



CEAT Specialty Presents the 5th Edition of ITOTY Awards in India

New Delhi, July 10, 2024 - CEAT Specialty Tires and Tractor Junction presented the 5th edition of the Indian Tractor of the Year Awards (ITOTY) today, a unique event celebrating advancements and innovations in the tractor sector. Held at the TAJ Vivanta Dwarka in New Delhi, ITOTY serves to unite OEMs, farmers, customers, influencers, media, and industry leaders to foster networking and learning.

ITOTY is a significant event that honors excellence in the industry, spotlighting advanced technology, innovation, and customer preference. The awards span 24 categories, including Indian Tractor of the Year, Orchard Tractor of the Year, and Best Design Tractor. This year, a new category has been introduced to recognize Banks/NBFCs in Tractor & Farm Equipment Financing.

This event provides a platform for the tractor industry to celebrate its achievements. The platform acknowledges the hard work and dedication of manufacturers, innovators, and farmers who drive the growth of the agricultural sector. The awards also promote healthy competition, encouraging the industry to strive for innovation and progress.

Amit Tolani, Chief Executive of CEAT Specialty, expressed his enthusiasm for the event, emphasizing the importance of the tractor industry and CEAT Specialty's commitment to its growth. "CEAT Specialty is thrilled to continue as the title sponsor of the ITOTY Awards, partnering with Tractor Junction for the third consecutive year. As the backbone of Indian agriculture, the tractor industry is crucial, and we are dedicated to its future growth. These awards celebrate the innovation that drives the industry forward, and we are proud to support this recognition of excellence and future advancements"

About CEAT Specialty

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 \$3.3 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/>

The CEAT Specialty Tires headquarters in North America is in Jefferson City, MO.