

A dense collection of orange icons on a dark background, representing various themes: industry (factories, gears), science (microscopes), communication (speech bubbles, news icons), safety (no smoking, hand washing), and general business (checkmarks, people icons).

Faster. Safer. Smarter.



Rama Prasad Goenka

March 1, 1930 – April 14, 2013

Visionary, Industrialist, Humanitarian

He mixed foresight with finesse, intellect with intuition and passion with prudence. Modern India's original M & A strategist and one of its greatest achievers, Dr. R. P. Goenka possessed humility and a youthful charm that is cherished by all those whose lives he touched. At a time when investors were cautious about making significant acquisitions, Dr. R. P. Goenka conceived and executed numerous takeovers and created an industrial group that spans India and beyond. A man of impeccable grace and amazing depth of knowledge, Dr. R. P. Goenka lives forever in the enthusiasm, the resilience and the determination, of every member of RPG Enterprises, the conglomerate that he built.

CEAT salutes Dr. R. P. Goenka's indomitable spirit and continues to be guided by his vision.



AMID THE SHIFTING DYNAMICS OF GLOBAL BUSINESSES, CUSTOMERS NEED REASSURANCE THAT THEIR EVOLVING ASPIRATIONS CAN BE CATERED TO WITH EVER MORE ACUMEN AND ALACRITY.

This is the hallmark of CEAT. Our products inspire confidence in customers with their on-road performance and safety standards. Superior road grip, steering control and safe handling at high speeds are just a few of the features which make our products preferred by customers across the country and beyond.

For over five decades, CEAT has consistently focused on, innovation in products and processes, expansion of global networks, improvement in brand stature and cost efficiency in order to help global customers find the right tyres for their vehicles.

We are leveraging our strengths to accelerate growth momentum, reinforce safety initiatives and embrace global opportunities with smart technical and operational expertise.

Our stakeholders have faith in our ability, and their trust helps us move ahead with a firm grip on roads.



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Can tyres talk of passion?

AT CEAT, OUR PRODUCTS REPRESENT THE PASSION TO ACHIEVE HIGH STANDARDS OF EXCELLENCE. PASSION HELPS US NAVIGATE ROUGH AND SMOOTH ROADS.

Five decades is a long time, it changes customer's perspectives, technology paradigms and business priorities. For CEAT, however, some things have not changed since inception: ability to foresee market trends, identify customer aspirations and create products

that deliver delightful customer experiences and ensure safer rides. Our tyres trot the globe, as we have strengthened our footprint to over 100 countries across the world, catering to Original Equipment Manufacturers (OEM) and individuals.

TYRE RANGE

TWO WHEELERS / THREE WHEELERS

CARS / SUVs

FARM VEHICLES / TRAILERS

LIGHT & HEAVY COMMERCIAL VEHICLES / TRUCKS

EARTHMOVERS

SPECIALITY TYRES

We think they do.

RPG ENTERPRISES

₹ **17,000**

CRORES TURNOVER

IS AMONGST INDIA'S FASTEST
GROWING CONGLOMERATES

Since 1979, RPG Enterprises serves
diverse business verticals including
**Infrastructure, Automotive tyres, IT,
Pharmaceuticals, Plantations and Power
Ancillaries.**

3

MANUFACTURING FACILITIES
IN MUMBAI, NASIK (MAHARASHTRA)
AND HALOL (GUJARAT)

10 MILLION +

TYRES PRODUCED ANNUALLY

#1

PLAYER IN SRI LANKA

8

ZONES

3,500+

DEALERS

50

SERVICE ENGINEERS ASSISTING
THE DEDICATED CUSTOMER
SERVICE TEAM

37

REGIONAL OFFICES

110+

EXPORT DESTINATIONS,
INCLUDING USA, AFRICA, LATIN
AMERICA, AUSTRALIA AND ASIA



Vision & Values

A blurred night photograph of a city street with light trails from cars and buildings, viewed from the perspective of someone inside a car. The side mirror of the car is visible in the foreground on the right.

VISION

TO BE AMONGST THE
MOST PROFITABLE TYRE
COMPANIES IN INDIA BY
2016 THROUGH:

- MARKET LEADERSHIP
IN SELECT CATEGORIES
IN INDIA AND
 - MARKET LEADERSHIP IN
SIGNIFICANT COUNTRIES
OUTSIDE INDIA
-



CHALLENGER	ASPIRATION-LED	INTEGRITY	RESULT-OBSSESSION	OPENNESS
We attempt to try new things and not fear failure, we question existing ways of working and we are open to critique and suggestions from the team and others in the organisation.	We encourage our people to dare to dream. Our aim is to deliver exceptional service to our customers. This we do by trying to excel at our work.	We take responsibility for our actions and ensure our behaviour matches our words. Being honest and transparent in our work is our continuous endeavour.	We respect the time of others and strive to display a sense of urgency in taking decisions.	We value the skills, strengths and views of others and have a passion for learning and sharing ideas. We appreciate and are responsible with the information the company shares with us.



Living our vision. Loving the journey.

**OUR VISION GUIDES
US FORWARD
ACROSS FAMILIAR &
UNFAMILIAR ROADS.
FASTER. SAFER.
SMARTER.**

60+

ADDITIONAL NEW
LOOK CEAT SHOPPES

37%

GROWTH IN OEM SEGMENT
DESPITE THE OVERALL
INDUSTRY SHOWING FLAT
GROWTH

24%

GROWTH IN MOTORCYCLE
CATEGORY

Operational highlights FY 2013

Expanded footprint in Bangladesh; Joint Venture (70:30) with A. K. Khan & Company Limited to set up a tyre manufacturing facility in Bangladesh

CEAT Sri Lanka Joint Venture retained its market leadership across all categories in Sri Lanka

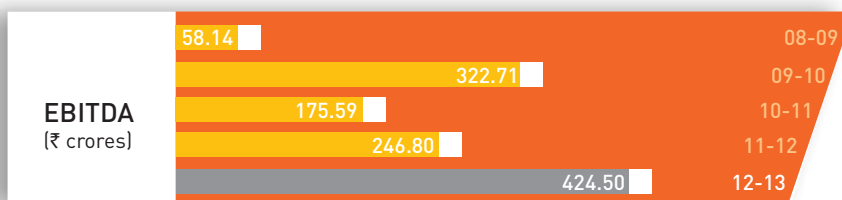
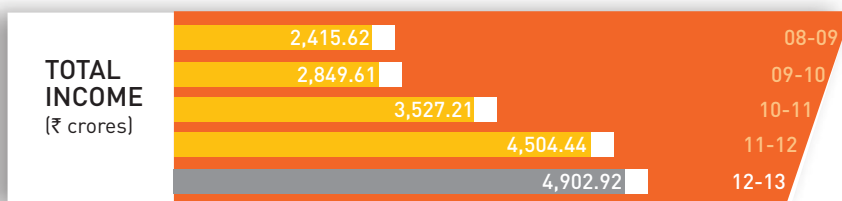
Adopted BS OHSAS 18001:2007 and ISO 14001:1994 framework to enrich Environment Health and Safety Performance

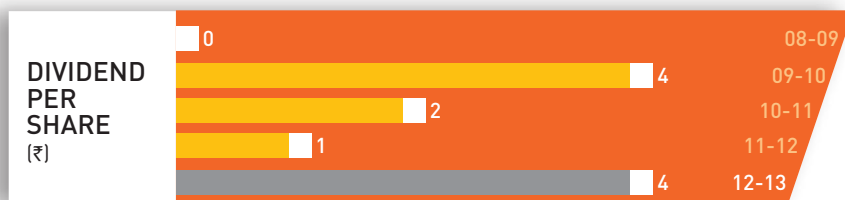
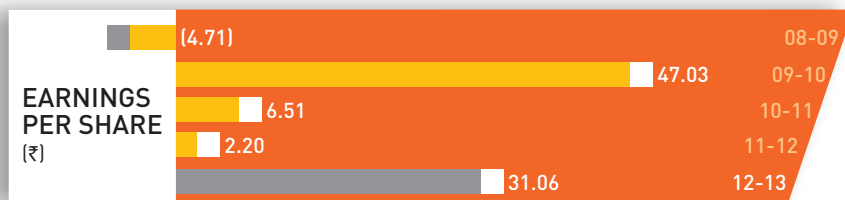
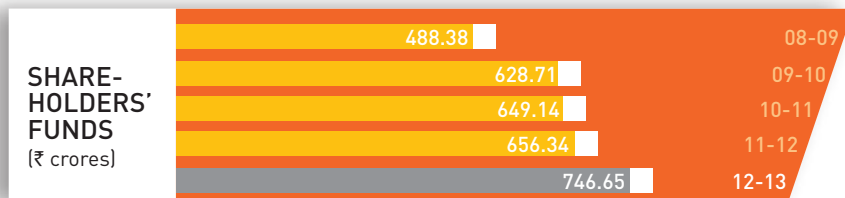
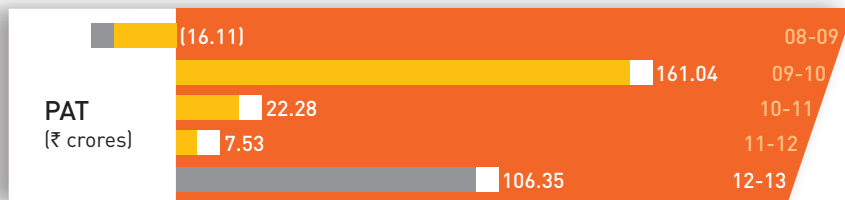
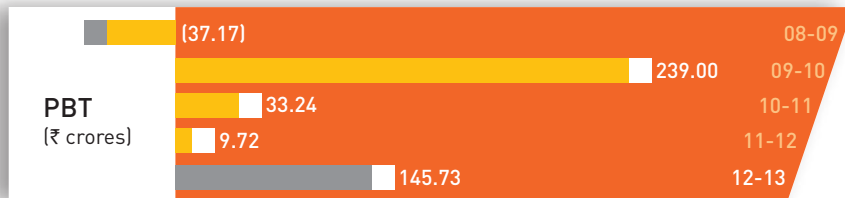
27 %

GROWTH IN PASSENGER
CAR AND UTILITY
VEHICLE CATEGORY

70 +

NEW PRODUCTS
LAUNCHED







“My tyre should help me move faster,

THESE ARE JUST FEW THINGS THAT OUR CUSTOMERS AROUND THE WORLD EXPECT FROM US. EVERY DAY. AND WHEN OUR PERFORMANCE MATCHES THEIR EXPECTATIONS, OUR CUSTOMERS SMILE.

FASTER.

Fast is not good enough. In an environment of moderate economic growth, **WE ACCELERATED OUR MOMENTUM.** We added capacities, enhanced efficiencies and delivered a solid performance during the year. We are **PUSHING THE BOUNDARIES** of ‘what’s possible’ at CEAT.

Our prudent business strategies, including scaling up and extending our business, assimilating and applying new knowledge to products and enhancing **CUSTOMER SATISFACTION** have ensured faster growth.



FASTER DELIVERY

At CEAT, we have always focused on our scalability. Fiscal 2013 was not an exception. We saw good increase in our Customer Satisfaction Score over last year. A more responsive supply chain with a 50% reduction in material stock out helped drive this achievement. All three manufacturing plants have also supported us well with high capacity utilisation levels and speedy production ramp-up.

50%

REDUCTION IN
STOCK OUT