



CEAT Ltd.
RPG House
463 Dr. Annie Besant Road,
Worli, Mumbai 400030, India
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CIN: L25100MH1958PLC011041
www.ceat.com

June 11, 2019

BSE Limited,
Corporate Service Department,
1st Floor, P.J. Towers,
Dalal Street,
Mumbai 400 001

The National Stock Exchange of India Limited,
Exchange Plaza, 3rd Floor,
Plot No. C/1, "G" Block,
Bandra Kurla Complex,
Bandra East,
Mumbai 400 051

Security Code: 500878

Symbol: CEATLTD

Sub: Annual Investor Conference- Reg. 30

Dear Sir/Madam,

Pursuant to Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the Company's Policy on Determination of Materiality of Events, please find below the details of the Analyst/ Institutional Investors meet which will be participated by the Company along with the presentation to be made at the same:

Date	Particulars	Location
June 12, 2019	RPG Annual Investor Conference 2019	Mumbai

Thanking you,

Yours faithfully,

For **CEAT Limited**

Vallari Gupte
Company Secretary & Compliance Officer

Encl. As above

The background of the slide is a photograph of a silver car's front wheel and side panel. The wheel is a multi-spoke alloy design. A large blue diagonal graphic element is overlaid on the left side of the image, partially covering the wheel and the car's body.

CEAT

**Annual Investor Conference
June 12, 2019**

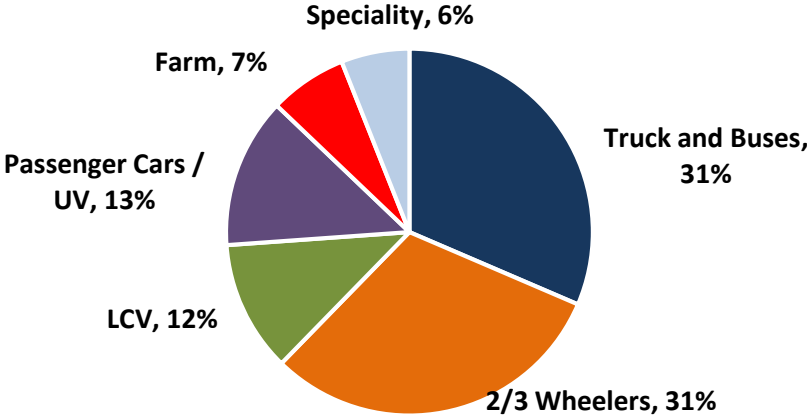
Overview

Financial Update

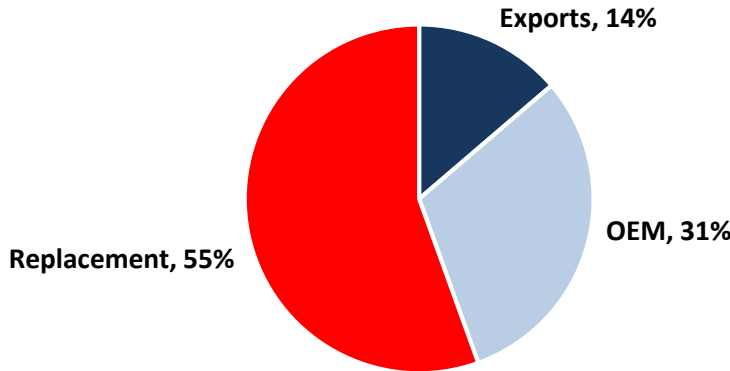
- ✓ FY19 Sales at INR 6,985 Crore; 11.2% growth
- ✓ EBITDA at INR 663 Crore; margin at 9.5%
- ✓ PAT at INR 251 Crore; margin at 3.6%
- ✓ Debt / Equity ratio at 0.54x

CEAT became a
\$1 Billion Revenue
Organization

FY 19 Revenue Breakup by Product

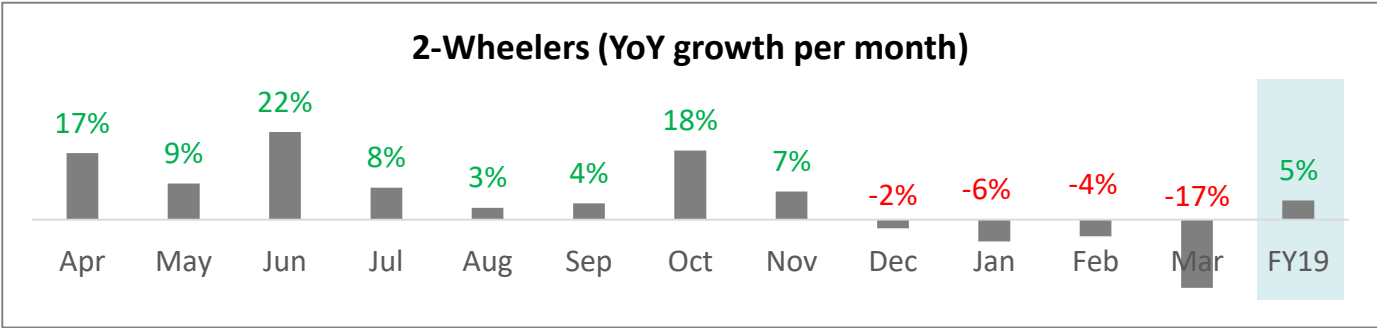
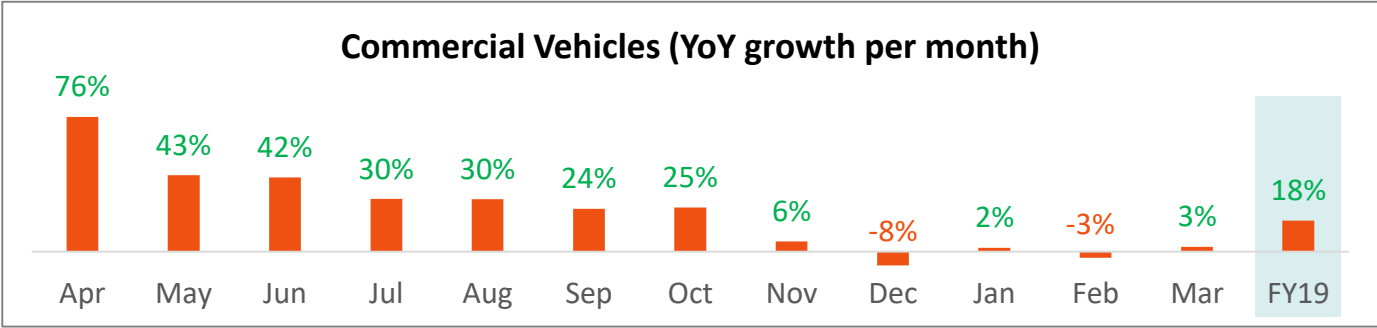
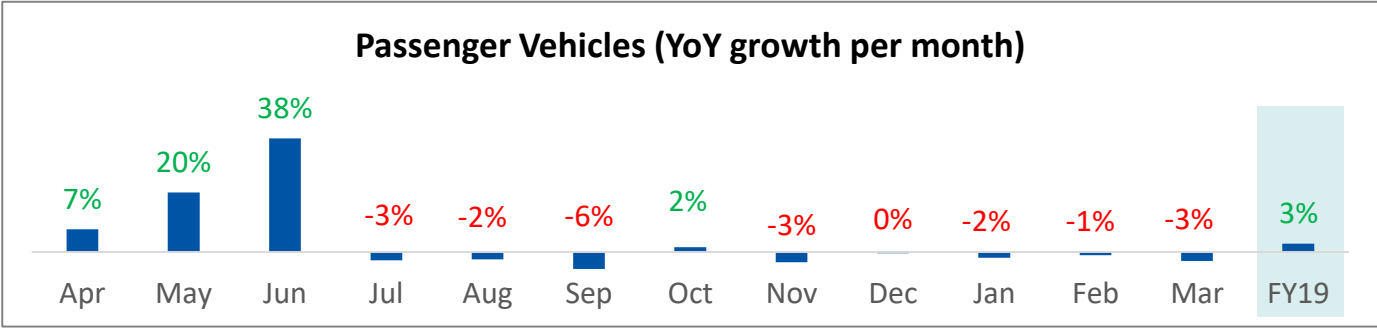


FY 19 Revenue Breakup by Market

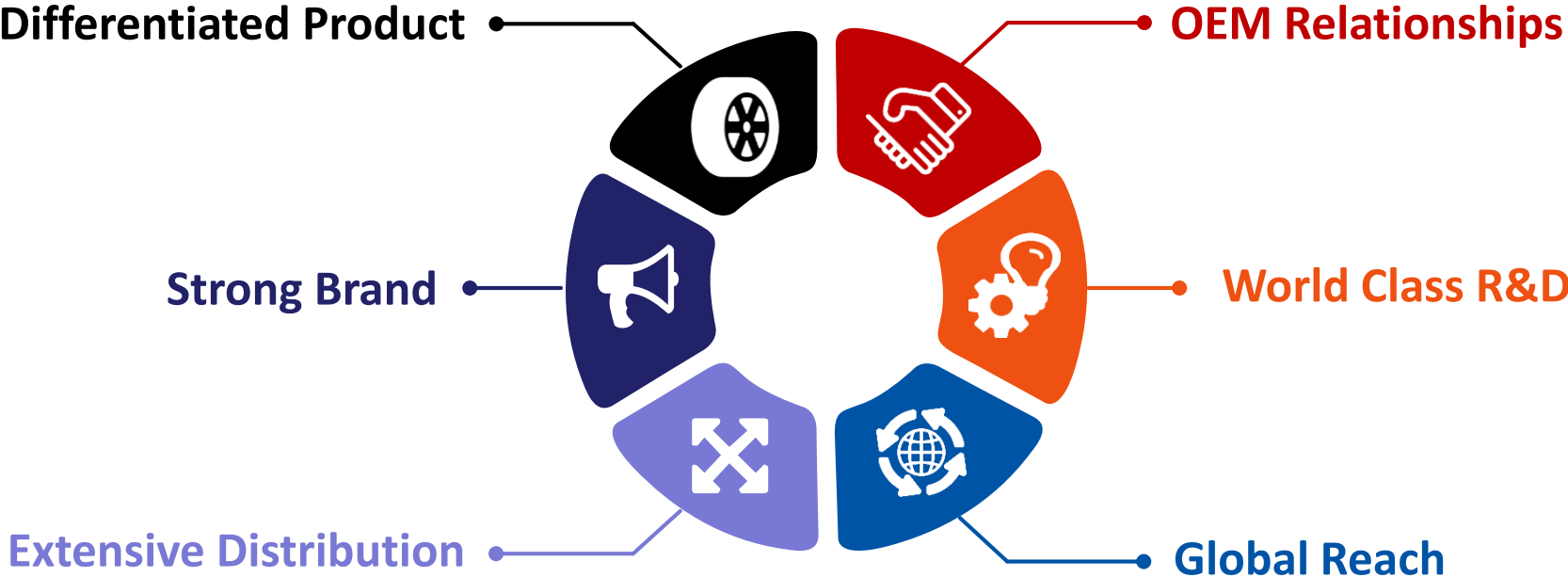


Note :
Consolidated revenue breakup

Auto Sector Performance



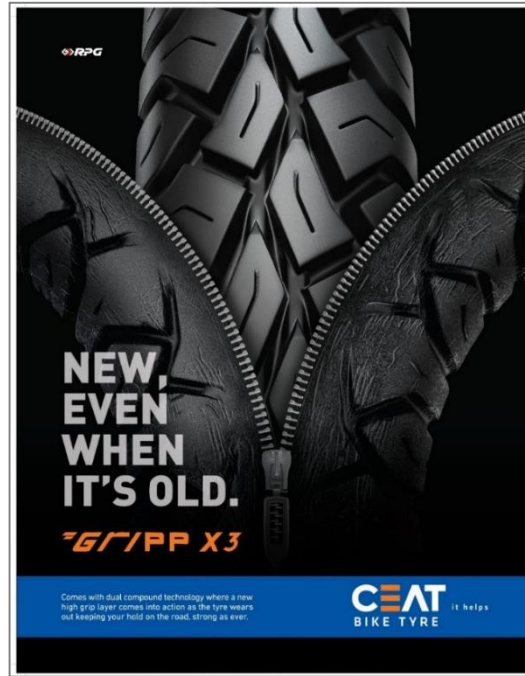
Strategy



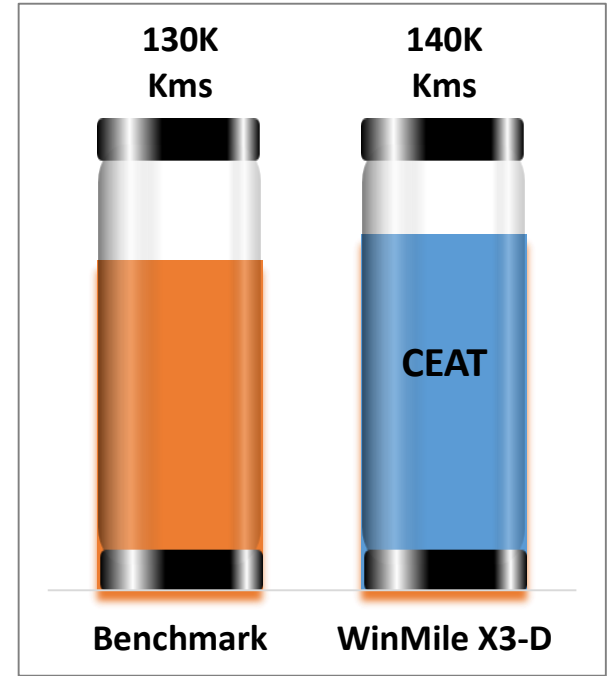
1 Differentiated Products



Milaze X3
Mileage up to
1,00,000 Kms for cars



Gripp X3
Everlasting Grip Tyres
for motorcycles



WinMile X3-D
Best mileage in
Long-haul for trucks

2 Strong Brand

Cricket Association grows stronger...

Official Partner of Torino FC

Continued association with Sports



Innovative Marketing



3 Extensive Distribution

CEAT Shoppe



Shop in Shop (SIS)



Multi Brand Outlet



CEAT Bike Shoppe



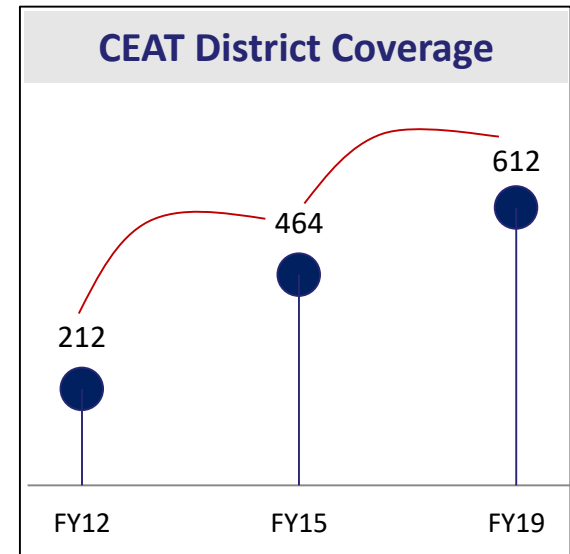
4500+
Dealers

280+
2W Distributors

500+
CEAT Franchisees

400+
MBO / SIS

CEAT District Coverage



4 OEM Relationships

Top OEM Recognitions



Hyundai Excellence in Customer Delight



Maruti Suzuki Consistent High Performance

OEM Relationships

KIA Motors

Ford

Hyundai

Skoda

Renault

Nissan

Volkswagen

Piaggio

Peugeot

TATA Motors

Daimler

Honda

Maruti Suzuki

Ashok Leyland

Eicher

Datsun

Bajaj

Hero

Mahindra & Mahindra

Escorts

Royal Enfield

Yamaha

Suzuki



State-of-the-Art R&D Center, Halol



R&D Office, Germany

- Significant investment on tyre testing infrastructure like Anechoic Chamber, Flat Track Test Machine
- Focus on upcoming technologies like Electric Vehicle, Sustainability and Smart Tyres

Successful Launch in Europe



4 Season Drive &
Endura Drive

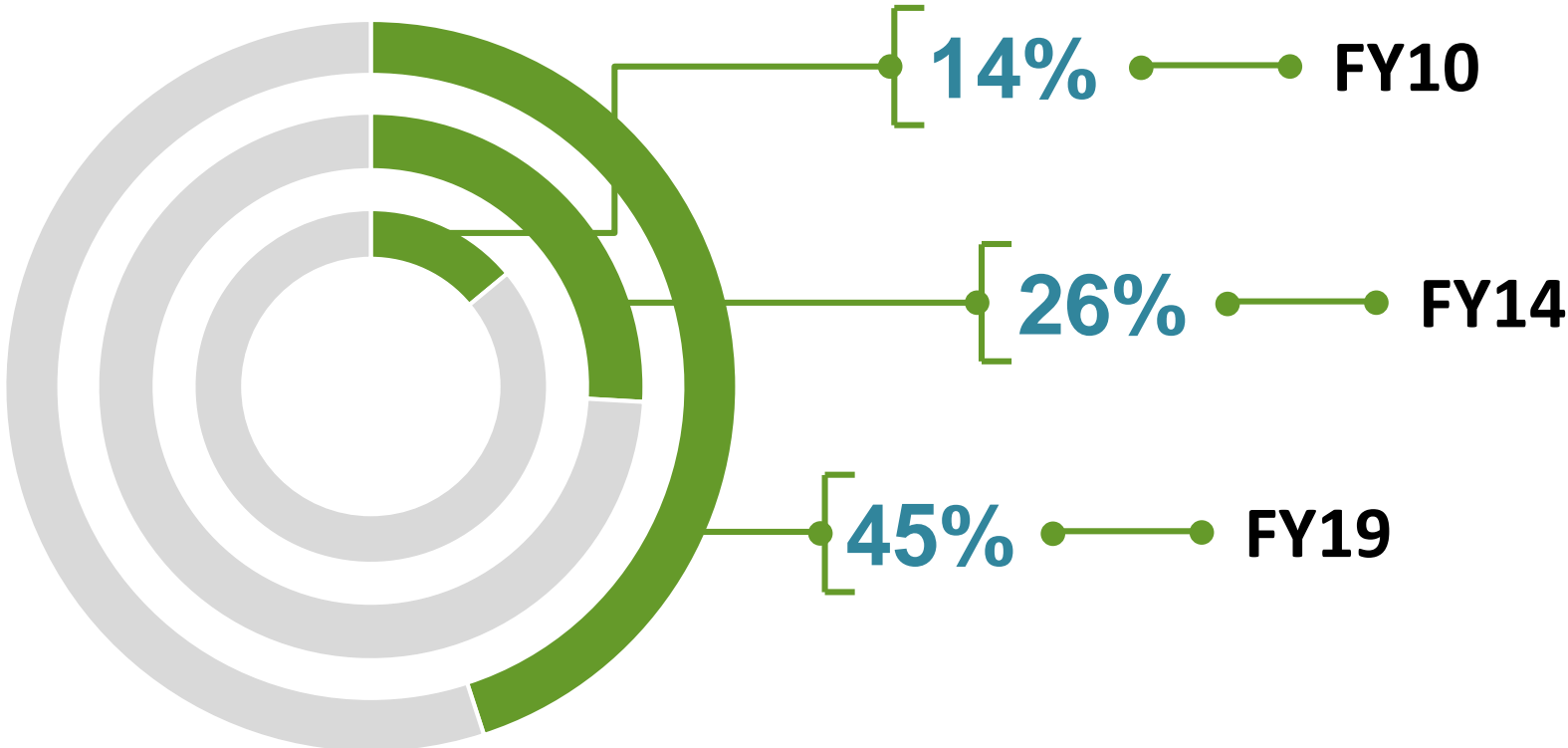


Official Tyre Partner of
Torino FC

Italy and Spain continue to perform well





- ✓ Exports to 90+ Countries in 7 clusters
- ✓ Sri Lanka: Leadership position in the market and with 50+% market share
- ✓ Entering other territories like Australia and New Zealand

Growing Share of Passenger Segment



Revenue % from Passenger Car and 2/3 Wheeler

Capacity Expansion – the Game Changer

	Existing	Additional	
	TBR 1,400 tyres/day	2,800 tyres/day at Halol	Rs. 1,000 Cr
	PCR 20,000 tyres/day	28,000 tyres/day at Chennai	Rs. 2,050 Cr
	2W ¹ 90,000 tyres/day	50,000 tyres/day at Nagpur	Rs. 450 Cr
	OHT 40 tons/day	60 tons/day at Ambernath	Rs. 500 Cr

Total CAPEX of **Rs. 4,000 Crore**

1. 2-Wheeler includes outsourcing capacity

THANK YOU