

CEAT Partners with CleanMax for Renewable Energy Expansion

Indian tyre manufacturer CEAT has joined forces with CleanMax to deploy approximately 59 MW of hybrid wind-solar capacity across Gujarat and Tamil Nadu, targeting 60% clean power usage.

By Sarthak Mahajan 14 Jan 2026 4796 Views

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CEAT, a leading tyre manufacturer based in Mumbai, announced a partnership with CleanMax Enviro Energy Solutions Limited on January 14, 2026, to source renewable power for its manufacturing facilities. The collaboration involves the development of hybrid wind-solar projects totaling around 59 MW across two key locations.

The renewable energy infrastructure will serve CEAT's Halol facility in Gujarat and Kanchipuram facility in Tamil Nadu through a group captive model. CleanMax, backed by Brookfield, currently holds the position of India's largest renewable energy provider for the commercial and industrial sector.

The hybrid project structure combines wind and solar generation profiles to deliver consistent energy output with higher plant load factors. This design approach enhances grid stability, addressing the requirements of energy-intensive manufacturing operations.

Annual generation from these projects is projected at approximately 13.58 crore units of clean electricity. The initiative is expected to reduce carbon dioxide emissions by around 100,000 tonnes

per year, equivalent to planting approximately 4.5 million trees annually. Following implementation, CEAT's clean power content is anticipated to reach approximately 60%.

Roopesh R., Senior Vice President of Procurement at CEAT, emphasized that the long-term partnership strengthens the company's renewable energy footprint across Gujarat and Tamil Nadu. He noted that sustainability remains integral to CEAT's long-term planning, with the company committed to responsible business growth and future resilience.

The company has already made advances in green sourcing, sustainable transportation, biodegradable packaging, sustainable manufacturing, and reduced distribution emissions. The hybrid wind-solar integration represents a strategic progression in this sustainability trajectory, expected to bring cost efficiencies to key manufacturing facilities and support the production of tyres with reduced carbon footprints.

Kuldeep Jain, Managing Director of CleanMax, expressed pride in collaborating with CEAT to support its sustainability objectives through decarbonization of operations across manufacturing hubs. He highlighted that the projects demonstrate how structured collaborations can accelerate renewable energy adoption and build sustainable energy futures for large-scale manufacturing.

The partnership enables CEAT to advance sustainability goals while utilizing CleanMax's expertise in delivering renewable energy solutions for the commercial and industrial sector. Benefits are expected to include strengthened energy security, improved operational efficiency, and significant annual carbon emission reductions, supporting CEAT's long-term journey toward net-zero operations.

Founded in Italy in 1924, CEAT maintains a presence in over 110 countries and serves as the flagship company of the RPG Group. The manufacturer produces more than 41 million high-performance tyres annually across multiple vehicle segments. CEAT has received the Deming Grand Prize from the Union of Japanese Scientists and Engineers for achievements in Total Quality Management and earned Lighthouse Designation from the World Economic Forum for implementing fourth industrial revolution technologies.

CleanMax operates 2.54 GW of renewable capacity across India, the Middle East, and South-East Asia as of July 31, 2025. The company serves 531 customers as of March 31, 2025, with repeat clients representing 77.28% of new contracted volumes in Fiscal 2025. CleanMax provides solutions including rooftop solar, solar farms, wind farms, hybrid farms, and carbon credit solutions to clients across data centers, technology, manufacturing, and other industries.

Tags: Ceat Tyres

NEXT STORY

JSW Group Partners with Chinese Automaker Chery to Introduce Plug-in Hybrid SUV

The T2 will arrive as a locally assembled model with a plug-in hybrid powertrain and will carry a JSW badge.

By Sergius Barretto 📅 14 Jan 2026 👁 5485 Views

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JSW Motors Limited is preparing to enter India's passenger vehicle market with the launch of a rebadged version of the Jetour T2 SUV, expected to reach dealerships by the third quarter of this year.

The vehicle will mark JSW Group's debut in automobile manufacturing through its independent passenger mobility division. Unlike the company's existing joint venture with MG Motor, this launch will operate separately under JSW branding rather than carrying the Jetour nameplate.

Production will take place at JSW's new manufacturing facility in Chhatrapati Sambhaji Nagar, Maharashtra. The company has chosen to assemble the vehicle locally, aligning with its strategy to establish itself as an independent carmaker in India.

Technical Specifications



The SUV will arrive exclusively with a plug-in hybrid system featuring a 1.5-litre engine, reflecting JSW's focus on sustainable mobility solutions. While the international market offers both all-wheel-drive and front-wheel-drive configurations, the company has not yet confirmed which variant will be available in India.

The vehicle's dimensions are substantial, stretching 4.7 metres in length and 2 metres in width—making it larger than competitors like the Tata Safari. Despite its size, the Indian version will feature five seats, though a longer seven-seat variant exists in other markets. The design follows a boxy, upright styling philosophy with monocoque construction.

Pricing details remain undisclosed, though the five-seat front-wheel-drive variant retails for approximately Rs 35 lakh (AED 144,000) in the United Arab Emirates, which may provide some indication of its positioning in the Indian market.

Jetour was established in 2018 as a subsidiary of Chery, one of China's major automotive manufacturers. The brand specializes in SUVs and currently has presence across China, the Middle East, Africa, Southeast Asia, and Latin America.

Tags:JSW Motors

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