

CEAT Hosts AITWA Women Fleet Owners for Leadership Interactions and a Guided Visit to its Chennai Manufacturing Facility

CEAT, India's leading tyre manufacturer, hosted women fleet owners from across India for a curated engagement programme in Chennai, designed to facilitate industry dialogue, knowledge exchange and a deeper understanding of tyre manufacturing and product development processes.

Participants representing various regions across the country were taken through an immersive experience at CEAT's state-of-the-art 'World Economic Forum Lighthouse Designated' Chennai plant. They had an opportunity to observe key stages of tyre production, interact with technical specialists and understand the quality, safety and innovation frameworks that guide CEAT's manufacturing operations.

Mr. Vishal Pawar, Senior Vice President - Global Sales and Supply Chain, CEAT, said, *"Women fleet owners are playing a pivotal role in redefining the boundaries of the transport sector. Their determination and entrepreneurial spirit inspire us. At CEAT, we are proud to create meaningful avenues for them to engage with the industry, build networks and gain deeper exposure to manufacturing and technology. We remain committed to supporting their journey of growth and empowerment."*

While women continue to represent a relatively small proportion of India's transport and logistics workforce, their participation has shown gradual growth in recent years.

As India advances toward long term economic transformation, expanding women's participation in the logistics sector aligns closely with the vision of Viksit Bharat 2047 and the Finance Ministry's emphasis on women led development as a foundation of a USD 30 trillion economy. Valued at \$354 billion in 2024, the industry is expected to scale substantially, reaching \$800 billion by 2030.

CEAT's engagement brought together 14 women transporters from across India, representing a diverse spectrum of roles and fleet scales within the logistics value chain, collectively spanning decades of operating experience.

Coordinated in partnership with the Women's Wing of the All India Transporters Welfare Association (AITWA), the cohort included leaders from Mumbai, Delhi, Kolkata, Chennai, Indore, Pune, Ahmedabad and other centres. The initiative was facilitated by Reema Kothari Jogani, Chairperson, Women's Wing, AITWA, and Director at Reema Transport Pvt. Ltd.

Speaking on the occasion, Ms. Reema Kothari Jogani, said,

"Building an inclusive logistics ecosystem requires collaboration between industry stakeholders, organisations and entrepreneurs. CEAT's initiative is a constructive step towards strengthening this ecosystem by enabling women fleet owners to interact with experts, learn from best practices and explore the operational depth of modern manufacturing. These are women who not only run and grow their businesses together but also share a strong sense of camaraderie supporting each other and finding moments of fun along the way. Such engagements help accelerate the participation of women in a traditionally male dominated sector and contribute to long term industry transformation."

CEAT has been continuously taking significant strides to enhance women's participation in manufacturing roles by introducing automation, ergonomic improvements and lift assist systems, making several physically intensive processes more accessible. These advancements have contributed to 20% women workforce participation rate at its Chennai plant, while the Nagpur facility became the first in Maharashtra to introduce night shifts for women, achieving 28% representation on the shopfloor. Across its operations, CEAT continues to focus not just on representation but on building a workplace where women are empowered to lead, innovate and succeed in roles traditionally considered unconventional.