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# CEAT partners with CleanMax for hybrid projects to power key manufacturing facilities

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The projects, located across Gujarat and Tamil Nadu, will supply green electricity to CEAT's manufacturing plants in Halol (Gujarat) and Kanchipuram (Tamil Nadu) under a group captive model.

CEAT Ltd, a Mumbai-based tyre manufacturer, on Wednesday said it has signed a long-term agreement with CleanMax Enviro Energy Solutions to source renewable energy through hybrid wind–solar projects with a combined capacity of around 59 MW.

According to the announcement, the hybrid installations are expected to generate approximately 13.58 crore units of renewable power annually, enabling CEAT to raise its clean energy share to nearly 60 per cent across its operations. The shift to hybrid renewable sourcing is also projected to reduce carbon emissions by around 1 lakh tonnes per year, equivalent to planting around 4.5 million trees.

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“These projects demonstrate how well-structured collaborations can accelerate the adoption of renewable energy and build a more sustainable energy future for large-scale manufacturing,” said Kuldeep Jain, Managing Director of CleanMax.

CleanMax, a Mumbai-based renewable energy provider to commercial and industrial consumers, will develop and operate the projects. The hybrid configuration, combining solar and wind, aims to deliver more consistent output and a higher plant load factor, ensuring improved grid stability for CEAT’s energy-intensive manufacturing operations.


“As a company already advancing in areas such as green sourcing, sustainable transportation, biodegradable packaging, sustainable manufacturing and reduced distribution emissions, integrating this hybrid wind-solar renewable energy is a natural and strategic progression in our sustainability journey,” said Roopesh R., Senior Vice President - Procurement, CEAT.

The projects, located across Gujarat and Tamil Nadu, will supply green electricity to CEAT’s manufacturing plants in Halol (Gujarat) and Kanchipuram (Tamil Nadu) under a group captive model. “These hybrid projects will bring cost efficiencies at our key manufacturing facilities and will

help us in our journey to produce tyres with low carbon footprint – and be a benchmark in the industry,” Roopesh added.

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