



CEAT Specialty Showcases Advanced Tire Solutions at Brazil's Agrishow 2023

Sao Paolo, Brazil (9th May ,2023): CEAT Specialty, leading off- highway tire manufacturer, showcased its range of agricultural tires, at Agrishow 2023- Brazil's largest agricultural technology trade show. The event was held from 1st to 5th May at Ribeirão Preto, Sao Paolo - Brazil

On display are CEAT Specialty's VF technology tyres- Torquemax for tractors and Spraymax for sprayers. Additionally, tyres for harvesters- Yieldmax were also displayed. The range of agricultural tires are designed to cater to the changing needs of farmers and help them maximise their yields and productivity. The range is designed to provide maximum traction, stability and durability.

"At CEAT, we are constantly striving to create innovative solutions that deliver higher performance and value. Our unwavering commitment to quality is evident in every tyre we produce. We are thrilled to introduce our latest line of high-performing tyres, designed to increase productivity and efficiency at accessible prices", said Mr. Amit Tolani, Chief Executive of CEAT Specialty.

"We are delighted to be partnering with CEAT Specialty for Agrishow 2023. We believe that CEAT's range of advanced tires are a game-changer for farmers in Brazil", said Beto Cantu, CEO- Cantu Pneus.

About CEAT

CEAT was established in 1924 in Turin, Italy. Today, it is one of India's leading tire manufacturers, and CEAT tires are sold in more than 115 countries worldwide.

The brand came to India in 1958, and later became part of the RPG Group. RPG is among the top business houses in India, with a group turnover of \$3.6 billion.

In the specialty segment, CEAT manufactures farm, mining, and earthmover, industrial, and construction equipment tires, as well as special application off road tires. For more information, visit <https://www.ceatspecialty.com>