

CEAT Joins the Global Platform for Sustainable Natural Rubber (GPSNR) for Greener & Sustainable Future

Mumbai, July 18, 2024: CEAT, a leading global manufacturer of tires, announced its membership in the Global Platform for Sustainable Natural Rubber (GPSNR), a multi-stakeholder initiative dedicated to transforming the natural rubber industry into a more sustainable and equitable sector.

This move underscores CEAT's commitment to Environmental, Social, and Governance (ESG) principles throughout its operations. By joining GPSNR, the company aims to:

- **Enhance Supply Chain Traceability:** Membership in GPSNR will allow CEAT to improve transparency and traceability within its natural rubber supply chain. This will ensure responsible sourcing practices and eliminate deforestation risks.
- **Promote Sustainable Practices:** CEAT will collaborate with other GPSNR members to promote environmentally friendly practices across the natural rubber industry. This includes advocating for responsible land use and minimizing the environmental impact of rubber production.

Amit Tolani, Chief Executive, [CEAT Specialty](#), said: "We are proud to join the Global Platform for Sustainable Natural Rubber. This membership reflects our deep commitment to environmental and social responsibility. By working alongside other stakeholders in the industry, we can ensure a sustainable future for natural rubber production that benefits both the environment and the communities that rely on it."

About GPSNR

The Global Platform for Sustainable Natural Rubber (GPSNR) is a multi-stakeholder initiative that brings together producers, traders, manufacturers, civil society organizations, and governments to transform the natural rubber sector into one that is environmentally responsible, socially equitable, and economically viable.

About CEAT Specialty

Since its inception in 1924, CEAT has traversed nearly a century-long journey, emerging as a premier global player in the tire manufacturing industry. A significant milestone was reached in 1958 when CEAT Tyres of India was established in collaboration with the RPG Group, signalling a strategic expansion into India's burgeoning tire manufacturing market. Over the past century, CEAT has solidified its position as a multinational powerhouse, shaping the landscape of tire manufacturing in India and beyond. Today, CEAT Specialty stands at the forefront, offering a diverse portfolio of off-highway (OTR) and agricultural tires, serving customers across more than 120 countries worldwide. CEAT Specialty began selling a comprehensive line-up of OTR and Ag tires in North America six years ago.

Awards:

As the exclusive tire brand in the industry to achieve the esteemed Deming Grand 2023 certification, CEAT Specialty embodies a culture of continual enhancement and excellence across all facets of its operations. Their commitment to innovation and superior product quality has been consistently acknowledged through various prestigious accolades, including the Golden Peacock Occupational Health & Safety Award 2024, ABK – AOTS 5S Excellence Award 2017, British Safety Council: Sword of Honor 2016, British Safety Council: 5 Star 2016, and Quality Circle Gold Awards spanning from 2015 to 2017. Additionally, CEAT Specialty has been honored with numerous awards for its exceptional customer service, including the highest ranking in customer satisfaction for original equipment (tires)



in India, as recognized by JD POWER 2017. Furthermore, their creative endeavours have been celebrated with accolades such as the Creative Excellence Awards, IndiAA Awards 2017, Silver Award at the Big Bag Awards 2016, Silver Award at the India Digital Media Awards 2016, Gold Award at the India Digital Media Awards 2015, Gold Award at the Media Abby Awards, Goafest 2015, Gold Award at the Abbys, Goafest 2014, and Effies Silver 2014.

To learn more about CEAT Specialty, please visit www.ceatspecialty.com