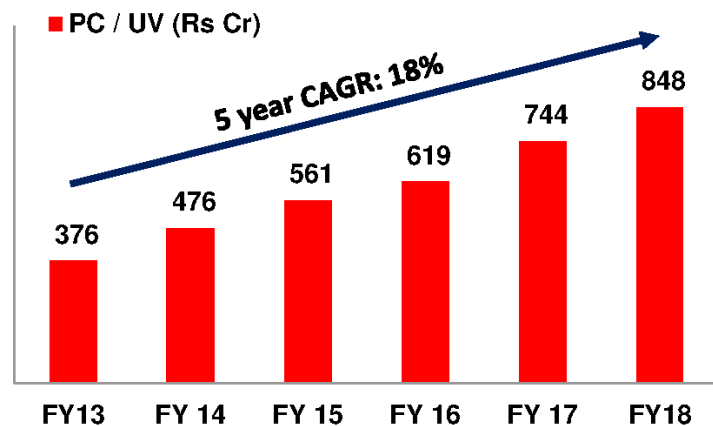
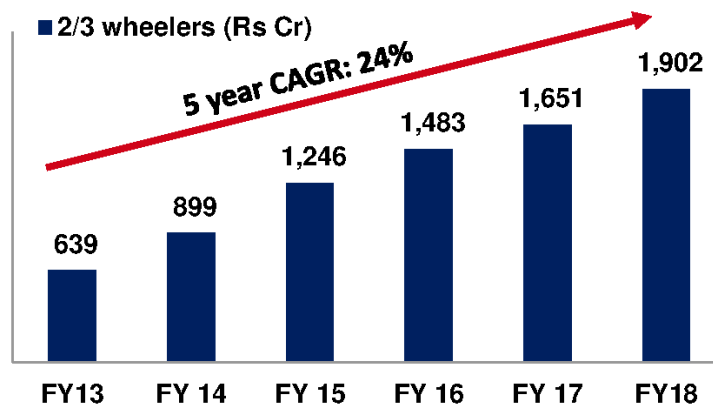
Note : Figures in parenthesis denote FY17

Key Financial Updates

Financial Update

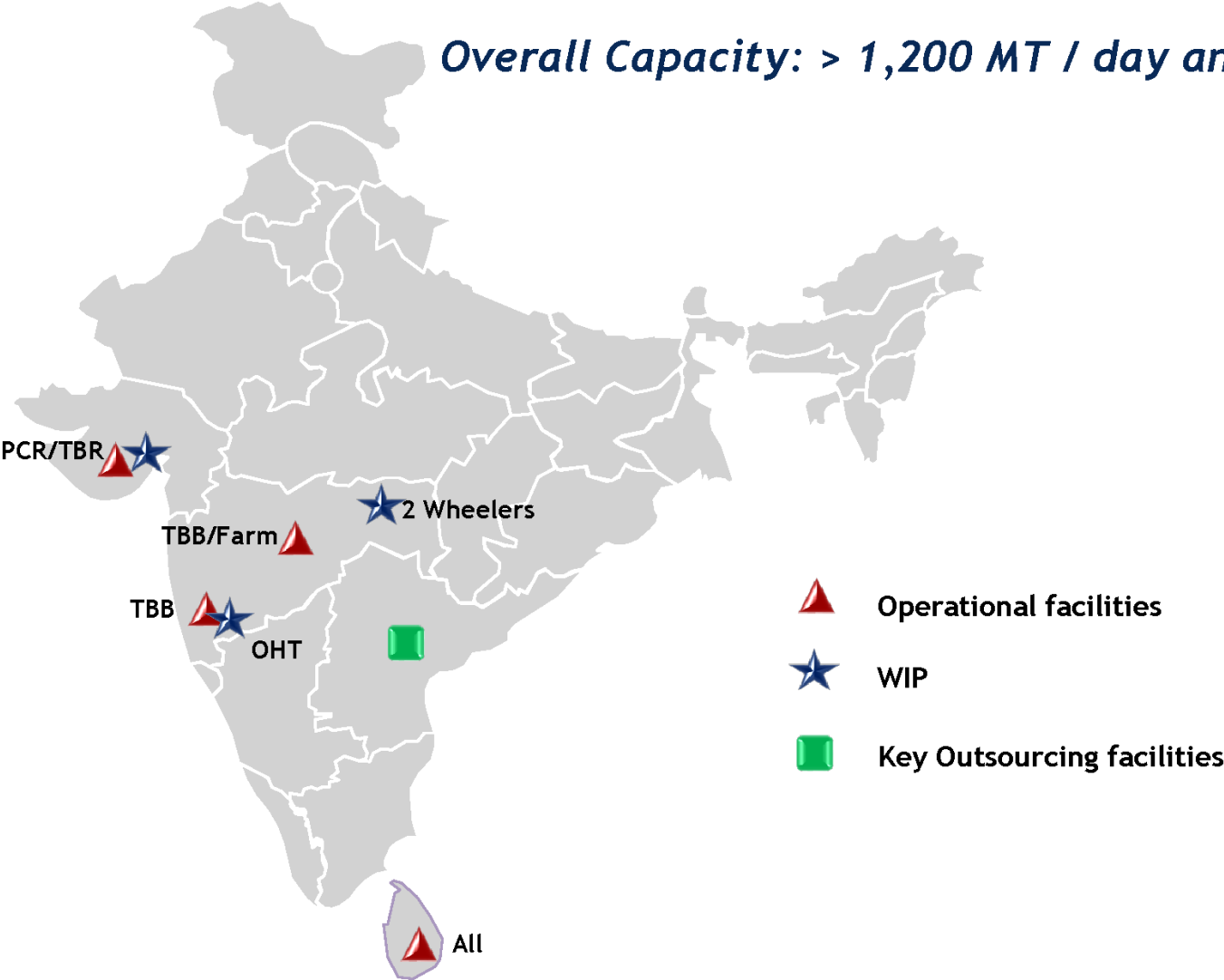
- FY18 Sales at Rs 6,231 Crs; 8.1% growth
- EBITDA at Rs 638 Crs; margin at 10.2%
- PAT at Rs 233 Crs; margin at 3.7%
- Debt / equity ratio at 0.3 times

Revenue Growth in Focus Segments



Key Capacity Updates

Overall Capacity: > 1,200 MT / day and “Increasing”

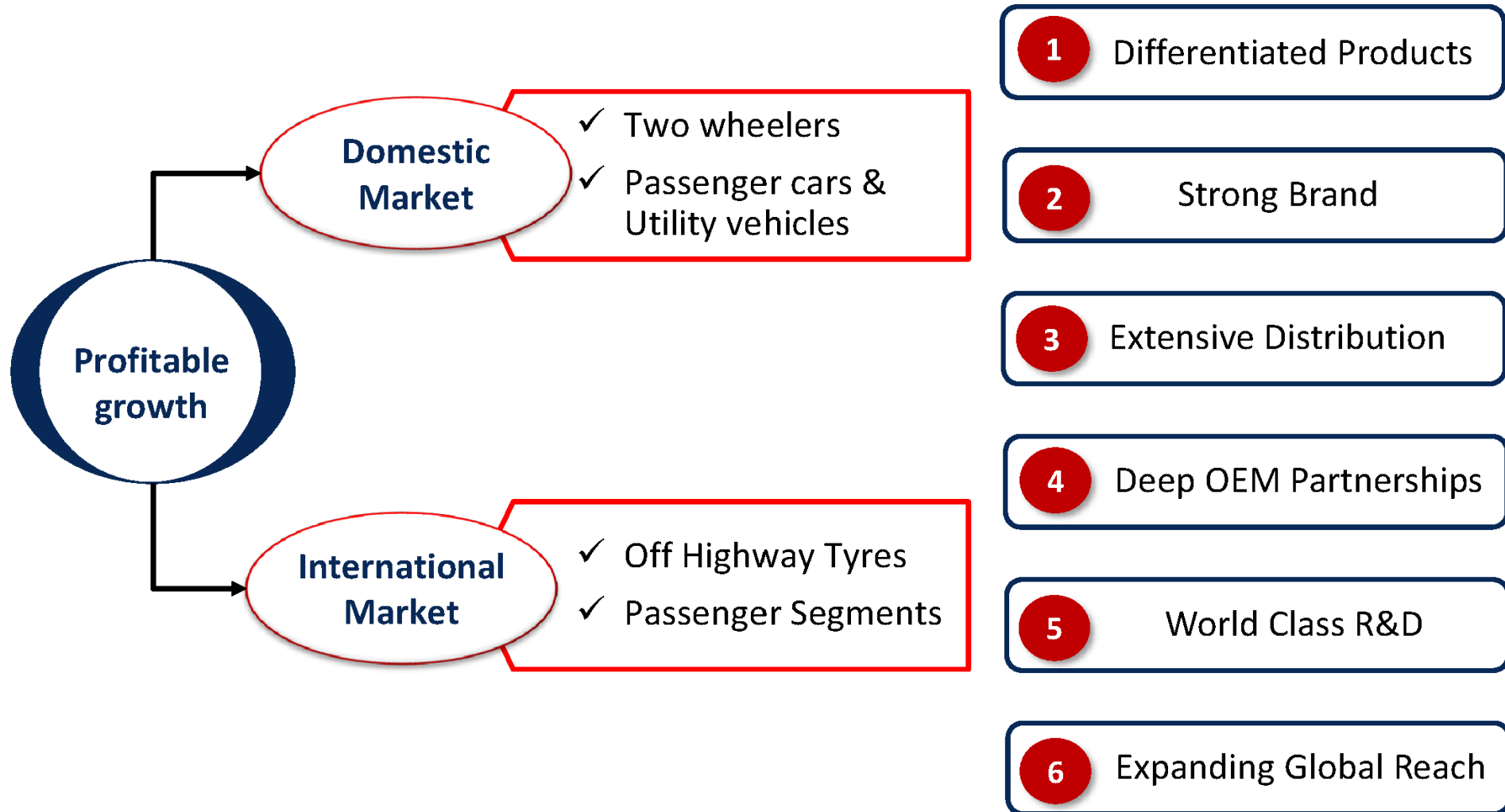


CEAT won the prestigious 'Deming Prize'



Recognition for
Total Quality Management (TQM)

Strategy



1 Differentiated Products

Exciting **New Products Launched** every year



Mileage up to
100,000 kms



Puncture-safe tyre

Continued association with Cricket



Ajinkya Rahane



Rohit Sharma



Ishan Kishan



Harmanpreet



CEAT Cricket Awards



IPL's Strategic Time-Out



Shubhman Gill

2

Strong Brand

Campaigns and TVCs



3 Extensive Distribution

Shoppe



Shop in Shop (SIS)



Distribution Network

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

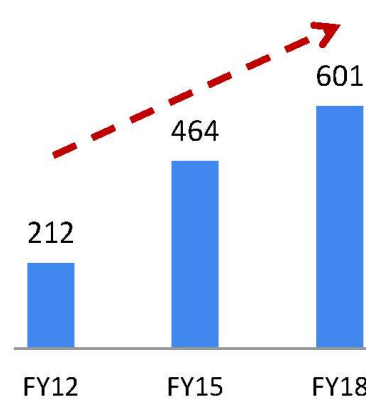
Multi Brand Outlet (MBO)



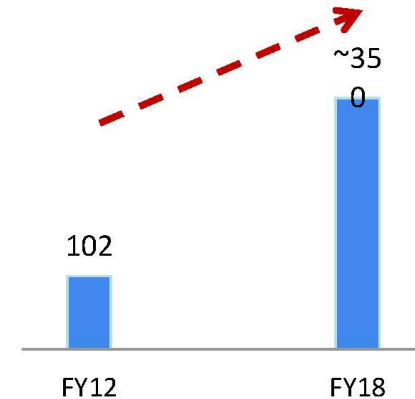
Bike Shoppe



District Coverage



No. of CEAT Shoppes



4 Deep OEM Partnerships

