



## **CEAT introduces SecuraDrive CIRCL – India's First Road ready Passenger Car Tyre with up to 90% Sustainable materials**

- Two variants: 50% and 90% bio-based content
- Crafted at CEAT's Halol R&D facility
- Delivers eco-smart mobility without compromising safety or performance

### **Mumbai, India – 25th August, 2025**

CEAT, a leading Indian tyre manufacturer, today announced the launch of SecuraDrive CIRCL, India's first road ready passenger car tyre with up to 90% sustainable (bio-based) materials. With this breakthrough, CEAT takes a significant step in its journey of premiumisation through sustainability and technology leadership. This launch follows a series of CEAT's innovations, including CALM technology, ZR-rated tyres, and Run-Flat tyres, reinforcing the company's commitment to delivering cutting-edge mobility solutions.

Designed for the urban consumer; 25–45-year-olds, Tier 1 residents from upper middle-class to affluent households – who see sustainability not only as a responsibility but also as a lifestyle and status choice, SecuraDrive CIRCL represents a seamless blend of eco-consciousness, safety, and world class performance.

Developed at CEAT's cutting-edge global R&D hub in Halol, CIRCL is available in two variants with 50% and 90% sustainable content – making it the highest sustainable content passenger car tyre ever launched after road testing.

On the launch, Mr. Arnab Banerjee, MD & CEO, CEAT Ltd., said:

*"SecuraDrive CIRCL is a breakthrough that demonstrates how India can set new benchmarks in sustainable mobility. By achieving 90% sustainable content in a fully road ready tyre, CEAT is redefining performance and eco innovation, while reinforcing our journey to become a premium, future ready brand. Sustainability is no longer a choice but a responsibility. This launch reaffirms our vision of leading the transition to greener mobility."*

Mr. Lakshmi Narayanan B, Chief Marketing Officer, CEAT Ltd., added:

*"Consumers today are increasingly conscious about the choices they make, especially when it comes to sustainability. With SecuraDrive CIRCL, we are giving them a product that aligns with their values without asking them to compromise on performance, safety, or style. CIRCL represents the perfect blend of innovation and eco consciousness, and with this launch, CEAT is proud to set a new benchmark for sustainable mobility in India."*

### **Breakthrough Innovations**

CEAT has redefined what a sustainable tyre can achieve by introducing three patented, world-first breakthroughs, each making CIRCL a true industry milestone:

- Unified Biopolymer Inner Liner – a breakthrough recipe that simplifies material use, lowers manufacturing emissions, and sets a new benchmark in sustainable design.

- Glycerol-Based Accelerator – replacing petroleum derived chemicals with a bio-based alternative, ensuring sustainability even in the smallest components.
- Anti-Static Silica Conductive Solution – a pioneering innovation that eliminates the need for conventional carbon black while retaining essential electrical conductivity and passenger safety.

Together, these innovations make SecuraDrive CIRCL one of the most sustainable, fully road-ready passenger car tyres available today – proving that premium performance and sustainability can co-exist without compromise.

CEAT is continuously developing innovative technologies and sustainable solutions across its value chain – from procuring more eco-friendly raw materials to introducing circular practices for end-of-life tyre recycling. The launch of SecuraDrive CIRCL is a key step in this journey, demonstrating CEAT's commitment to building a greener future for mobility. The tyres will be available across CEAT's premium retail outlets and authorised dealerships in key markets starting September 2025, priced at INR 12,999 for the 90% sustainable variant and INR 8,999 for the 50% sustainable variant.

**About CEAT Ltd ([www.ceat.com](http://www.ceat.com)):**

Founded in 1924 in Italy, CEAT is a leading tyre manufacturer with a strong presence in over 110 countries.

Headquartered in Mumbai, India, CEAT is the flagship company of the RPG group. It produces more than 48 million high-performance tyres, catering to various segments like 2-3 Wheelers, Passenger and Utility Vehicles, Commercial Vehicles and Off-Highway Vehicles. CEAT is the first tyre brand in the world to receive the prestigious Deming Grand Prize from the Union of Japanese Scientists and Engineers (JUSE), for outstanding achievement in the field of Total Quality Management. It is also the first tyre brand in the world to be awarded Lighthouse Designation by the World Economic Forum for its use of fourth industrial revolution technologies.

**About RPG Group ([www.rpggroup.com](http://www.rpggroup.com)):**

RPG Group, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 5.2 billion. The group has diverse business interests in the areas of Infrastructure, Tyres, Pharma, IT and Specialty as well as in emerging innovation-led technology businesses.

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