



Pepsi IPL Set to Roll with CEAT this Season

Media Information Note

Mumbai, 20th March 2015: CEAT Ltd. today announced its association with Indian Premier League 2015 as one of the central sponsors for the event. CEAT will be the prime sponsor for the Strategic Time Out segment in Pepsi IPL. CEAT and Pepsi IPL association leverages on common values between both the brands i.e. premium & dynamic. The association also acts as a perfect marriage between two brands that are intensely youth centric.

CEAT as a brand has always been associated with cricket which includes pioneering CEAT Cricket Ratings amongst others and recently launched CEAT Cricket gear. The tie up with Pepsi IPL will make CEAT's association with cricket even stronger. The partnership with Pepsi IPL will leverage CEAT as a global brand, increasing its brand awareness in key markets.

CEAT will also be leveraging the partnership with Pepsi IPL through multiple on-ground and digital activations during the upcoming season. For its Facebook and Twitter followers, CEAT has planned intriguing contests around Strategic timeout. The contest will comprise of tricky questions around strategic timeout creating buzz around this segment for Cricket enthusiast. Additionally, this property will also allow the brand to be actively visible on various platforms for entire Pepsi IPL period. CEAT will also be launching an app on cricket that will have elements of the Pepsi IPL theme. CEAT plans to bring lot of value for their Internal & External customers through this association.

Commenting on the association, Mr Anant Goenka, Managing Director, CEAT Ltd. said, *"We have signed 3 year deal with BCCI by picking up the sponsorship of Strategic Time Out for Pepsi IPL. Pepsi IPL has emerged as the biggest cricket property in India and given CEAT's long term association with cricket this became the perfect platform for us to come on board. This property allows us to bring saliency around the brand through which we hope to build value for our customers over the next 3 years. Further, this allows us to be synonymous with Pepsi IPL in the tyre category and bring excitement to both our internal & external customers."*

About CEAT Ltd:

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturers and has strong presence in global markets. CEAT produces over 15 million tyres a year and offers the widest range of tyres to all segments and manufactures world-class radials and bias tyres for Heavy-duty Trucks and Buses, Light Commercial Vehicles, Earthmovers, Forklifts, Tractors, Trailers, Cars, Motorcycles and Scooters as well as Auto-rickshaws.

Ketchum Sampark

Krishnamoorthy R – 9967067542, krishnamoorthy.r@ketchumsampark.com

Tejali Rane- 9930885779, Tejali.rane@kechumsampark.com