

The logo for CEAT, featuring the letters 'CEAT' in a bold, white, sans-serif font. The letter 'E' is stylized with three horizontal orange bars passing through it.

*Wheel  
Management  
Centre*

## **CEAT launches 1<sup>st</sup> Wheel Management Centre in India in Sankagiri, Tamil Nadu**

- Expansion plans by launching 20 Wheel Management Centres in India by 2010
- Plans to start a training centre to educate customers on new developments in trucking and wheel management
- Plans to launch exclusive centers at Trucking Hubs of the country for trucks.

**Salem, Friday May 7, 2009:** As part of its aggressive growth plans, Indian Tyre major, CEAT Ltd. today launched its first Wheel Management Centre in Sankagiri for truck and bus radial tyres. Sankagiri has the potential of 7000 new tyres per month of which 30% are of radial tyres.

With today's launch, CEAT has further enhanced its reach to the masses in Tamil Nadu and the company is strongly looking forward to launch 20 stores in India by 2010. CEAT Wheel Management Centre will be a one stop shop for truckers for buying new tyres and retreading. CEAT has also launched exclusive centers at Trucking Hubs of the country for trucks.

Speaking on this inauguration, **Mr. Arnab Banerjee, VP-Sales & Marketing**, CEAT Ltd. **said**, "Tamil Nadu is a very competitive market for radial tyres and we are pleased to launch our first Wheel Management Centre for truck and bus radial tyres in Sankagiri. The launch of this facility will help CEAT to reach its masses and achieve its targets". **He further added**, "CEAT has started with a training centre for educating customers on new developments in trucking and wheel management and train them the various services like wheel alignment, greasing, TBR repair, Nitrogen Inflation, collection center for Retreading of tyres and other regular services of tyres available in WMC".

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CEAT Wheel Management Centre would be typically of an area of around 3,000-5,000 sq ft. Each store would provide new CEAT tyres, Wheel alignment, greasing, TBR repair, Nitrogen Inflation, collection center for Retreading of tyres and other regular services of tyres.

## **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 that 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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