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CEAT launches new campaign featuring Cricketers Rohit Sharma, Shreyas Iyer and Shubman Gill

Conceptualised by Ogilvy, the TVC aims at highlighting the importance of having good SUV tyres that can handle speed as well as offer a superior grip.

Written by [BrandWagon Online](#)

March 30, 2023 18:34 IST

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CEAT

RPG

CEAT SUV tyres

**SPEED AUR PAKAD
DONO ZAROORI HAI...**

Pakka likh lijiye...

CROSSDRIVE

SecuraDrive SUV

The campaign again leads back to CEAT's purpose of 'Making Mobility Safer & Smarter. Everyday'.

CEAT Ltd., has launched a new TVC for its four-wheeler SUV tyre range. The TVC features cricketers Rohit Sharma, Shreyas Iyer and Shubman Gill – with all three of them featuring in different roles in the new advert. As per the company, the three cricketers will highlight the importance of having good SUV tyres that can handle speed as well as offer a superior grip.

The new TVC conceptualised by Ogilvy, features an SUV with Sharma as a busy politician riding in the back seat and sharing nuggets of political wisdom. A bespectacled Gill, as a typically harried-looking politician's secretary busy on his cell phone, is quickly alerted to his master's latest pontification by the chauffeur, played by Iyer in the video. As the secretary frantically searches for a pen to record the advice, just at that instant, around a sharp bend, a group of protestors suddenly appear in the middle of the road. The driver has to brake hard and swerve fast to prevent an accident. Once done, he is quick to repeat their master's advice – the importance of 'speed and grip' in the context of both driving as also in politics. This analogy echoes the same attributes as exemplified by CEAT Tyres – and is demonstrated by Iyer in adroitly avoiding an accident because of the superior grip of CEAT's new SUV tyres at high speed. "You should definitely write it

down”, reiterates Sharma to Gill to reinforce the message. The gospel for success in politics and that of safety on the roads is the same, as the TVC playfully tries to show.

Your Workspace
Your Way
Managed Offices | Flexible Offices | Instant S...



CEAT SUV Tyres | Rohit Sharma, Shubman Gill and S...



The campaign again leads back to **CEAT**'s purpose of 'Making Mobility Safer & Smarter. Everyday'.

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Speaking on the campaign, Lakshmi Narayanan B, chief marketing officer – CEAT Limited said, “It’s the cricket season and CEAT is thrilled to get 3 of India’s top cricketers – Rohit Sharma, Shreyas Iyer and Shubman Gill in ‘never seen before’ avatars. CEAT’s wide range of SUV tyres have a unique capability to provide both speed and control while delivering on its promise of safety and comfort. Our range of offerings, which include SportDrive SUV, CrossDrive SUV and SecuraDrive SUV address a wide range of on-road and off-road requirements.”

Rohit Dubey, executive creative director, Ogilvy adds “In general, creatives are a little vary of sportsmen, when it comes to performing in front of camera. Scripts are watered down, roles are pruned, lines shortened or a ‘propah’ actor is built in for heavy lifting. But this time around, with CEAT’s conviction, the team got the confidence to go beyond the norm. We had three star players, acting out of their skin (and such a commendable job), in a duration strait-jacket of 20 seconds, segueing into tyre story, effortlessly. We are quite thrilled with the result, and awaiting all the brand love this one will garner in coming days.”

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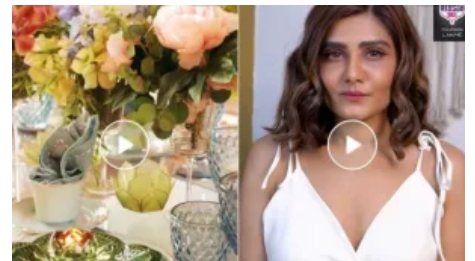
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JSW Steel Ltd.	748.8	2.61
Oil And Natural Gas Corporation Ltd.	156.1	1.46
Larsen & Toubro Ltd.	2340.3	1.07

TOP LOSER

Nifty

Sensex

Company	Value	%Change
GRASIM INDS	1711.95	-3.23
Kotak Mahindra Bank Ltd.	1886.5	-2.73
Sun Pharmaceutical Industries Ltd.	987	-2.72
Tech Mahindra Ltd.	1071.3	-2.23

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