CEAT LTD.
RPG House
463 Dr. Annie Besant Road,
Worli, Mumbai 400030, India
+91 22 24930621
CIN: L25100MH1958PLC011041
www.ceat.com

September 3, 2018

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

Security Code: 500878/952523

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: Intimation of Reminder letters sent to Shareholders

Dear Sir/Madam,

We wish to inform you that as per SEBI Guidelines/Circular, the Company through its Registrar and Share Transfer Agent (RTA) i.e. M/s. TSR Darashaw Limited has sent Reminder letters to the shareholders holding shares in physical form to update *interalia* their PAN and Bank details and also informing them for Compulsory dematerialisation of their Shareholding in the Company.

The Copy of the letters sent to shareholders is enclosed herewith for information.

Kindly take the same on record and acknowledge receipt.

Thanking you,

Yours faithfully,

For **CEAT Limited**

Amit Dodani
Compliance Officer

Encl: as above

TSR DARASHAW
Total Solutions Repository
TSR DARASHAW LIMITED
CIN : U67120MH1985PLC037369
6-10 Haji Moosa Patrawala Industrial Estate 20 Dr. E. Moses Road Mahalaxmi Mumbai – 400 011
Tel 91 22 6656 8484 Fax 91 22 6656 8494 E-mail csg-unit@tsrdarashaw.com Website www.tsrdarashaw.com

REMINDER - I

IMPORTANT AND URGENT FOR IMMEDIATE ACTION

Date: August 31, 2018

Folio No./ Refer No RR- Demat – II/ Sr No
Name of the Shareholder
Address1
Address 2
Address 3
Address 4
Pin code

Jt Holder 1 :
Jt Holder 2 :
Jt Holder 3 :

Dear Shareholder,

Unit: CEAT Limited
Sub: Requirement of Mandatory Dematerialisation of Securities –Reminder-I.

We refer to SEBI Notification SEBI/LAD-NRO/GN/2018/24 dated June 8, 2018, wherein Regulation 40 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 has been amended to mandate the transfer of securities of a listed company to be carried out in dematerialized form only. Further, Stock Exchanges vide their circulars have advised Listed Companies that with effect from December 5, 2018, shares lodged for transfer shall be in dematerialised form only.

In this regard, the Company had vide its letter dated July 16, 2018 *inter-alia* advised you to take immediate action to dematerialise your shareholding in the Company. We notice that you have not yet dematerialised your physical shareholding with the Company.

We would further want you to consider the fact that holding the shares in dematerialised form have various advantages like immediate transfer of shares, no stamp duty on transfer, immediate credit of dividend due to linkage of bank account, risks associated with physical certificates such as forged transfer or bad deliveries are avoided.

In view of the Regulatory requirements, the Company shall not be able to process the requests for transfer of shares held in physical form with effect from December 5, 2018. You are therefore requested through this first reminder to please note and take action for dematerialization of your shares immediately.

To know the process for dematerialization please contact the Company or usat the above address . The FAQs on dematerialization of shares are stated on the reverse for your ready reference.

Yours faithfully,

For TSR Darashaw Limited

Sd/-
Authorized Signatory
Investor Service Section

Frequently asked questions on Dematerialisation/Rematerialisation

A. What are the benefits of Dematerialisation of shares?

Shares held in DEMAT form have several advantages and helps eliminate many problems that investors have to face while dealing with securities. They minimise paperwork that is involved with the ownership, trading, and transfer of securities. It facilitates faster transactions and makes trade of securities extremely convenient. There are a wide range of advantages associated with a DEMAT account such as:-

a. The risks pertaining to physical certificates like loss, theft, forgery and damage are eliminated completely with a DEMAT account.
b. The lack of paperwork enables quicker transactions and higher efficiency in trading including immediate transfer of shares and faster settlement cycle.
c. Ease in portfolio monitoring
d. The shares that are created through mergers and consolidation of companies are credited automatically in the DEMAT account.
e. There is no need to pay stamp duty on transfer of securities thereby bringing down the cost of transaction significantly.

B. How do I open an account with a Depository and will I be periodically informed about the movement in my electronic account?

You may open an account with a Depository Participant ('DP') of your choice. As an investor you will interact with National Securities Depository Limited (NSDL) or Central Depository Services Limited (CDSL) through your Depository Participant. Your DP will allot you an account number which will serve as a reference for all your future dealings with them.

Your DP will update your account after each transaction, and would periodically furnish you with a statement of holding. You may verify this with them at the time of opening your electronic account.

C. How do I convert my paper/physical share certificates into an electronic holding? [Dematerialisation]

To dematerialize your paper/ physical share certificates, following procedures to be followed:
a. You should have to open a Demat account with a DP of your choice
b. You may then hand over to your DP, the Physical share certificates along with the 'Dematerialisation Request Form' (DRF).
c. Only the securities registered in your name can be submitted for dematerialization.
d. Your DP will then send the DRF and the physical share certificates to the Registrar and Share Transfer Agents of the Company, TSR Darashaw Limited ('TSRDL') and an electronic request will also be sent through NSDL/CDSL network reconfirming the same.
e. TSRDL will verify the documents and if found in order, the dematerialization request will be confirmed to NSDL/CDSL who will in turn inform to your DP.
f. In the Register of Shareholders of the Company, your folio will be debited and the account of NSDL/CDSL will be credited in respect of such dematerialized securities.
g. NSDL/CDSL in their electronic records will credit the account of your DP who will then credit your Demat account with the number of securities, that have been dematerialized and the securities will thereafter be held in electronic form.

This process would take approximately 15-20 days.

D. Will I continue to receive corporate benefits?

All the corporate benefits such as dividend, interest, bonus shares, rights shares will be issued by TSRDL to the beneficial owners i.e. the accountholders who hold the securities in electronic form. The dividend/interest amounts as and when declared/issued will be sent to you through your bankers directly. The entitlement of rights and bonus shares/debentures wherever applicable, will be credited to the beneficiaries accounts as per the investors' option and the terms of the issue.

E. How do I trade (buy/sell) in electronic form?

You may buy and sell securities in electronic form through the depository by co-ordinating with your broker and your DP. Such transactions would be simpler and faster. Payments for such transactions would be made in the same way as is done for physical certificates. Securities purchased in electronic form are credited to your Demat account on the T+2 working days ("T" means transaction days). There will not be any formalities of filling transfer deeds or applying to the Company for registration.
Such transactions are not routed through the Company and the debit/credit takes place directly in the Depository System. However, corporate benefits would be paid to the person holding such securities on the Record date/Book closure date as applicable.

F. How can I reconvert my electronic holding into paper/physical form? [Rematerialisation]

As per the existing guidelines, an investor can choose to reconvert his electronic holding into physical form at any time through his DP. On receipt of the rematerialisation request along with the 'Remat Request Form' (RRF) the Company will issue fresh certificates.

tsr DARASHAW
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Tel 91 22 6656 8484 Fax 91 22 6656 8494 E-mail csg-unit@tsrdarashaw.com
Website www.tsrdarashaw.com

REMINDER I
IMPORTANT & URGENT FOR YOUR IMMEDIATE ACTION

August 31, 2018

Dear Member,

Unit: CEAT LIMITED
Sub.: Mandatory updation of PAN and Bank Account details against your folio number and Compulsory Dematerialization of Shares

We refer to our letters dated July 16, 2018 sent to you pursuant to

1. SEBI circular SEBI/HO/MIRSD/DOP1/CIR/P/2018/73 dated April 20, 2018 (the Circular), in which SEBI has directed all the listed Companies to mandatorily record the PAN and BANK ACCOUNT details of all their shareholders holding shares in physical mode
2. SEBI Notification SEBI/LAD-NRO/GN/2018/24 dated June 8, 2018, wherein Regulation 40 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 has been amended to mandate the transfer of securities of a Listed Company to be carried out in dematerialized form only. Further, Stock Exchanges vide their circulars have advised Listed Companies that with effect from December 5, 2018, shares will be transferred in dematerialised form only.

As per our records**,** neither the Company nor the Registrar & Share Transfer Agent (RTA) i.e. M/s. TSR Darashaw Limited, have received the aforesaid details from you for updating the information. As you continue to hold shares in physical form, we once again request you to send us the following documents in order to update your PAN card, bank account and other details in the Company's records **so that the investments held by you will be KYC compliant.**

It may please be noted that as directed by SEBI:

1. **In case of failure to register PAN and Bank Account details as aforesaid, any transaction in the securities of the Company shall be subject to enhanced due diligence by the Company/ RTA, as may be prescribed. Also, it may be noted that issue of payment instruments without bank details is disallowed**.
2. **The Company shall not be able to process any request for transfer of shares held in physical form with effect from December 5, 2018, except for transmission and dematerialization.**

We therefore once again request you to fill in your PAN and Bank Account details in the enclosed form and submit the same duly signed along with supporting documents as stated below, **latest by September 24, 2018.**

A. **Requirements for registration of Permanent Account Number (PAN)**
   - ❑ Self-attested legible copy of the PAN Card(s) of all the holders of the account to be sent.
   - ❑ If the shareholder is a resident of Sikkim, the shareholder is required to submit a valid Identity proof issued by the Government.

B. **Requirements for registration of Bank Account details**
   - ❑ If the name of the first accountholder is printed on the cheque: **(all requirements to be complied with by you)**
     - Cancelled cheque in original bearing the name of the accountholder
     - Self-attested legible copy of any one of the document viz. Aadhaar/ Passport/ Utility Bill (not older than 3 months)

   OR

   - ❑ If the name of the accountholder is not printed on the cheque **(all requirements to be complied with by you)**
     - Cancelled cheque in original.
     - Bank attested copy of the first page of the Bank Passbook/ Bank Statement showing the names of the accountholders, same bank account number and type as on the cheque leaf and the full address of the Bank branch.
     - Bank attested copy of the last page of the Bank Passbook/ Bank Statement showing the latest transaction which is not more than 3 months old.
     - Self-attested legible copy of any one of the document viz. Aadhaar/ Passport/ Utility Bill (not older than 3 months)

   Note: The attestation of the Bank passbook/ statement should be by the Bank Manager under his name, full address and official stamp of the Bank.

It may please be noted that the above details will not be updated if the supporting documents duly signed by all the holders/ attested by the Bank Manager/ Notarized as stated above are not enclosed. We request you to provide these details in your own interest **latest by September 24, 2018.**

Thanking you,

Yours faithfully,
For **TSR DARASHAW LIMITED**
(Investor Servicing Section)

Frequently asked questions on Dematerialisation/Rematerialisation

A. What are the benefits of Dematerialisation of shares?

Shares held in DEMAT form have several advantages and helps eliminate many problems that investors have to face while dealing with securities. They minimize paperwork that is involved with the ownership, trading, and transfer of securities. It facilitates faster transactions and makes trade of securities extremely convenient. There are a wide range of advantages associated with a DEMAT account such as:-

a. The risks pertaining to physical certificates like loss, theft, forgery and damage are eliminated completely with a DEMAT account.
b. The lack of paperwork enables quicker transactions and higher efficiency in trading including immediate transfer of shares and faster settlement cycle.
c. Ease in portfolio monitoring
d. The shares that are created through mergers and consolidation of companies are credited automatically in the DEMAT account.
e. There is no need to pay stamp duty on transfer of securities thereby bringing down the cost of transaction significantly.

B. How do I open an account with a Depository and will I be periodically informed about the movement in my electronic account?

You may open an account with a Depository Participant ('DP') of your choice. As an investor you will interact with National Securities Depository Limited (NSDL) or Central Depository Services Limited (CDSL) through your Depository Participant. Your DP will allot you an account number which will serve as a reference for all your future dealings with them.

Your DP will update your account after each transaction, and would periodically furnish you with a statement of holding. You may verify this with them at the time of opening your electronic account.

C. How do I convert my paper/physical share certificates into an electronic holding? [Dematerialisation]

To dematerialize your paper/ physical share certificates, following procedures to be followed:
a. You should have to open a Demat account with a DP of your choice
b. You may then hand over to your DP, the Physical share certificates along with the 'Dematerialisation Request Form' (DRF).
c. Only the securities registered in your name can be submitted for dematerialization.
d. Your DP will then send the DRF and the physical share certificates to the Registrar and Share Transfer Agents of the Company, TSR Darashaw Limited ('TSRDL') and an electronic request will also be sent through NSDL/CDSL network reconfirming the same.
e. TSRDL will verify the documents and if found in order, the dematerialization request will be confirmed to NSDL/CDSL who will in turn inform to your DP.
f. In the Register of Shareholders of the Company, your folio will be debited and the account of NSDL/CDSL will be credited in respect of such dematerialized securities.
g. NSDL/CDSL in their electronic records will credit the account of your DP who will then credit your Demat account with the number of securities, that have been dematerialized and the securities will thereafter be held in electronic form.

This process would take approximately 15-20 days.

D. Will I continue to receive corporate benefits?

All the corporate benefits such as dividend, interest, bonus shares, rights shares will be issued by TSRDL to the beneficial owners i.e. the accountholders who hold the securities in electronic form. The dividend/interest amounts as and when declared/issued will be sent to you through your bankers directly. The entitlement of rights and bonus shares/debentures wherever applicable, will be credited to the beneficiaries accounts as per the investors' option and the terms of the issue.

E. How do I trade (buy/sell) in electronic form?

You may buy and sell securities in electronic form through the depository by co-ordinating with your broker and your DP. Such transactions would be simpler and faster. Payments for such transactions would be made in the same way as is done for physical certificates. Securities purchased in electronic form are credited to your Demat account on the T+2 working days ("T" means transaction days). There will not be any formalities of filling transfer deeds or applying to the Company for registration. Such transactions are not routed through the Company and the debit/credit takes place directly in the Depository System. However, corporate benefits would be paid to the person holding such securities on the Record date/Book closure date as applicable.

F. How can I reconvert my electronic holding into paper/physical form? [Rematerialisation]

As per the existing guidelines, an investor can choose to reconvert his electronic holding into physical form at any time through his DP. On receipt of the rematerialisation request along with the 'Remat Request Form' (RRF) the Company will issue fresh certificates.

Ref/PANBKS-2/2018/Sr. no

Name of the Shareholder
Address1
Address 2
Address 3
Address 4
Pin code

Please return this form by
September 24, **2018**

To,
TSR Darashaw Limited
6-10, Haji Moosa Patrawala Industrial Estate,
20, Dr. E. Moses Road, Mahalaxmi, Mumbai – 400011

Dear Sir.

Unit: CEAT LIMITED
Re: Registration of Permanent Account Number and Bank Account details as per Circular of SEBI

I/ We refer to your First Reminder letter dated August 31, 2018 and request you to kindly update my/ our PAN, Bank details, Contact Details and Signatures as given below from the Affidavit attached, for future communications and records. I enclose the supporting documents to enable you to verify and update the details.

Folio No. :

	Name of the Shareholders	**PAN No.***
First Holder		
Joint Holder 1		
Joint Holder 2		
Joint Holder 3		

- Copies of legible self-attested PAN card(s) is/ are enclosed to enable verification

Contact Details	
Mobile No.:	**E-mail id**:
Tel No.: **(with STD code)**	

Bank Account Details: (for electronic credit of unpaid dividends and all future dividends)			
Name of the Bank			
Name of the Branch			
Account Type	Saving	Current	Cash Credit
Account Number (as appearing in your cheque book)			
9 Digit M1CR Number (as appearing on the MICR cheque issued by the bank)			
11 Digit IFSC Code (as appearing in your cheque book)			

The following is enclosed herewith (**strike off whichever is not applicable):**
i) A cancelled cheque in original bearing my name as the account holder.
ii) Self-attested legible copy of any one document viz. Aadhaar / Passport / Utility Bill (not more than 3 months old).

OR

i) A cancelled cheque in original (not bearing name of account holder) along with a copy of my bank passbook/ statement (not more than three months old), duly attested by the Bank Manager under his name, full address and official stamp of the bank.
ii) Bank attested copy of the last page of the Bank Passbook / Bank Statement showing the latest transaction which is not more than 3 months old.
iii) Self-attested legible copy of Aadhaar/ Passport/ Utility Bill (not older than 3 months)

I/ We hereby state that the above mentioned details are true and correct and we give you consent to update the particulars based on the self-attested copies of the documents enclosed with this letter by affixing my/ our signature(s) to it. I/ We shall not hold the Company/ Registrar and Transfer Agents responsible for any transactions being unsuccessful due to technical reasons.

Signature(s) of the Registered Shareholders

Place: _____

Date: _____

1._____

2._____

3._____

4.._____

Note: The above details will not be updated if the supporting documents are not attached, duly signed by all the holders/ attested by Notary/ Bank Manger as the case may be.

tsr DARASHAW
Total Solutions Repository
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REMINDER I
IMPORTANT & URGENT FOR YOUR IMMEDIATE ACTION

August 31, 2018

Dear Member,

Unit: CEAT LIMITED
Sub.: Mandatory updation of PAN and Bank Account details against your folio number and Compulsory Dematerialization of Shares

We refer to our letters dated July 16, 2018 sent to you pursuant to

1. SEBI circular SEBI/HO/MIRSD/DOP1/CIR/P/2018/73 dated April 20, 2018 (the Circular), in which SEBI has directed all the listed Companies to mandatorily record the PAN and BANK ACCOUNT details of all their shareholders holding shares in physical mode
2. SEBI Notification SEBI/LAD-NRO/GN/2018/24 dated June 8, 2018, wherein Regulation 40 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 has been amended to mandate the transfer of securities of a Listed Company to be carried out in dematerialized form only. Further, Stock Exchanges vide their circulars have advised Listed Companies that with effect from December 5, 2018, shares lodged for transfer shall be in dematerialised form only.

As per our records, neither the Company nor the Registrar & Share Transfer Agent (RTA) i.e. M/s. TSR Darashaw Limited, have received the aforesaid details from you for updating the information. As you continue to hold shares in physical form, we once again request you to send us the following documents in order to update your PAN card, bank account and other details in the Company's records **so that the investments held by you will be KYC compliant.**

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A. **Requirements for registration of Permanent Account Number (PAN)**
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B. **Requirements for registration of Bank Account details**
- ❑ If the name of the first accountholder is printed on the cheque: **(all requirements to be complied with by you)**
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Note: The attestation of the Bank passbook/ statement should be by the Bank Manager under his name, full address and official stamp of the Bank.

C. **Requirement for digitization of Specimen Signatures of Holders**
An Affidavit as per the draft enclosed executed on a stamp paper of Rs.100/- duly notarized and executed as per the instructions stated thereon, alongwith the supporting documents.

It may please be noted that the above details will not be updated if the supporting documents duly signed by all the holders/ attested by the Bank Manager/ Notarized as stated above are not enclosed. We request you to provide these details in your own interest **latest by September 24, 2018.**

Thanking you,

Yours faithfully,
For **TSR DARASHAW LIMITED**
(Investor Servicing Section)
Encl/- as above

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Frequently asked questions on Dematerialisation/Rematerialisation

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This process would take approximately 15-20 days.

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Ref/PANBKSIG-2/2018/Sr. no

Name of the Shareholder
Address1
Address 2
Address 3
Address 4
Pin code

Please return this form by
September 24, **2018**

To,
TSR Darashaw Limited
6-10, Haji Moosa Patrawala Industrial Estate, 20, Dr. E. Moses Road, Mahalaxmi, Mumbai – 400011

Dear Sir.

Unit: CEAT LIMITED
Re: Registration of Permanent Account Number and Bank Account details as per Circular of SEBI

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Folio No. :

	Name of the Shareholders	**PAN No.***
First Holder		
Joint Holder 1		
Joint Holder 2		
Joint Holder 3		

- Copies of legible self-attested PAN card(s) is/ are enclosed to enable verification

Contact Details	
Mobile No.:	**E-mail id**:
Tel No.: (with STD code)	

Bank Account Details: (for electronic credit of unpaid dividends and all future dividends)			
Name of the Bank			
Name of the Branch			
Account Type	Saving	Current	Cash Credit
Account Number (as appearing in your cheque book)			
9 Digit M1CR Number (as appearing on the MICR cheque issued by the bank)			
11 Digit IFSC Code (as appearing in your cheque book)			

The following is enclosed herewith (**strike off whichever is not applicable):**

i) A cancelled cheque in original bearing my name as the account holder.
ii) Self-attested legible copy of any one document viz. Aadhaar / Passport / Utility Bill (not more than 3 months old).

OR

i) A cancelled cheque in original (not bearing name of account holder) along with a copy of my bank passbook/ statement (not more than three months old), duly attested by the Bank Manager under his name, full address and official stamp of the bank.
ii) Bank attested copy of the last page of the Bank Passbook / Bank Statement showing the latest transaction which is not more than 3 months old.
iii) Self-attested legible copy of Aadhaar/ Passport/ Utility Bill (not older than 3 months)

AND

iv) Duly Notarized Affidavit on a Rs. 100/- Non-Judicial Stamp Paper towards registration of Signature(s)
v) Duly notarized copy of PAN card and valid address proof

I/ We hereby state that the above mentioned details are true and correct and we give you consent to update the particulars based on the self-attested copies of the documents enclosed with this letter by affixing my/ our signature(s) to it. I/ We shall not hold the Company/ Registrar and Transfer Agents responsible for any transactions being unsuccessful due to technical reasons.

Signature(s) of the Registered Shareholders

Place: _____

Date: _____

1._____

2._____

3._____

4.._____

Note: The above details will not be updated if the supporting documents are not attached, duly signed by all the holders/ attested by Notary/ Bank Manger as the case may be.