

An ***RPG** Group Company







Q2 FY20 – Investor Presentation | 22nd October, 2019





This presentation may include statements which may constitute forward-looking statements. All statements that address expectations or projections about the future, including, but not limited to, statements about the strategy for growth, business development, market position, expenditures, and financial results, are forward looking statements. Forward looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements.

The information contained in these materials has not been independently verified. None of the Company, its Directors, Promoter or affiliates, nor any of its or their respective employees, advisers or representatives or any other person accepts any responsibility or liability whatsoever, whether arising in tort, contract or otherwise, for any errors, omissions or inaccuracies in such information or opinions or for any loss, cost or damage suffered or incurred howsoever arising, directly or indirectly, from any use of this document or its contents or otherwise in connection with this document, and makes no representation or warranty, express or implied, for the contents of this document including its accuracy, fairness, completeness or verification or for any other statement made or purported to be made by any of them, or on behalf of them, and nothing in this document or at this presentation shall be relied upon as a promise or representation in this respect, whether as to the past or the future. The information and opinions contained in this presentation are current, and if not stated otherwise, as of the date of this presentation. The Company undertake no obligation to update or revise any information or the opinions expressed in this presentation are subject to change without notice.

This presentation does not constitute or form part of any offer or invitation or inducement to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities of CEAT Limited (the "Company"), nor shall it or any part of it or the fact of its distribution form the basis of, or be relied on in connection with, any contract or commitment therefore. Any person/ party intending to provide finance / invest in the shares/businesses of the Company shall do so after seeking their own professional advice and after carrying out their own due diligence procedure to ensure that they are making an informed decision. This presentation is strictly confidential and may not be copied or disseminated, in whole or in part, and in any manner or for any purpose. No person is authorized to give any information or to make any representation not contained in or inconsistent with this presentation and if given or made, such information or representation must not be relied upon as having been authorized by any person. Failure to comply with this restriction may constitute a violation of the applicable securities laws. The distribution of this document in certain jurisdictions may be restricted by law and persons into whose possession this presentation comes should inform themselves about and observe any such restrictions. By participating in this presentation or by accepting any copy of the slides presented, you agree to be bound by the foregoing limitations.





Section 1: RPG Group Overview

5-6

Section 2: Business Overview

8-17

Section 3: Operational & Financial Overview

19-26





Section 1: RPG Group Overview





RPG Group: Powered by Passion, Driven by Ethics

UNLEASHTALENT TOUCHLIVES OUTPERFORM AND©

RPG Enterprises was founded in 1979. The group currently operates in various industries - Infrastructure, Technology, Life Sciences, Plantations and Tyre Manufacturing. The group has a history of business dating back to 1820 AD in banking, textiles, jute and tea. The Group grew in size and strength with several acquisitions in the 1980s and 1990s. CEAT became a part of the RPG Group in 1982, which is now one of India's fastest growing conglomerates with 20000+ employees, presence in 100+ countries and annual gross revenues of over \$3 Bn.













KEC International

World leader in Power Transmission EPC space



One of India's leading manufacturer of automobile tyres

Zensar Technologies

Software services provider spread across 20 countries, 400+ customers.

RPG Life Sciences

Pharma company with wide range medicines in global generics and synthetic APIs.

Raychem RPG

Engineering products and services catering to infrastructure segment of the economy.

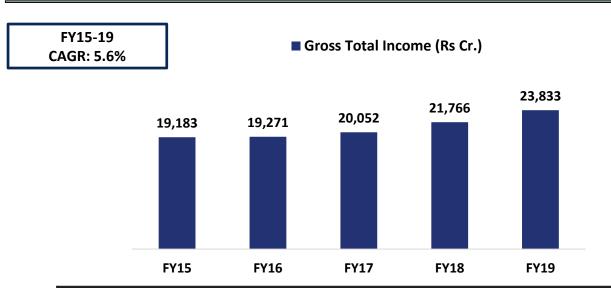
Harrisons Malayalam

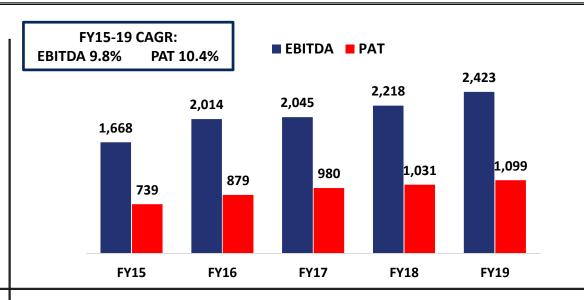
One of India's largest plantation companies with tea, rubber and other agro products.

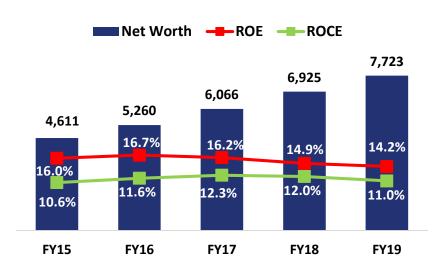




RPG Group: Key Financials









Note:

- 1) ROCE is calculated by taking EBIT*(1-ETR) divided by Capital Employed
- 2) ROE is calculated by taking PAT divided by Net-worth
- 3) Market Cap updated till 11th Oct 2019





Section 2: Business Overview



Board of Directors





Harsh Vardhan Goenka Chairman, Non Executive Director



Anant GoenkaManaging Director



Arnab BanerjeeCOO and Whole Time Director



Atul C. ChokseyNon Executive Independent Director



Pierre E. Cohade

Non Executive

Non Independent Director



Haigreve Khaitan Non Executive Independent Director



Mahesh S. Gupta
Non Executive
Independent Director



Paras K. Chowdhary
Non Executive
Independent Director



Punita Lal

Non Executive
Independent Director



Ranjit Pandit
Non Executive
Independent Director



Vinay Bansal Non Executive Independent Director





Anant Goenka



Managing Director

Kumar Subbiah



Chief Financial Officer

Arnab Banerjee



Chief Operating Officer

Milind Apte



Senior Vice President
- Human Resources

Tom Thomas



Executive Director – Projects & Chief Mentor Technology

Dilip Modak



Senior Vice President
- Manufacturing

Vijay Gambhire



Managing Director – CEAT Specialty, Senior Vice President – QBM

Peter Becker



Senior Vice President
- R&D and Technology





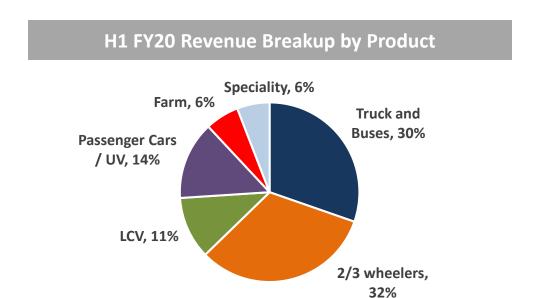
India's leading tyre company with over 50 yrs of presence

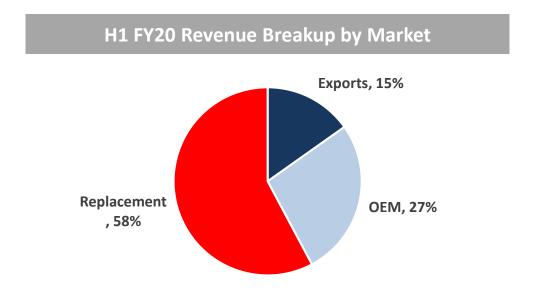
Distribution Network: 4,500+ dealers, 500+ exclusive CEAT franchisees

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

100+ countries where products are sold with strong brand recall

#No 1 player in Sri Lanka in terms of market share

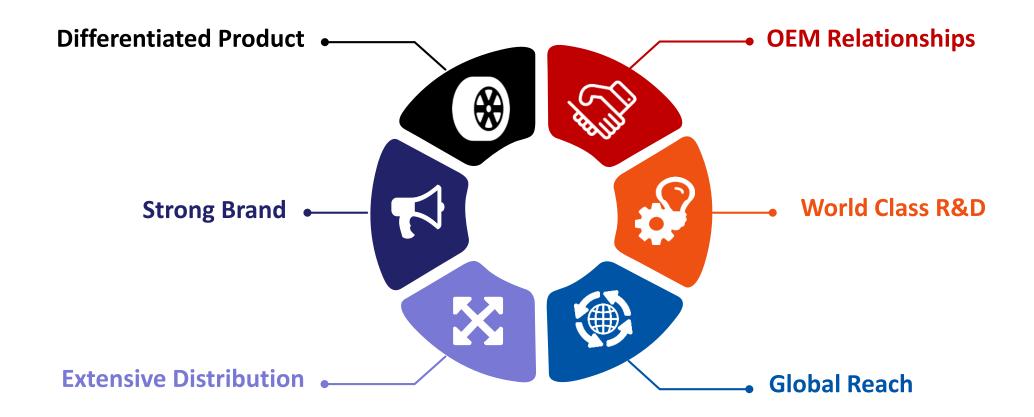




Note: Consolidated revenue breakup











Differentiated Products



New Entries and Supplier to OEM's





















Key developments

- Focus on OEM, recent entries in new models Royal Enfield
 Classic ABS, Royal Enfield Bullet
 Trails, Okinawa i-Praise, eSpa
 Scooter, Maruti Suzuki New Alto,
 Hyundai Venue, Hero XPulse 200,
 New Pulsar 125, New Suzuki
 Access 125, Renault Triber,
 Hyundai i10 Nios, Maruti S
 Presso, Kwid Refresh
- Recent entries into OEM's
 existing models Suzuki Gixxer,
 RE Classic, Yamaha FZ, Volvo,
 Mahindra Bolero Pick Up, JBM
 CNG Bus, Mahindra Scorpio S3,
 Honda Bikes till 125 CC, Yamaha
 FZ 150 CC, Suzuki Gixxer 150 CC
- Platforms like Fuelsmart, Gripp,
 Mileage X3, SecuraDrive etc.



Strong Brand



CEAT welcomed Shreyas Iyer to the family



CEAT's innovative Exchange Offer on any old bike tyres



Opening pair of India's Test
Cricket team donning CEAT bats





CEAT is associate sponsor of KBC

ceat is associate sponsor of Big Boss Tamil







Extensive Distribution



CEAT Shoppe



Shop in Shop (SIS)



Multi Brand Outlet



CEAT Bike Shoppe



4500+

Dealers

280+

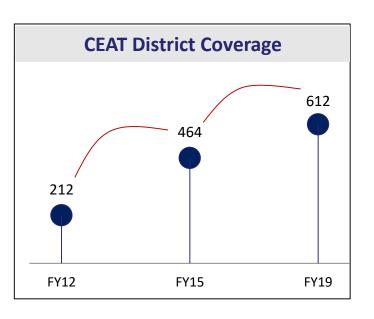
2W Distributors

500+

CEAT Franchisees

400+

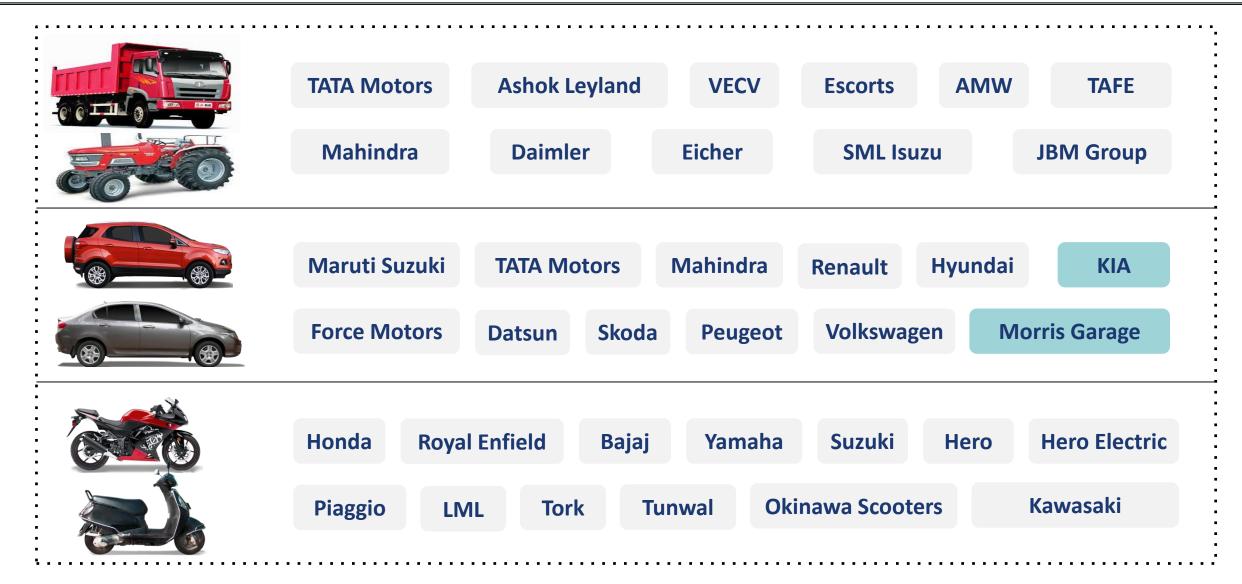
MBO / SIS







Deep OEM Partnerships



Recent Additions



World Class R&D





State-of-the-Art R&D Center, Halol

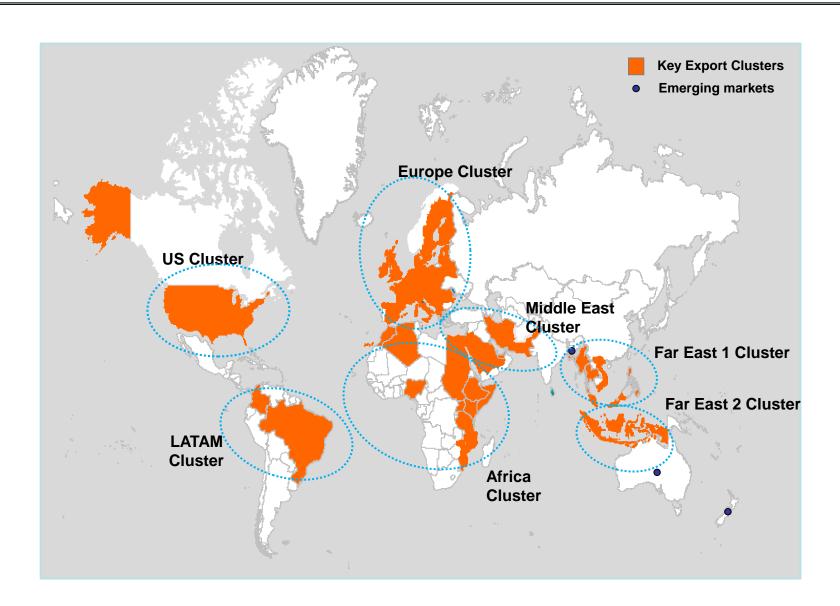
R&D Office, Germany

- Significant investment on tyre testing infrastructure like Anechoic Chamber, Flat Track Test Machine
- Focus on upcoming technologies like Electric Vehicle, Sustainability and Smart Tyres





Expanding Global Reach



Exports to 90+ Countries in 7 clusters

- Sri Lanka: Manufacturing facility and Leadership position in the market and with 50+% market share
- Focused product and distribution strategy for select clusters and countries





Section 3: Operational & Financial Overview







Product Launch and Customer Day

CEAT launched X3 Truck tyres range across India



CEAT celebrated its pan India Customer Day



OEM Model Entry



New Pulsar 125



New Suzuki Access 125



Renault Triber



Hyundai Grand i10 Nios





Consolidated: Q2 FY20 Financial Highlights

Q2 FY20 v/s Q1 FY20 (Q-o-Q)

- Net revenue from operations declined by 3.5% at INR
 1,692 Crs from INR 1,752 Crs
- Gross margin expanded to 41.1% from 39.5%
- EBITDA stood at INR 175 Crs compared to INR 172 Crs;
 margins at 10.4% from 9.8%
- PAT stood at INR 44 Crs compared to INR 82 Crs
- Debt / equity at 0.64x compared to 0.57x

Q2 FY20 v/s Q2 FY19 (Y-o-Y)

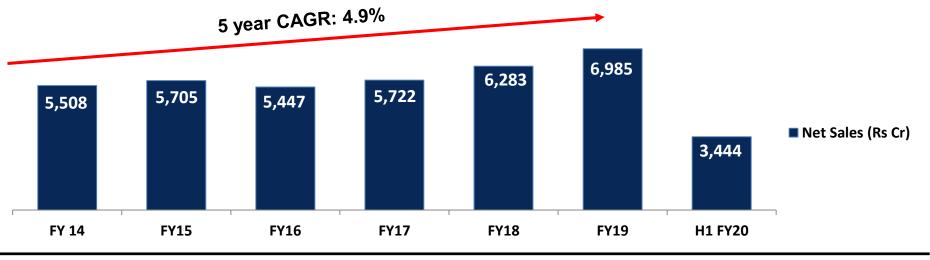
- Net revenue from operations declined by 4.6% at INR
 1,692 Crs from INR 1,772 Crs
- Gross margin expanded to 41.1% from 39.9%
- EBITDA stood at INR 175 Crs compared to INR 165 Crs;
 margins at 10.4% from 9.3%
- PAT stood at INR 44 Crs compared to INR 63 Crs
- Debt / equity at 0.64x compared to 0.34x



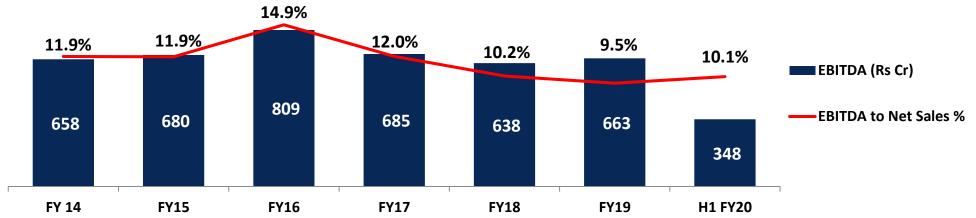


Consolidated: Financial Trends





Margin trends



Note

FY16 onwards the figures are per IND AS; Other financial figures are as per IGAAP as published in previous periods

FY16 onwards the Company's investment in Sri Lanka JV is accounted using Equity method under IND AS which was earlier consolidated using proportionate consolidation method

FY16 onwards the EBITDA includes profit from Sri Lanka JV

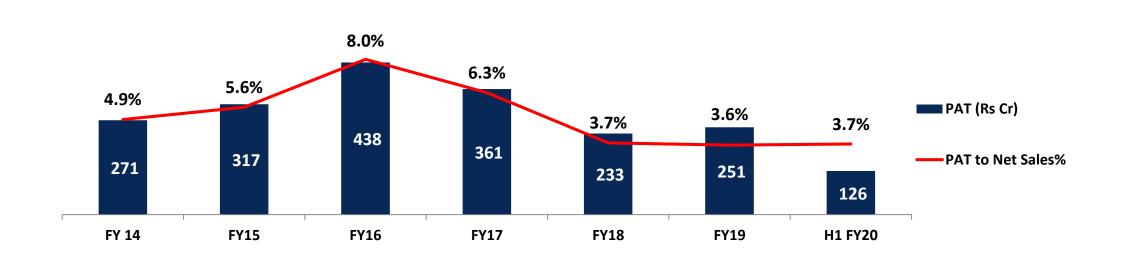
EBITDA does not include Non- operating income





Consolidated: Financial Trends









Consolidated: Q2 FY20 Financials

All figures in INR Cr

Parameter	Q2 FY19	Q1 FY20	Q2 FY20	QoQ	YoY	H1 FY19	H1 FY20	YoY
Net Revenue from operations	1,772	1,752	1,692	-3.5%	-4.6%	3,494	3,444	-1.4%
Raw Material	1,065	1,060	996	-6.0%	-6.5%	2,100	2,055	-2.1%
Gross margin	707	693	696	0.5%	-1.6%	1,394	1,388	-0.4%
Gross margin %	39.9%	39.5%	41.1%	162 bps	122 bps	39.9%	40.3%	41 bps
Employee Cost	142	134	121	-9.7%	-14.3%	261	256	-1.9%
Other Expenses	407	391	404	3.4%	-0.6%	799	795	-0.4%
EBITDA	165	172	175	1.6%	6.1%	346	348	0.5%
EBITDA %	9.3%	9.8%	10.4%	52 bps	104 bps	9.9%	10.1%	20 bps
Finance Cost	19	35	37	7.2%	101.3%	39	72	85.6%
Depreciation	48	64	67	4.1%	40.7%	94	131	40.4%
Operating PBT	99	73	71	-3.2%	-28.5%	213	144	-32.5%
Exceptional expense	2	1	1	35.2%	-59.1%	4	1	-67.0%
Non-Operating income	3	12	4	-64.5%	30.0%	7	16	133.6%
PBT	100	84	74	-12.2%	-25.9%	216	159	-26.5%
PAT	63	82	44	-46.9%	-30.9%	135	126	-6.5%

Notes

Figures are as per IND AS

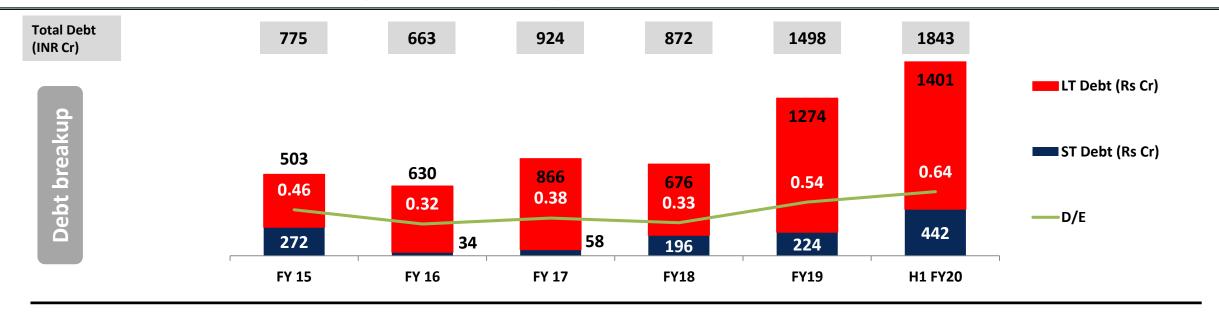
Company's investment in Sri Lanka JV is accounted using Equity method under IND AS which was earlier consolidated using proportionate consolidation method EBITDA includes profit from Sri Lanka JV

EBITDA does not include Non- operating income

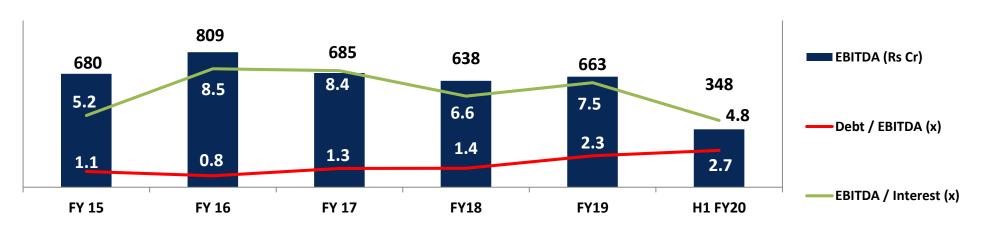




Consolidated: Leverage / coverage Profile







Note

FY16 onwards the figures are per IND AS; Other financial figures are as per IGAAP as published in previous periods

Company's investment in Sri Lanka JV is accounted using Equity method under IND AS which was earlier consolidated using proportionate consolidation method

EBITDA includes profit from Sri Lanka JV; EBITDA does not include Non- operating income

For debt break-up, we have reclassified Current Maturities of Long Term Debt under Long Term debt

For H1 FY20 Debt/EBITDA calculation, EBITDA has been annualized





Standalone: Q2 FY20 Financials

All figures in INR Cr

Parameter	Q2 FY19	Q1 FY20	Q2 FY20	QoQ	YoY	H1 FY19	H1FY20	YoY	
Net Revenue from operations	1,736	1,704	1,645	-3%	-5%	3,425	3,349	-2%	
Raw Material	1,058	1,047	976	-7%	-8%	2,086	2,023	-3%	
Gross margin	678	656	670	2%	-1%	1,339	1,326	-1%	
Gross margin %	39.1%	38.5%	40.7%	220 bps	164 bps	39.1%	39.6%	50 bps	
Employee Cost	132	124	112	-10%	-15%	242	236	-2%	
Other Expenses	390	371	387	4%	-1%	766	758	-1%	
EBITDA	157	161	171	6%	9%	331	332	0%	
EBITDA %	9.0%	9.4%	10.4%	95 bps	135 bps	9.7%	9.9%	24 bps	
Finance Cost	13	30	30	0%	132%	28	59	113%	
Depreciation	44	59	62	4%	42%	85	121	43%	
Operating PBT	101	72	79	11%	-21%	218	151	-31%	
Exceptional expense	2	1	1	35%	-59%	4	1	-67%	
Non-Operating income	12	15	17	15%	40%	18	32	79%	
PBT	111	86	96	11%	-14%	232	182	-22%	
PAT	75	87	66	-24%	-13%	153	153	0%	

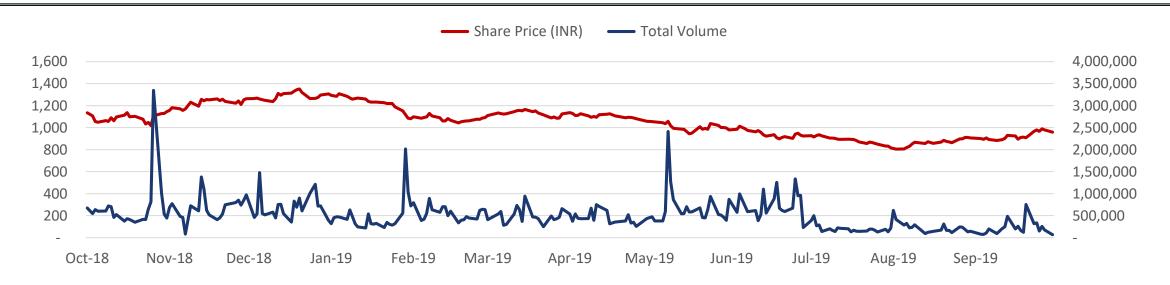
Notes

Financials are as per IND AS EBITDA does not include Non- operating income

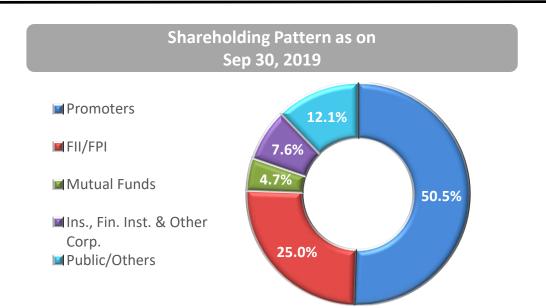




Equity Shareholding & Price trends



Source: Capitaline. The above data is updated till 30th September 2019



Market Information

- Market Price (Oct 11th, 2019): INR 931.4/share
- Face Value : INR 10/share
- Market Cap (Oct 11th, 2019): INR 3,768 Cr

