

## Media Release

### **CEAT, Pirelli Join Forces to Distribute Premium Motorcycle Tyres in India**

Mumbai, 2<sup>nd</sup> December 2015: CEAT and Pirelli today announced their exclusive partnership for distribution of Pirelli's global range of premium motorcycle tyres in the Indian market. This sole partnership will leverage CEAT's vast distribution and dealer network pan India. Riding on CEAT's ever-expanding network, Pirelli will offer its entire gamut of motorcycle tyres. This move comes in wake of a scenario, which has seen sales of premium bikes in the country pick up steam and is expected to grow up 16% for the next five years.

Speaking on the occasion Mr. Anant Goenka, Managing Director, CEAT, said, *"It gives us great pleasure to partner with global tyre major Pirelli to introduce their range of motorcycle tyres in India. We at CEAT have always believed in offering world-class products to our consumers and Pirelli range of premium tyres for specialised high end motorcycles is another step in that direction."*

Speaking on the occasion, Mr. Uberto Thun, Senior VP Pirelli Tyre, said, "We are very glad to partner with CEAT to bring our range of products in India. CEAT's vast experience of selling tyres in the market and their vast network make them the perfect partner to distribute and activate our products in the market. India has huge potential in premium and super sport motorcycle segment and we feel we can grow very fast with our premium products."

The entire range of tyres will be available from the first week of December at select CEAT dealerships.

#### **About CEAT Ltd:**

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturer with a capacity of over 800 tonnes per day and has strong presence in global markets. CEAT offers the widest range of tyres to all segments and manufactures world-class tyres for: Heavy-duty Trucks and Buses, Light Commercial Vehicles, Earthmovers, Forklifts, Tractors, Trailers, Cars, Utility Vehicles, Motorcycles, Scooters as well as Auto-rickshaws. CEAT enjoys a major market share in the Truck, Light Truck and 2-wheeler segment and its tubes and flaps are renowned for their superior quality and durability.

#### **About Pirelli**

Among the major tyre makers, Pirelli is a leading company in the high-end segments, Premium tyres with high technological content. Founded in 1872, Pirelli is distinguished by its long industrial tradition, which has always combined a capacity for innovation with product quality



CEAT Limited



and brand strength. This strength is further enhanced by Formula 1™, for which Pirelli is the exclusive tyre supplier since 2011, and Superbike World Championship, for which is the sole tyre supplier since 2004. In line with its 'green performance' strategy, Pirelli – always focused on research and development – operates with ever increasing attention to products and services of high quality and technology and low environmental impact. In pursuing its objectives, Pirelli aims to combine financial profitability and social responsibility. Carrying on the same industrial tradition for over a century, it continues to invest in international expansion projects while maintaining strong roots in the local communities where it operates.

#### **About RPG**

RPG Enterprises, established in 1979, is one of India's fastest growing business groups with turnover over USD 3 billion. The group has more than fifteen companies managing diverse business interests in the areas of Tyre, Infrastructure, IT and Specialty.