

Ceat Tyres, TyresnMore to provide home fitment services

INDUSTRY (/CATEGORY/INDUSTRY)

By [Autocar Pro News Desk \(/Author/Profile/AuthorName/Autocar-Pro-News-Desk/AuthorId/19\)](#), 07 Jul 2021

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Ceat Tyres, one of India's leading tyre manufacturer has partnered with Delhi-based TyresnMore to retail its range of tyres online and provide contact-less fitment services at the doorstep for its customers in select cities.

At present, the services is available in Mumbai, Delhi-NCR, Bangalore, Hyderabad, and Pune, which will be expanded to other cities in the coming days.

Ceat says TyresnMore is a leading online platform for purchasing tyres and batteries across Delhi-NCR, Bangalore, Hyderabad, Pune, Mumbai and is well-known for its tyre fitting, replacement, balancing, alignment, and maintenance services. It offers a safe, zero-contact doorstep fitment of tyres to the customers, wherein customers can purchase genuine tyres and batteries from the website, which will then be delivered to their doorstep and fitted by the TyresnMore service team.

The tyre maker has recently launched its revamped website, integrated with its e-commerce offering. Customers can buy from its range of two- and four-wheeler Ceat tyres and choose any of the three delivery modes: pick-up at nearest Ceat Shoppe; home delivery or home delivery along with fitment option.

The current pandemic has accelerated the digital journey of most of the brands and newer business models have emerged to meet these evolving requirements. In addition to getting an assurance of purchasing brand new products, customers are now saved from the hassle which comes with buying used, counterfeit or re-traded products from non-verified sources.

Speaking about this collaboration, Amit Tolani, chief marketing officer, Ceat Tyres said, "Customers are now inclined towards availing Autocar Professional would like to send you industry news updates at the touch of their screens and at the convenience of their doorsteps and our association with TyresnMore helps us address the need for convenience. With qualified professionals, expert logistics handlers TyresnMore delivers best in class service to all our customers. Customers would now have an option of choosing fitment at doorstep or fitment at their nearest Ceat Shoppe. Customers can now avail world class service without compromising on safety. We are looking forward to a successful strategic partnership with the TyresnMore platform and plan to expand the services to other cities."

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Rajeshwar Wadhera, CEO, Tyresnmore said "We are delighted to have partnered with one of the most respected brands - Ceat for enabling the doorstep fitment of their tyres. We hope for a long-term association with Ceat and make our customers' experience safer and more convenient through our efficient service model of doorstep tyre fitment. This is a highly technical procedure which requires wheel balancing and alignment along with fitment for a safe driving experience and all this at the customers' doorstep."

Also read: Ceat to set up 100 'Tyre Stop' retail stores in Tier 1 and 2 cities (<https://www.autocarpro.in/news-national/ceat-to-set-up-100-tyre-stop-retail-stores-in-tier-1-and-2-cities-78933>)

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