

CEAT signs Ishan Kishan for a 3-year bat endorsement deal

Media Information Note

Mumbai, 16th February 2016: CEAT Ltd. today signed the very dynamic left-handed batsman Ishan Kishan for a three-year bat endorsement deal. The talented wicketkeeper-batsman will now be seen playing with a bat prominently displaying CEAT insignia in all formats of the game. The association has been facilitated by IOS Sports & Entertainment, a company that exclusively manages Ishan Kishan.

Having learnt his cricket on the streets of Patna, 17-year old Ishan debuted with the Ranji trophy against Assam in December 2014. Since then, he has steadfastly risen as a trustworthy captain, having led India into the U-19 World Cup finals. Having already accomplished several milestones, Ishan played with MS Dhoni at the Vijay Hazare Trophy and is also a part of team Gujarat Lions for the upcoming IPL 2016. He also plays for Jharkhand in Ranji trophy.

Commenting on the association, **Anant Goenka, MD, CEAT Ltd** said, *“Our objective is to identify young talent and support them in their international cricketing journey. Thus we have signed the very-promising Ishan Kishan as CEAT’s youngest on-field representative. We are confident that he has all the required qualities to progress as a well-rounded cricketer. We have once again chosen a cricketer who lives up to the CEAT brand that resonates the qualities of energetic youthfulness and dynamism.”*

Disembarking on his journey, **Ishan Kishan** said, *“CEAT has indeed played a significant role in nurturing the cricketing talent pool of India. I am honoured to be associated with the CEAT cricketing family, and look forward to a long innings!”*

“I am glad that CEAT has signed a deal with young and dynamic cricketer who has the potential to be the future of Indian Cricket. I congratulate CEAT for this association” said Neerav Tomar, MD & CEO IOS Sports & Entertainment

Over the years, CEAT’s association with cricket has only grown stronger—be it pioneering CEAT Cricket Ratings or the recently-launched CEAT cricket gear. Not very long ago, CEAT had announced its tie-up with Suresh Raina and Rohit Sharma for a bat association. Earlier this year, CEAT also partnered with IPL for the Strategic Time Out segment and brought former Australian international cricket legend Brett Lee on board as their digital brand ambassador for CEAT Cricket Ratings.

About CEAT Ltd:

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India’s leading tyre manufacturers and has strong presence in global markets, and has a capacity of over 95,000 tyres per day. CEAT offers the widest range of tyres to all segments and manufactures world-class radials for: Heavy-duty Trucks and Buses, Light Commercial Vehicles, Earthmovers, Forklifts, Tractors, Trailers, Cars, Motorcycles and Scooters as well as Auto-rickshaws. CEAT enjoys a major market share in the light truck & truck tyre market and its tubes and flaps are renowned for their superior quality and durability.

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.

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