



CEAT LTD.
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CIN: L25100MH1958PLC011041
www.ceat.com

May 7, 2019

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Security Code: 500878

National Stock Exchange of India Limited

Exchange Plaza,
Bandra Kurla Complex, Bandra (East),
Mumbai 400 051

Symbol: CEATLTD

Dear Sir/Madam,

Sub: Intimation of Results Call for Audited Financial Results for quarter and year ended March 31, 2019

With reference to our letter dated May 2, 2019, please note below the dial-in details for the Q4 FY19-Results Call, scheduled on Wednesday, May 8, 2019 at 4.00 p.m. IST, together with the investor presentation for the period ended March 31, 2019:

Location	Number
India	+91-7045671221
Singapore	+65-8001012045
Hong Kong	+852-800964448
UK	+44-08081011573
USA	+1-18667462133

You are requested to kindly take the same on record and acknowledge receipt.

Thanking you,

Sincerely,

For **CEAT Limited**


Vallari Gupte

Company Secretary and Compliance Officer

Encl: As above





Disclaimer

This presentation may include statements which may constitute forward-looking statements. All statements that address expectations or projections about the future, including, but not limited to, statements about the strategy for growth, business development, market position, expenditures, and financial results, are forward looking statements. Forward looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements.

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Section 1: RPG Group Overview

RPG Group: Powered by Passion, Driven by Ethics

**UNLEASHTALENT
TOUCHLIVES
OUTPERFORM
AND😊**

RPG Enterprises was founded in 1979. The group currently operates in various industries - Infrastructure, Technology, Life Sciences, Plantations and Tyre Manufacturing. The group has a history of business dating back to 1820 AD in banking, textiles, jute and tea. The Group grew in size and strength with several acquisitions in the 1980s and 1990s. CEAT became a part of the RPG Group in 1982, which is now one of India's fastest growing conglomerates with 20000+ employees, presence in 100+ countries and annual gross revenues of over \$3 Bn.



**KEC
International**

World leader in
Power
Transmission
EPC space



CEAT

One of India's
leading
manufacturer of
automobile tyres



**Zensar
Technologies**

Software
services provider
spread across 20
countries,
400+ customers.



**RPG Life
Sciences**

Pharma
company with
wide range
medicines in
global generics
and synthetic
APIs.



Raychem RPG

Engineering
products and
services
catering to
infrastructure
segment
of the economy.

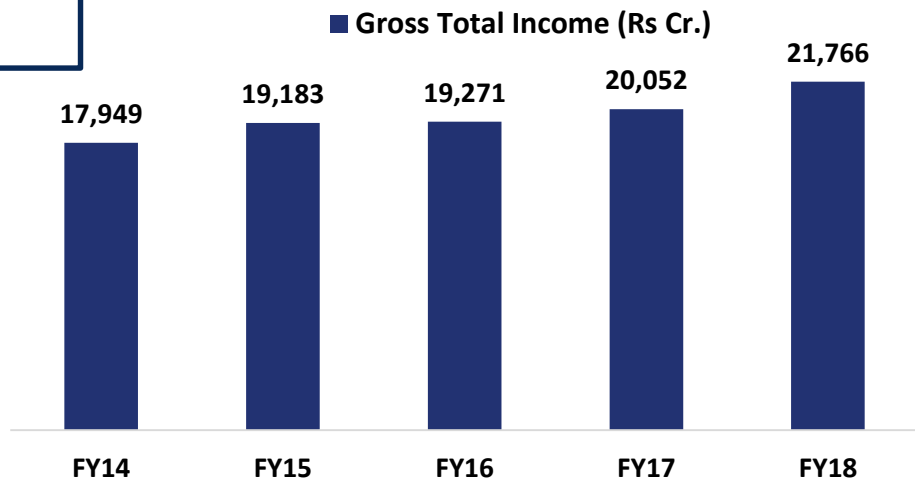


**Harrisons
Malayalam**

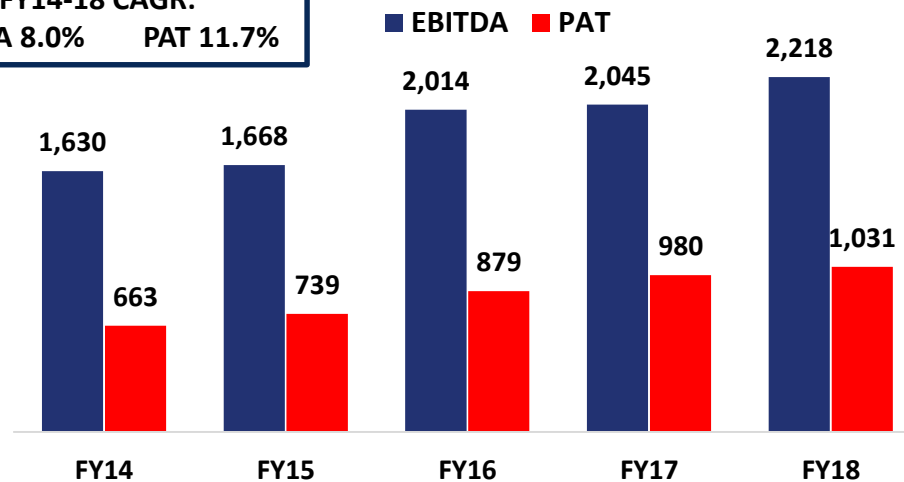
One of India's
largest plantation
companies with
tea, rubber and
other agro
products.

RPG Group: Key Financials

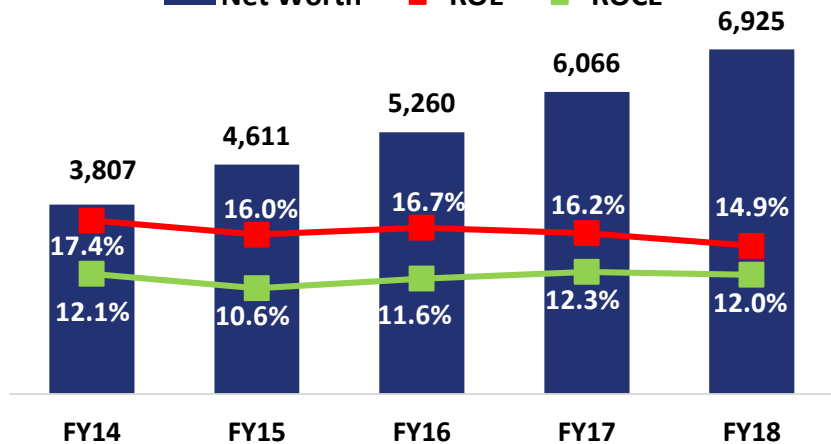
FY14-18
CAGR: 4.9%



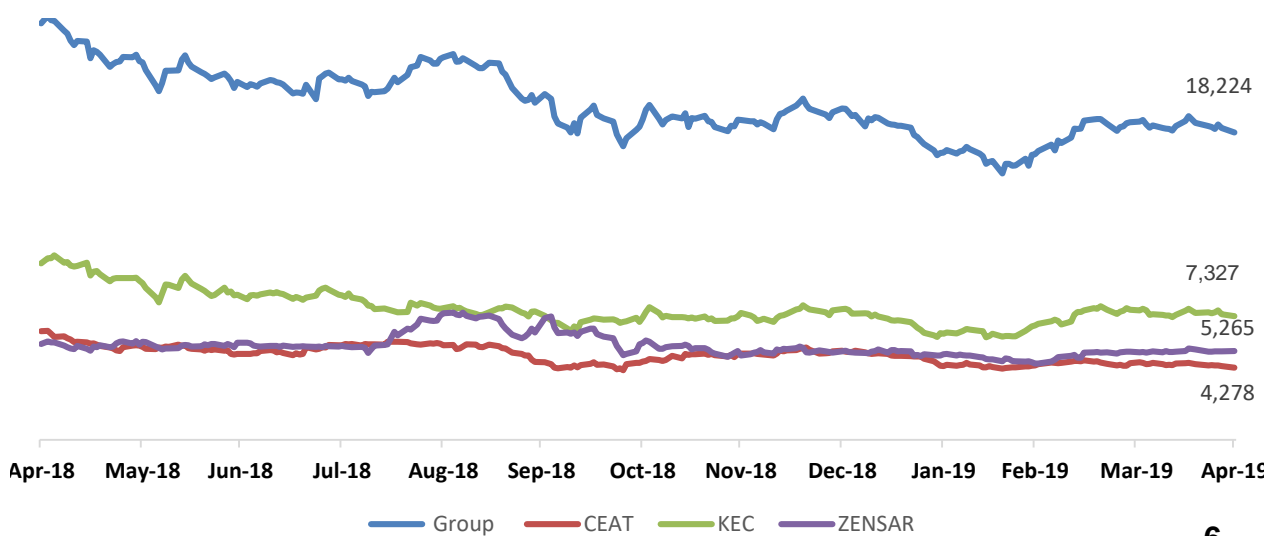
FY14-18 CAGR:
EBITDA 8.0% PAT 11.7%



Net Worth ROE ROCE



Market Cap



Note:

- 1) ROCE is calculated by taking EBIT*(1-ETR) divided by Capital Employed
- 2) ROE is calculated by taking PAT divided by Net-worth
- 3) Market Cap updated till 30th April 2019

Section 2: Business Overview

Board of Directors



Harsh Vardhan Goenka
Chairman, Non Executive Director



Anant Vardhan Goenka
Managing Director



Arnab Banerjee
Whole -Time Director



Atul C. Choksey
Non Executive Independent Director



Pierre E. Cohade
Non Executive
Non Independent Director



Haigreva Khaitan
Non Executive
Independent Director



Mahesh S. Gupta
Non Executive
Independent Director



Paras K. Chowdhary
Non Executive
Independent Director



Punita Lal
Non Executive
Independent Director



Ranjit Pandit
Non Executive
Independent Director



Vinay Bansal
Non Executive
Independent Director

Leadership Team

Anant Goenka



Managing Director

Kumar Subbiah



Chief Financial Officer

Arnab Banerjee



**Executive Director
- Operations**

Milind Apte



**Senior Vice President
- Human Resources**

Tom Thomas



**Executive Director - Projects &
Chief Mentor Technology**

Dilip Modak



**Senior Vice President
- Manufacturing**

Chandrashekhar Ajgaonkar



**Senior Vice President
- Quality Based Management**

Peter Becker



**Senior Vice President
- R&D and Technology**

India's leading tyre company with over **50** yrs of presence

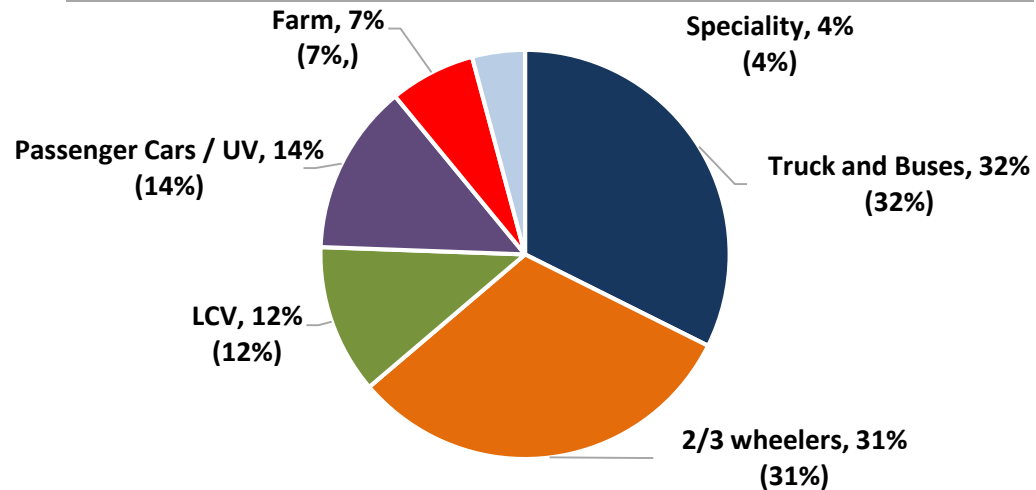
Distribution Network : **4,500+** dealers, **500+** exclusive CEAT franchisees

6 Manufacturing facilities - Bhandup, Nasik, Halol, Nagpur, Ambernath & Sri Lanka

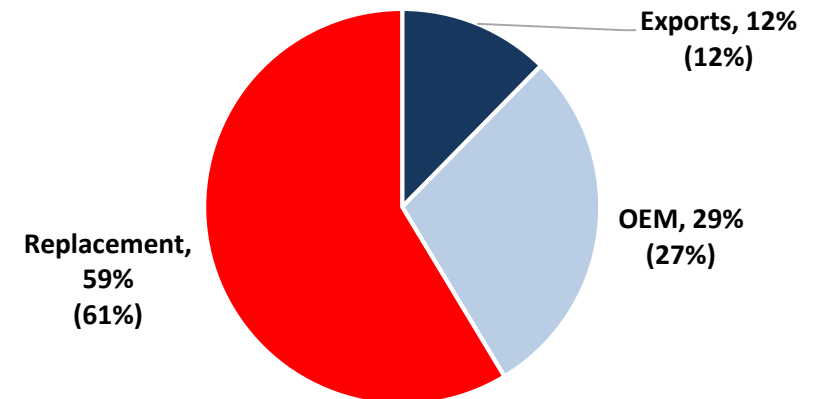
100+ countries where products are sold with strong brand recall

#No 1 player in Sri Lanka in terms of market share

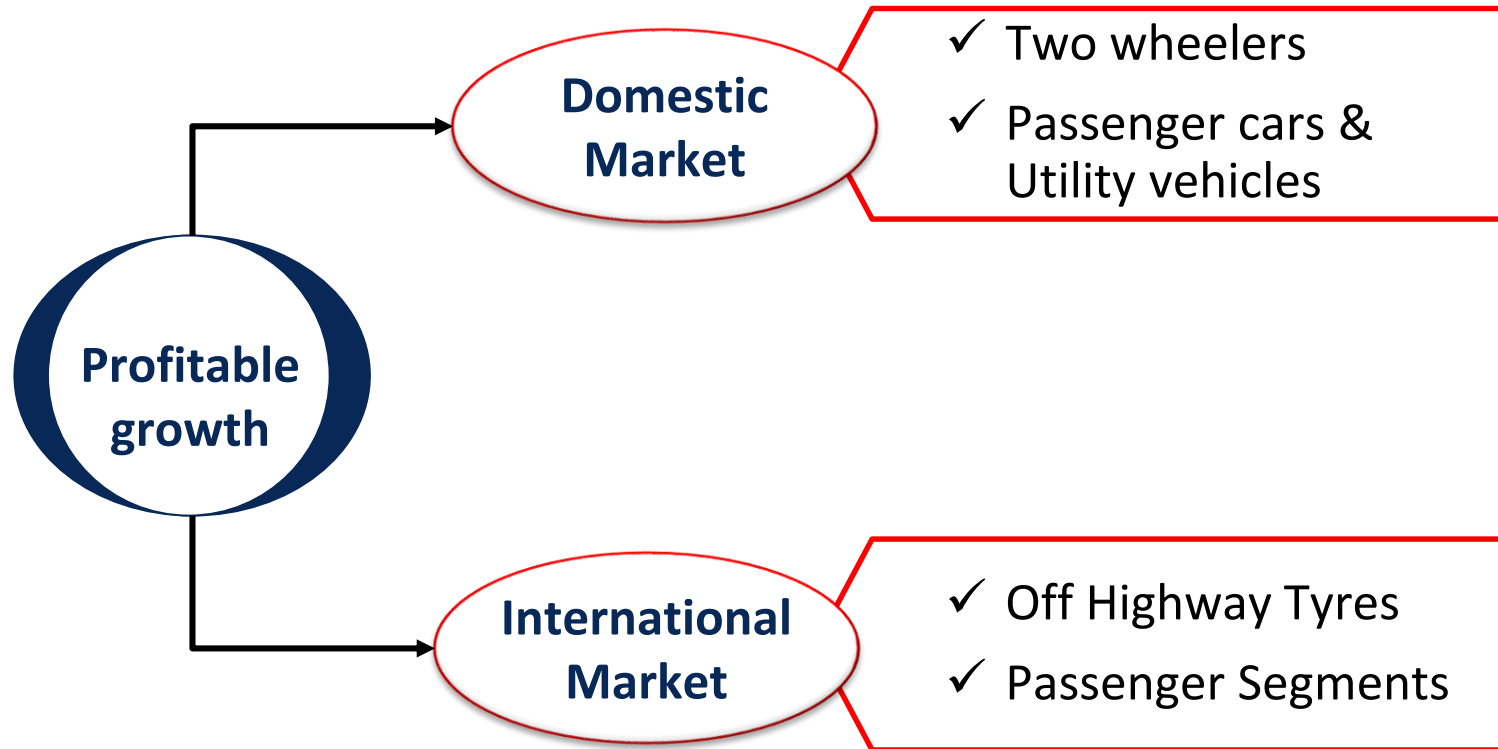
FY19 Revenue Breakup by Product



FY19 Revenue Breakup by Market



Note : Figures in parenthesis denote FY18



1 Differentiated Products

2 Strong Brand

3 Extensive Distribution

4 Deep OEM Partnerships

5 World Class R&D

6 Expanding Global Reach

1 Differentiated Products

New Entries and Supplier to OEM's



Key developments

- Focus on OEM, recent entries in new models** – Ashok Leyland Stag and Partner, Tork T6X, Hero Motocorp Achiever 150, Renault Kwid, Himalayan ABS (Royal Enfield), The Ace Deluxe – Cleveland Cycleworks, Hyundai New Santro, Hero Destini, Royal Enfield Classic ABS, **Royal Enfield Bullet Trails, Okinawa i-Praise, eSpa Scooter**
- Recent entries into OEM's existing models** – Bajaj Pulsar 160, Tata Motors TBR, AL Partner LCV, Escort Tractors, Wagon R, Zylo, Daimler Truck Radials, Suzuki Gixxer, RE Classic, Yamaha FZ, Volvo, **Mahindra Bolero Pick Up, JBM CNG Bus**
- Platforms** like Fuelsmart, Gripp, Mileage X3, SecuraDrive etc.

2 Strong Brand

CEAT launches association with
Mayank Agarwal



Launched Gripp X3
Everlasting Grip Tyres for motorcycles



Hyundai Partnership Awards
Awarded for “Excellence in Customer Delight”



CEAT’s Safety Banner
campaign at Kumbh
Mela

ET Innovation Award
for Marketing &
Brand Innovation



3 Extensive Distribution

Shoppe



Shop in Shop (SIS)



Distribution Network

- 4,500+ dealers
- 500+ CEAT Franchisees (Shoppes + Hubs)
- 280+ two-wheeler distributors
- Developed Multi Brand Outlet / Shop in Shop model over last 2 years. Over 400 outlets so far
- Launched CEAT Bike Shoppes in Bangalore and Kolkata

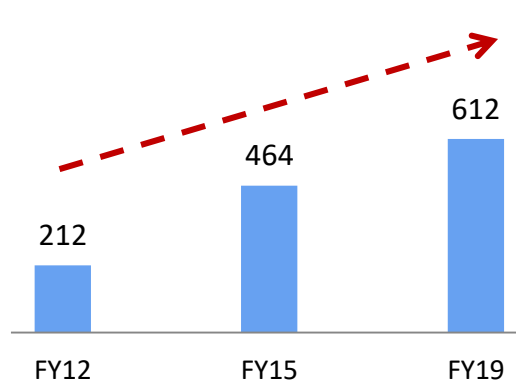
Multi Brand Outlet (MBO)



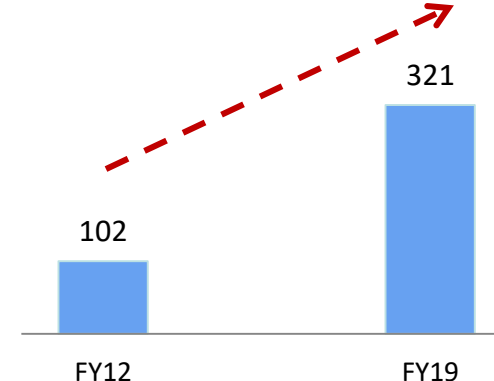
Bike Shoppe



District coverage



No. of CEAT Shoppes



4 Deep OEM Partnerships



5 World Class R&D

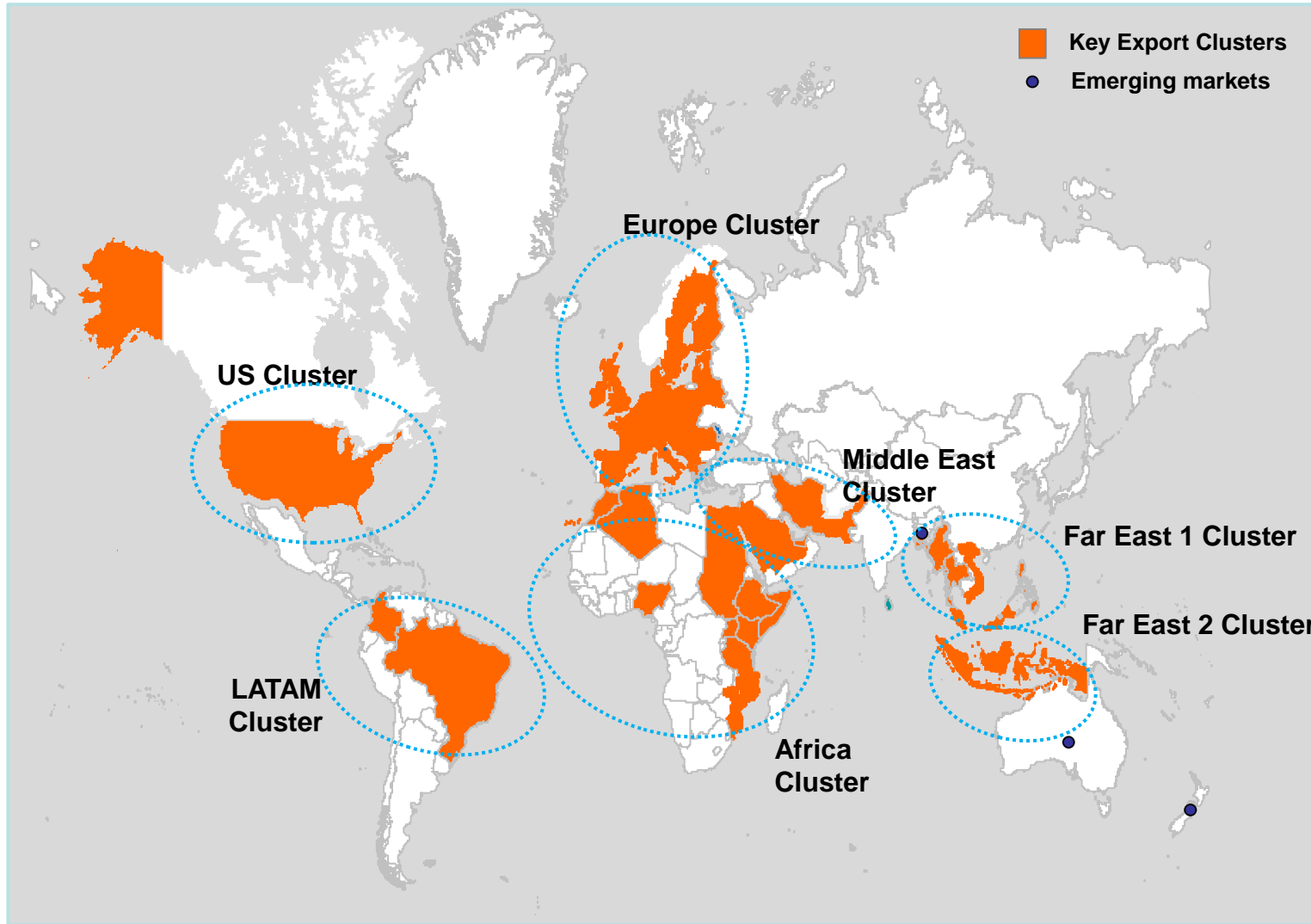


- State of the art R&D facility at Halol plant
- R&D focussed on development of breakthrough products, alternate materials, green tyres & smart tyres
- Partnerships with global institutes and technology partners

Breakthrough Products

- “Puncture Safe” tyres for Two Wheelers – India’s 1st Self Sealing tyre
- “FuelSmarrt Tyres” for Passenger Cars – Reduced rolling resistance, less fuel consumption and more savings
- “Milaze Tyres” for SUV segment– Higher mileage up to 1,00,000 kilometers

6 Expanding Global Reach



- Exports to 90+ Countries in 7 clusters
- Sri Lanka: Manufacturing facility and Leadership position in the market and with 50+% market share
- Focused product and distribution strategy for select clusters and countries

6 Halol Expansion – Commissioning and Smooth Ramp-up



Ramp-up in progress and on of schedule

Section 3: Operational & Financial Overview

Q4 FY19 Operational Highlights

Launch of New Products

Gripp X3 launched for motorcycles
Maintains same grip in entire lifetime



OEM Model Entry



Mahindra Bolero



**Royal Enfield
Bullet Trails**
350cc and 500cc



i-Praise e-Scooter
By Okinawa Scooters
Exclusive launch by CEAT

Consolidated: Q4 FY19 Financial Highlights

Q4 FY19 v/s Q3 FY19 (Q-o-Q)

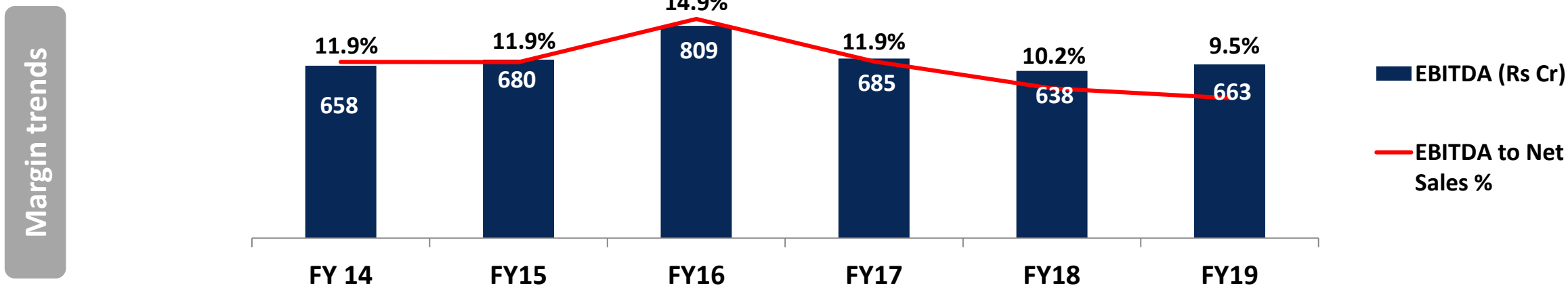
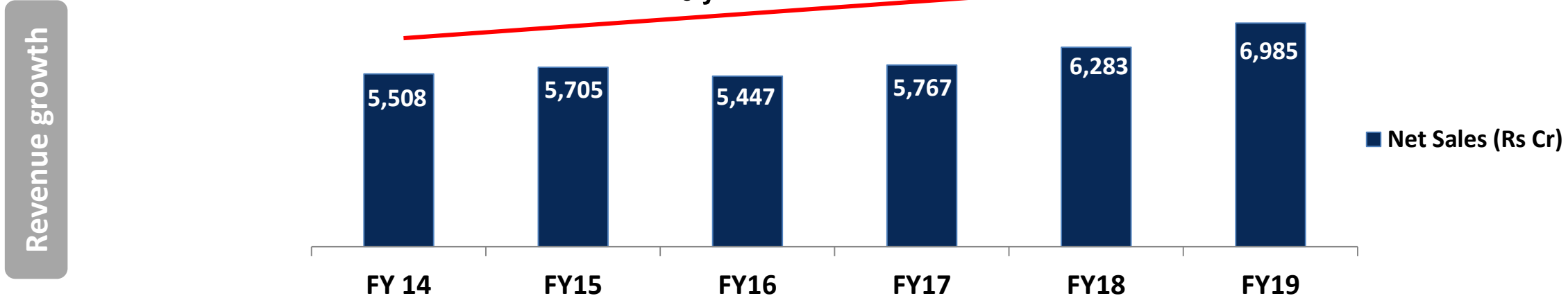
- Net revenue from operations increased by 1.8% at INR 1,760 Crs from INR 1,730 Crs
- Gross margins contracted to 39.3% from 41.5%
- EBITDA stood at INR 166 Crs compared to INR 149 Crs; margins at 9.4% from 8.6%
- PAT stood at INR 64 Crs compared to INR 52 Crs
- Debt / equity at 0.54x compared to 0.47x

Q4 FY19 v/s Q4 FY18 (Y-o-Y)

- Net revenue from operations increased by 4.4% at INR 1,760 Crs from INR 1,686 Crs
- Gross margins contracted to 39.3% from 40.1%
- EBITDA stood at INR 166 Crs compared to INR 203 Crs; margins at 9.4% from 12.0%
- PAT stood at INR 64 Crs compared to INR 77 Crs
- Debt / equity at 0.54x compared to 0.33x

Consolidated: Financial Trends

5 year CAGR: 4.9%



Note

FY16 onwards the figures are per IND AS; Other financial figures are as per IGAAP as published in previous periods

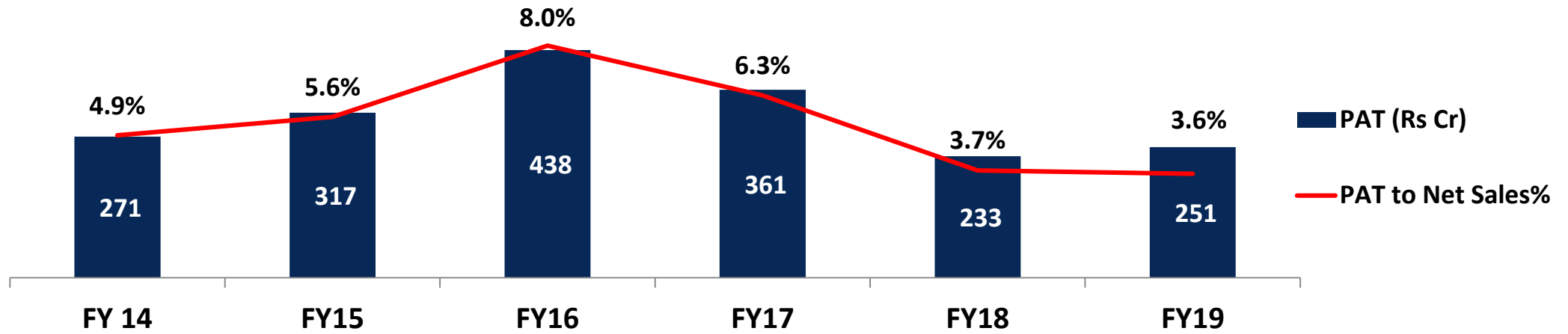
FY16 onwards the Company's investment in Sri Lanka JV is accounted using Equity method under IND AS which was earlier consolidated using proportionate consolidation method

FY16 onwards the EBITDA includes profit from Sri Lanka JV

EBITDA does not include Non- operating income

Consolidated: Financial Trends

PAT trends



Notes

FY16 onwards the figures are per IND AS; Other financial figures are as per IGAAP as published in previous periods

Consolidated: Q4 FY19 Financials

All figures in INR Cr

Parameter	Q4 FY18	Q3 FY19	Q4 FY19	QoQ	YoY	FY18	FY19	YoY
Net Revenue from operations	1,686	1,730	1,760	2%	4%	6,283	6,985	11%
Raw Material	1,010	1,013	1,069	6%	6%	3,810	4,182	10%
Gross margin	676	717	691	-4%	2%	2,473	2,803	13%
Gross margin %	40.1%	41.5%	39.3%	-220 bps	-80 bps	39.4%	40.1%	70 bps
Employee Cost	115	142	128	-10%	11%	438	530	21%
Other Expenses	363	433	401	-7%	10%	1,420	1,630	15%
EBITDA	203	149	166	11%	-18%	638	663	4%
EBITDA %	12.0%	8.6%	9.4%	80 bps	-260 bps	10.2%	9.5%	70 bps
Finance Cost	24	22	27	21%	13%	97	88	-10%
Depreciation	45	48	51	5%	13%	169	193	14%
Operating PBT	134	78	88	12%	-35%	372	382	3%
Exceptional expense	25	-	41			34	45	32%
Non-Operating income	7	4	31	662%	341%	29	39	32%
PBT	117	82	78	-5%	-33%	367	376	2%
PAT	77	52	64	23%	-16%	233	251	8%

Notes

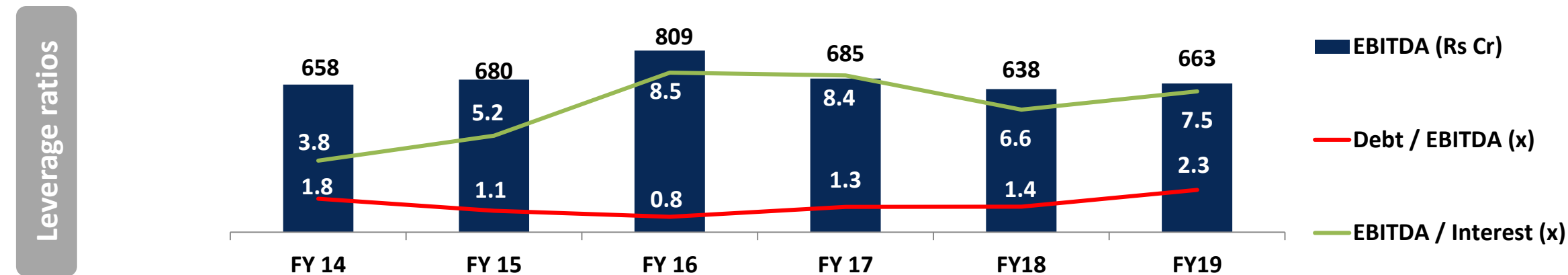
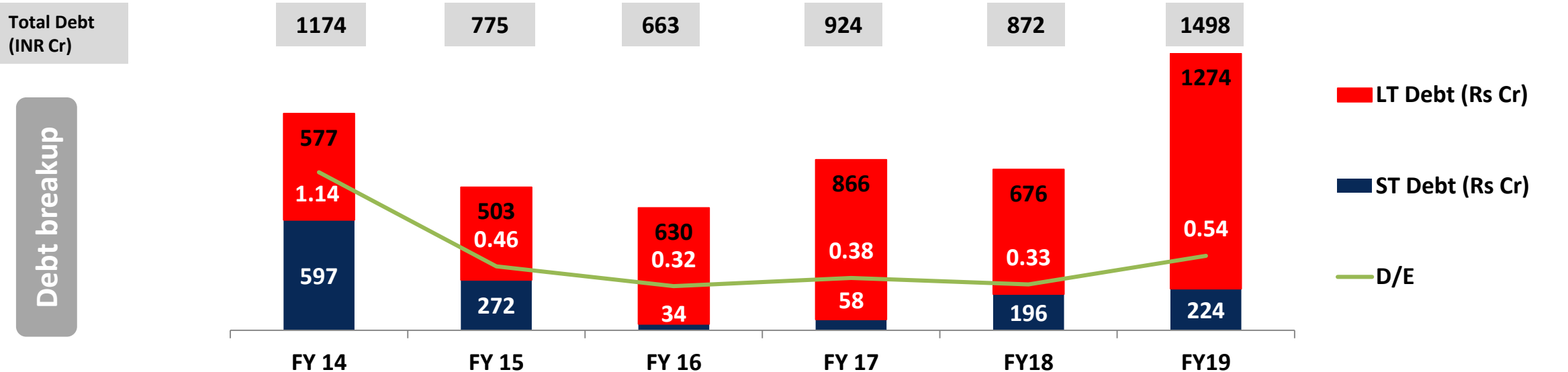
Figures are as per IND AS

Company's investment in Sri Lanka JV is accounted using Equity method under IND AS which was earlier consolidated using proportionate consolidation method

EBITDA includes profit from Sri Lanka JV

EBITDA does not include Non- operating income

Consolidated: Leverage / coverage Profile



Note

FY16 onwards the figures are per IND AS; Other financial figures are as per IGAAP as published in previous periods
 Company's investment in Sri Lanka JV is accounted using Equity method under IND AS which was earlier consolidated using proportionate consolidation method
 EBITDA includes profit from Sri Lanka JV; EBITDA does not include Non- operating income
 For Debt / EBITDA, quarterly EBITDA has been annualised
 For debt break-up, we have reclassified Current Maturities of Long Term Debt under Long Term debt

Standalone: Q4 FY19 Financials

All figures in INR Cr

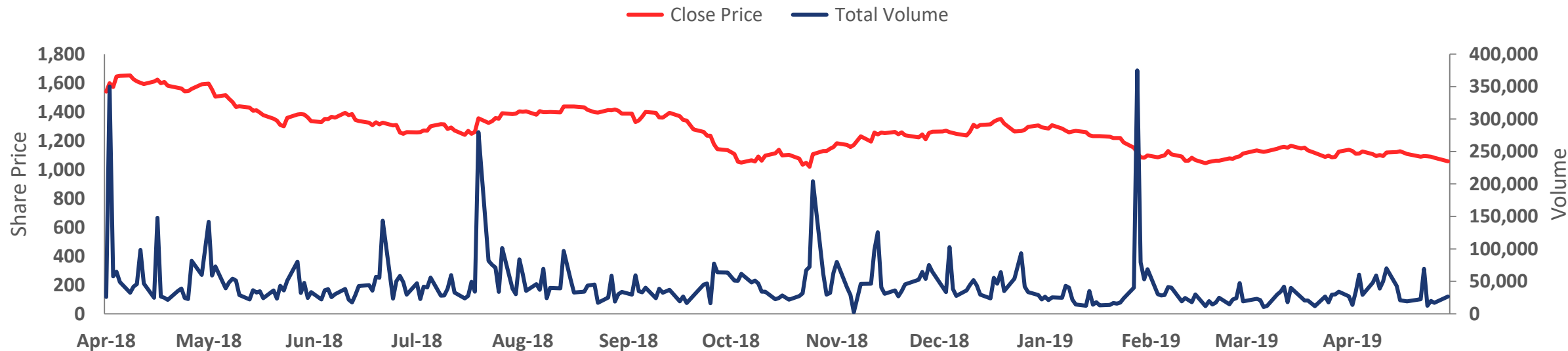
Parameter	Q4 FY18	Q3 FY19	Q4 FY19	QoQ	YoY	FY18	FY19	YoY
Net Revenue from operations	1,661	1,689	1,717	2%	3%	6,213	6,831	10%
Raw Material	1,008	1,002	1,053	5%	4%	3,804	4,140	9%
Gross margin	653	687	665	-3%	2%	2,409	2,691	12%
Gross margin %	39.3%	40.7%	38.7%	-200 bps	-60 bps	38.8%	39.4%	60 bps
Employee Cost	106	131	119	-10%	12%	413	492	19%
Other Expenses	347	416	380	-9%	10%	1,369	1,562	14%
EBITDA	199	139	166	19%	-17%	627	638	2%
EBITDA %	12.0%	8.3%	9.7%	140 bps	-230 bps	10.1%	9.3%	-80 bps
Finance Cost	19	16	21	29%	7%	86	65	-25%
Depreciation	41	43	46	6%	12%	162	174	8%
Operating PBT	139	80	99	24%	-29%	379	399	5%
Exceptional expense	25	-	40			26	44	68%
Non-Operating income	9	6	32	406%	251%	57	55	-3%
PBT	124	86	92	6%	-26%	410	410	0%
PAT	85	58	78	34%	-9%	279	289	4%

Notes

Financials are as per IND AS

EBITDA does not include Non- operating income

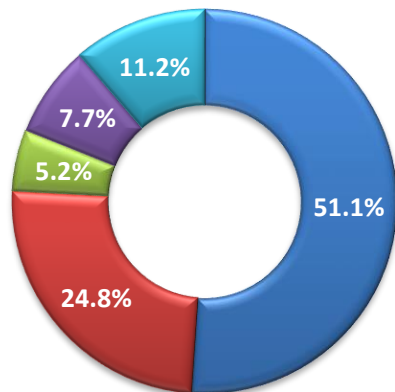
Equity Shareholding & Price trends



Source : Capitaline. The above data is updated till 30th April 2019

Shareholding Pattern as on March 31, 2019

- Promoters
- FII/FPI
- Mutual Funds
- Ins., Fin. Inst. & Other Corp.
- Public/Others



Market Information

- Market Price (April 30th): INR 1,058/share
- Face Value : INR 10/share
- Market Cap (April 30th): INR 4,278 Cr

THANK YOU