



## Yashasvi Jaiswal joins CEAT's cricketing journey

**Mumbai, India – 3<sup>rd</sup> April 2026:** CEAT Limited today announced a multi-year partnership with Indian international cricketer Yashasvi Jaiswal, effective April 1, 2026. The association marks another significant step in CEAT's long-standing engagement with cricket and its focus on meaningful associations within the sport.

Yashasvi's performances and composed approach to the game make him a strong fit for Brand CEAT. His discipline, consistency and adaptability resonate with the values that CEAT stands for, making this partnership a natural alignment.

The partnership also aligns with CEAT's larger sports marketing strategy, further strengthening its connection with cricket while building on the values that the brand stands for.

**Anant Goenka, Vice-Chairman, RPG Group,** said, *"Cricket has always been an integral part of CEAT's brand journey, and we are delighted to welcome Yashasvi Jaiswal to the CEAT family. He is one of the most exciting young talents in Indian cricket today, and the qualities he brings to the game - control, dependability and adaptability - align strongly with the values we stand for as a brand. We believe Yashasvi has the potential to lead across tournaments and formats in the years ahead, and we look forward to a strong and enduring partnership with him."*

Commenting on the association, **Yashasvi Jaiswal** said, *"I am excited to begin this association with CEAT, a brand that has such a strong legacy in cricket and has been associated with several respected names in the game over the years. It is always special to partner with a brand that shares your passion for cricket, and I look forward to this journey together."*

With this partnership, CEAT continues to deepen its association with cricket and back the next generation of talent that will shape the future of the sport.

### **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 41 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))**

A US\$ 5.2 billion diversified global conglomerate, RPG Group was founded in 1979 by the legendary industrialist Dr R.P. Goenka and has a lineage dating to the early 19<sup>th</sup> century. Today, its businesses span key sectors of infrastructure, tyres, IT & technology, pharmaceuticals, energy products and plantations among others, with a footprint in over 135 countries. RPG Group's prominent companies include CEAT, KEC International, Zensar Technologies, RPG Life Sciences, Raychem RPG, Harrisons Malayalam and Spencer International Hotels. The group is home to over 35,000 RPGians from 40 nationalities and is widely recognized for its high standards of corporate governance and a culture of respect for people and the environment.

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