



CEAT Receives Reader's Digest Trusted Brand Awards'09

Mumbai xx June, 09: Indian tyre major, **CEAT** is the winner of the **Reader's Digest Trusted Brands Gold Award™** 2009 for **Tyres category** in India. The Reader's Digest Trusted Brand Survey was launched in 1999 and has been carried out annually for the past ten years.

On the six parameters viz. Quality, Trustworthiness, Credible Image, Value, Innovative & Understanding Consumers, **CEAT** has been rated as the Most Trusted Brand by the upper class, well-educated readers of Digest.

CEAT has been the success story, which consumers have recognized & expressed their Trust on the Brand, by rewarding it as the **Gold Winner** of the Reader's Digest Trusted Brand.

Speaking on the occasion Mr. Vinod Kumar, Head-Marketing, CEAT Ltd said: "We are pleased to receive the *Reader's Digest Trusted Brands Gold Award™* 2009 for Tyres category in India. This award marks CEAT's continuous endeavor to be the preferred tyre maker.

Brands that have a strong relationship of trust with consumers need to strengthen and reinforce it more than ever. The survey identifies which brands appeal most to Indian consumers. Achieving Trusted Brand status is a genuine recognition of consumers' approval. The survey reflects consumers' choice of their most trusted and favorite brands among the thousands available in the market.

About CEAT Tyres:

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.

About the Awards

Reader's Digest 'Trusted Brands' has a well-established reputation as the premier consumer-based, international measure of brand preference. Now in its ninth year in Asia, Reader's Digest consumer poll is carried out by the independent research house, Nielsen Media Research; results are based solely on consumer votes gathered across the region, ensuring the results are unmatched for accuracy and integrity.

For further information, please contact –

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