

Home > Energy & Power > CEAT locks in a multi-state clean energy deal to power its manufacturing backbone

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CEAT locks in a multi-state clean energy deal to power its manufacturing backbone

A hybrid wind-solar partnership with CleanMax strengthens energy security and sustainability across CEAT's plants.



by Staff Writer | January 15, 2026

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L-R: Arnab Banerjee – MD & CEO, CEAT with Kuldeep Jain- MD, CleanMax

CEAT has partnered with CleanMax Enviro Energy Solutions to source renewable power through a ~59 MW hybrid wind-solar project spread across Gujarat and Tamil Nadu. The initiative will supply clean energy to CEAT's manufacturing facilities at Halol in Gujarat and Kanchipuram in Tamil Nadu under a group captive model, marking a significant step in the company's energy transition strategy.

The multi-state hybrid project combines wind and solar generation to deliver a more balanced and predictable energy output. By leveraging complementary generation profiles, the projects are expected to achieve a higher plant load factor while supporting grid stability, a key requirement for energy-intensive tyre manufacturing operations.

Strengthening energy security across manufacturing hubs

Once operational, the projects are expected to generate approximately 13.58 crore units of renewable electricity annually. This will raise CEAT's clean power usage to around 60 per cent of its overall energy consumption, reinforcing the company's focus on long-term energy resilience.

The partnership is also expected to deliver cost efficiencies at CEAT's key facilities by reducing exposure to power price volatility and improving predictability in energy sourcing. The group captive structure allows CEAT to retain control over energy procurement while meeting sustainability and compliance objectives.

Decarbonisation aligned with manufacturing strategy

The renewable energy generated from the hybrid projects is estimated to reduce carbon dioxide emissions by nearly 1,00,000 tonnes each year, equivalent to planting close to 4.5 million trees annually. This aligns with CEAT's broader efforts across green sourcing, sustainable logistics, biodegradable packaging, and low-emission manufacturing processes.

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According to CEAT, integrating hybrid renewable energy is a natural extension of its sustainability roadmap and supports its ambition to produce tyres with a lower carbon footprint while remaining competitive and future-ready.

CleanMax, a Brookfield-backed company and a leading renewable energy provider for India’s commercial and industrial sector, brings execution experience across large-scale wind and solar deployments. The collaboration demonstrates how structured partnerships can help manufacturers accelerate decarbonisation without disrupting operational continuity.

By strengthening energy security, improving operational efficiency, and reducing emissions, the CEAT–CleanMax partnership positions renewable energy as a core pillar of manufacturing strategy rather than a parallel sustainability initiative.

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