



Ceat Ltd. brings 'CEAT-PRO Knowledge Series' to Jalandhar

- *A Pan-India series looking to address the issues concerning Indian truck transportation market*
- *A platform of partnership, a circle of trust between CEAT, participating partners and India's top fleet companies*

Jalandhar, Friday June 26, 2009: Indian tyre major, **CEAT Ltd.**, in partnership with **Total Lubricants**, organized an interactive and knowledgeable platform – '**CEAT PRO**' to give the fleet owners of Jalandhar access to best practices and ideas across diverse fields that can better their businesses and reduce operation costs.

As part of its fleet excellence program CEAT PRO knowledge series aimed to create a common platform for sharing information & resources and thus helping fleets compete on a flatter turf. The panellists spoke about Fuel economy- A future trend in lubricants in India, Ground realities on the use of telematics to increase fleet operational efficiency, Radialization and the future of tyres in India and Best practices in availing Vehicle Finance

Speaking on this occasion, Mr. Subrata Basu, Head Sales Development, TBR & Speciality said, "The Indian transportation industry is booming but however lacks a common platform to engage customers and help them build best practices. At Ceat we believe in partnering with our customers and the automobile industry to gain value and optimum growth, thus "Ceat Pro" was launched."

He added "CEAT – Pro is not a selling plank but a knowledge plank to share ideas and industry best practices. For this Ceat will engage the industry experts and help co create value for the end customer by assisting him in new technology, information and best practices."

The Indian truck transportation market is approximately Rs 38000 cr, of this more than 80% market lies in the unorganised sector. Even with the recent developments, the overall awareness of technology improvements and industry best practices is quite low. Penetration of new age systems such as the Fleet Management software or the GPS systems is quite dismal and mostly restricted to only a select few big transporters.

The first step in this direction is the **CEAT 'PRO'** knowledge seminar series. Where top industry experts will share their views on a variety of topics and thus helping fleet owners.

ABOUT CEAT

CEAT Tyres, the flagship company of RPG Enterprises, with an annual turnover of Rs. 2,758 crore, was established in 1958. Today, CEAT is one of India's leading tyre manufacturers and has a strong presence in both domestic & international markets. The company manufactures over 10 million tyres every year and enjoys a major market share in the light truck & truck tyre market. CEAT tyres, tubes and flaps are renowned for their superior quality and durability. CEAT offers the widest range of tyres to all user segments and manufacture world-class radials for all Indian vehicles including: Heavy-duty Trucks and Buses, Light Commercial Vehicles, Earthmovers, Forklifts, Tractors, Trailers, Cars, Motorcycles and Scooters, Auto-rickshaws.

CEAT has three manufacturing plants - Mumbai (Bhandup), Nasik & Sri Lanka. The company currently exports tyres to nearly 110 countries across USA, Europe, Africa & other parts of Asia. CEAT has a robust network consisting of over 3,500 dealers, 33 regional offices and more than 100 C & F agents. CEAT also has a branded franchisee network 'CEAT Shoppe'. These Shoppes are retail tyre outlets, providing comprehensive expertise in tyres and tyre services -- all under one roof. The company has a dedicated Customer Service department, comprising Customer Service Managers in all four divisional offices, assisted by 50 Service Engineers. The board of the company is headed by Mr. R P Goenka, Chairman Emeritus and Mr. Harsh Goenka, Chairman, RPG Enterprises. Mr. Paras K Chowdhary is the Managing Director of CEAT Ltd and Mr. Arnab Banerjee heads the Sales & Marketing division.

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