

Cairo Pubblicità renews its partnership with Ceat and Torino FC

India's tyre manufacturer renews the collaboration with the granata

The partnership has been renewed until the end of the 2021-2022 season

Cairo Pubblicità, a company of the Cairo Communication group which holds the marketing and commercial rights of Torino FC, has renewed an important partnership with CEAT Limited - one of India's main tyre manufacturers - and the granata Club for the 2020/21 and 2021/22 seasons.

With this partnership CEAT will continue to be Torino FC's *Official Tyre Partner*.

CEAT International, which stands for *Cavi Elettrici e Affini Torino* (Electrical Cables and Allied Products of Turin) was first established in 1924 in Turin as a producer of telephone and railroad cables. In 1982, Gruppo RPG acquired the CEAT Tyre's brand in India and in 1990 renamed the group CEAT Ltd.

Amit **Tolani**, Chief Marketing Officer of CEAT Tyres LTD, commented: *"We are extremely proud to extend our relationship with Torino Football Club, one of Italy's most prestigious and historical Clubs. This collaboration has been high-yielding for the brand CEAT thanks to its fortified presence in Italy. The renewal will only continue to further expand our presence and position our products into the global markets."*

Andrea **Ancora**, Vice General Manager of Cairo Pubblicità, stated: *"We are very happy to announce the renewal of our partnership with CEAT seeing that this collaboration has brought great things to both parties"*.

About CEAT Ltd (www.ceat.com):

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturers and has a strong presence in global markets. CEAT produces over 15 million tyres a year, offers the widest range of tyres to all segments, and manufactures world-class radials for heavy-duty trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles and scooters as well as auto-rickshaws.

About RPG Enterprises (www.rpggroup.com):

RPG Enterprises, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 4 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.