

June 13, 2018

**BSE Limited,**  
Corporate Service Department,  
1<sup>st</sup> Floor, P.J. Towers,  
Dalal Street,  
Mumbai 400 001

**The National Stock Exchange of India Limited,**  
Exchange Plaza, 3<sup>rd</sup> Floor,  
Plot No. C/1, "G" Block,  
Bandra Kurla Complex,  
Bandra East,  
Mumbai 400 051

**Security Code: 500878/952523**

**Symbol: CEATLTD**

**Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para A Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the Policy on Determination of Materiality of Events of the Company, please find below the details of the Analyst/ Institutional Investors meet:

<b>Date</b>	<b>Particulars</b>	<b>Location</b>
June 14, 2018	RPG Annual Investor Conference	Mumbai

Further, we are enclosing herewith the presentation to be made during the aforesaid conference for your reference and record.

Kindly take the same on record and acknowledge receipt.

Thanking you,

Yours faithfully,

For **CEAT Limited**



**Amit Dodani**  
**Compliance Officer**



**CEAT**

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**Annual Investor Conference  
June 14, 2018**

# Overview

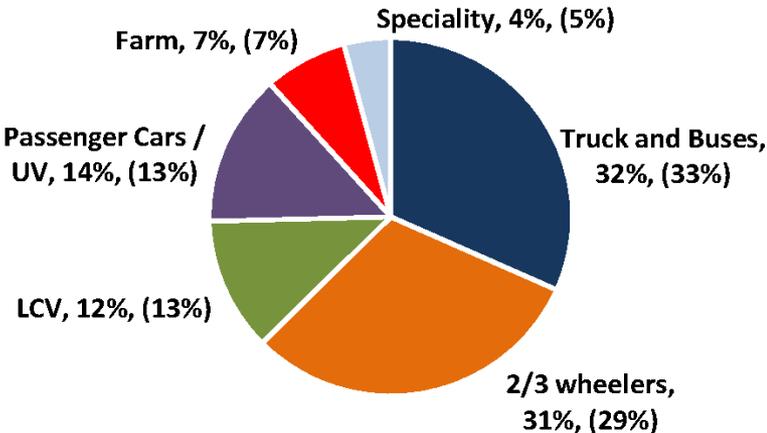
One of India's **Leading Tyre** company

Distribution Network : **4,500+** dealers, **450+** exclusive CEAT franchisees

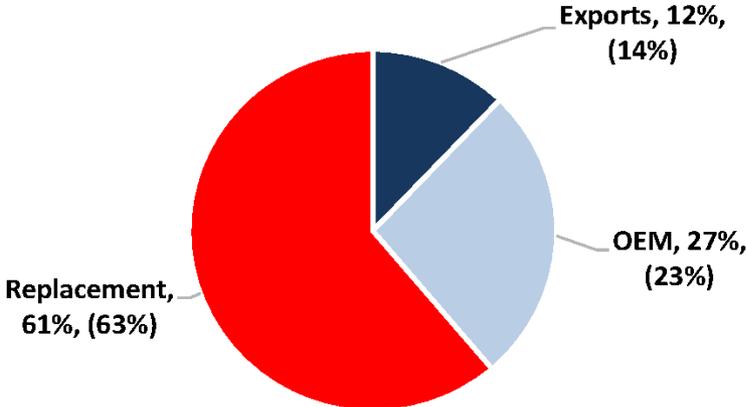
**6** Manufacturing facilities - Bhandup, Nasik, Halol, Nagpur, Ambernath & Sri Lanka

**100+** countries where products are sold with strong brand recall

**FY 18 Revenue Breakup by Product**



**FY 18 Revenue Breakup by Market**



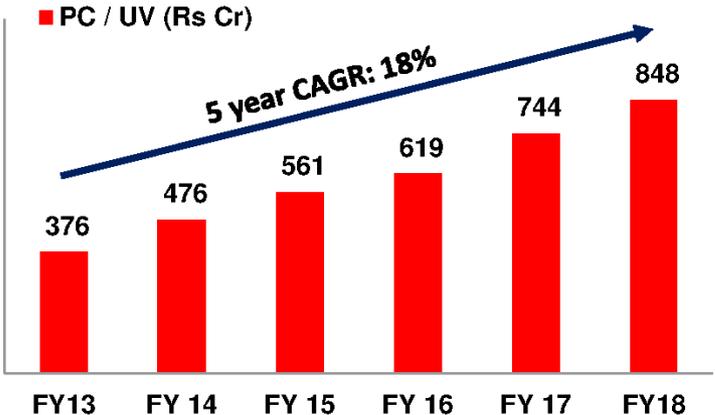
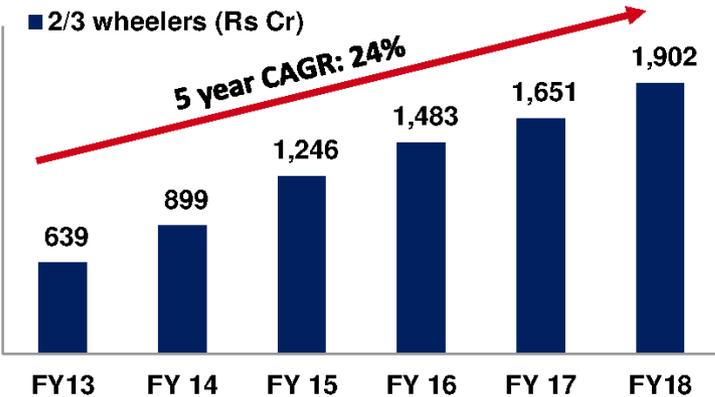
Note : Figures in parenthesis denote FY17

# Key Financial Updates

## Financial Update

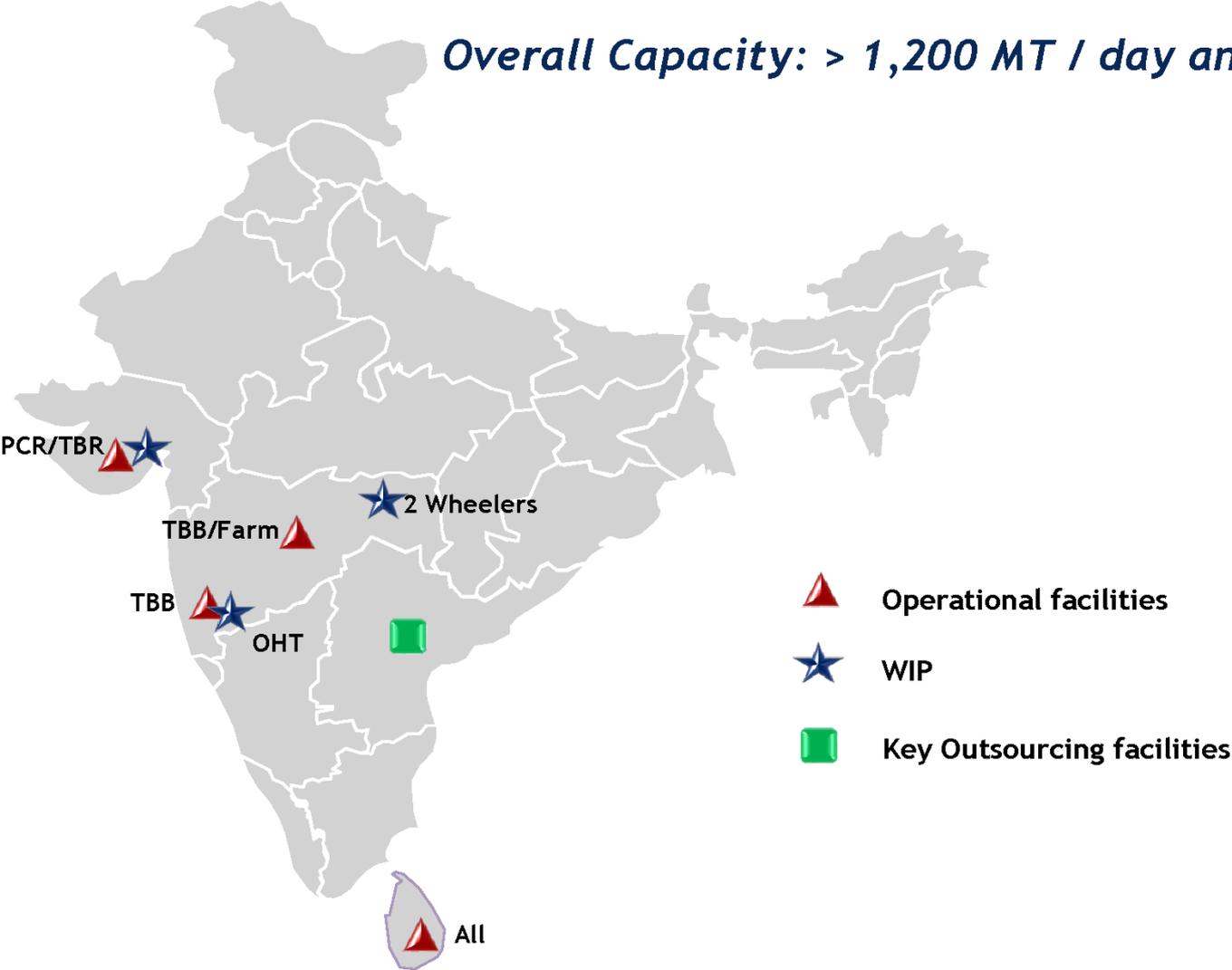
- FY18 Sales at Rs 6,231 Crs; 8.1% growth
- EBITDA at Rs 638 Crs; margin at 10.2%
- PAT at Rs 233 Crs; margin at 3.7%
- Debt / equity ratio at 0.3 times

## Revenue Growth in Focus Segments



# Key Capacity Updates

Overall Capacity: > 1,200 MT / day and “Increasing”



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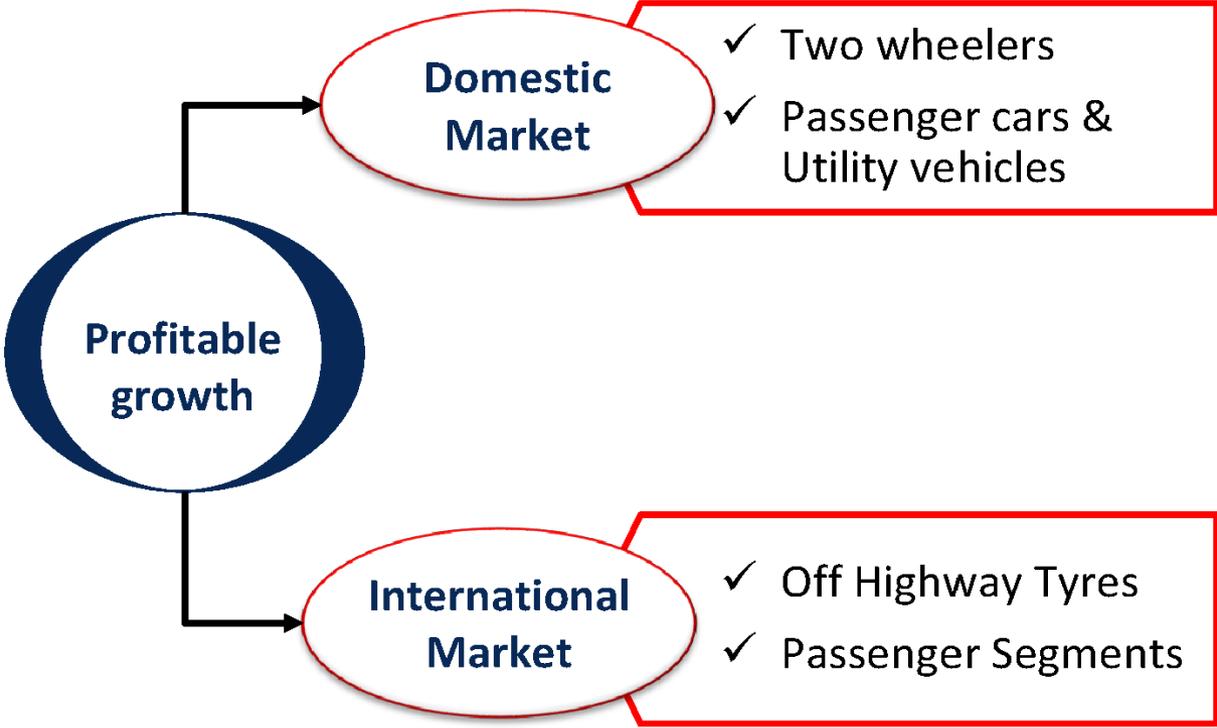
# CEAT won the prestigious 'Deming Prize'

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Recognition for  
**Total Quality Management (TQM)**

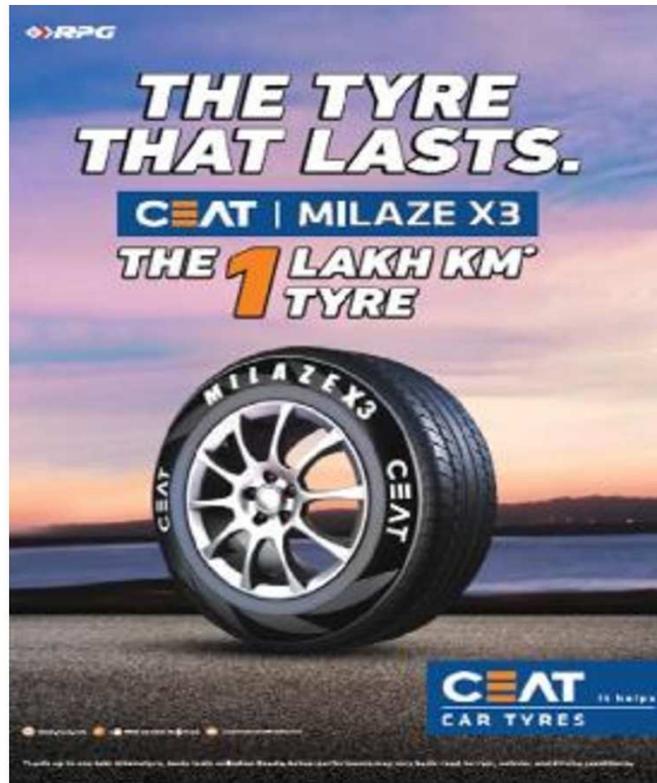
# Strategy



- 1 Differentiated Products
- 2 Strong Brand
- 3 Extensive Distribution
- 4 Deep OEM Partnerships
- 5 World Class R&D
- 6 Expanding Global Reach

# 1 Differentiated Products

Exciting **New Products Launched** every year



Mileage up to  
**100,000 kms**



**Puncture-safe** tyre

## Continued association with Cricket



Ajinkya Rahane



Rohit Sharma



Ishan Kishan



Harmanpreet



CEAT Cricket Awards



IPL's Strategic Time-Out



Shubhman Gill

## 2 Strong Brand

### Campaigns and TVCs



That dog, which does this neck move...

# 3 Extensive Distribution

Shoppe



Shop in Shop (SIS)



Distribution Network

- 4,500+ dealers
- 500+ CEAT Franchisees (Shoppes + Hubs)
- 280+ two-wheeler distributors
- 400+ Multi Brand Outlet / Shop in Shops
- Launched CEAT Bike Shoppes

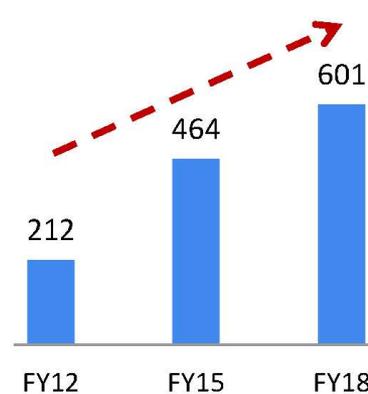
Multi Brand Outlet (MBO)



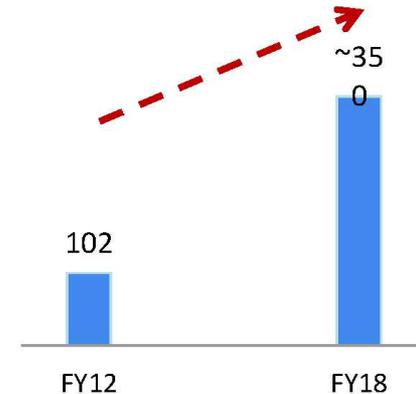
Bike Shoppe



District Coverage



No. of CEAT Shoppes



# 4 Deep OEM Partnerships



Ashok Leyland

**VE COMMERCIAL VEHICLES**  
A VOLVO GROUP AND EICHER MOTORS JOINT VENTURE



YAMAHA

