



**CEAT Ltd.**  
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CIN: L25100MH1958PLC011041  
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June 13, 2019

**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai- 400001

**Security Code: 500878**

**National Stock Exchange of India Ltd.,**

Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex, Bandra (E)  
Mumbai – 400 051

**Symbol: CEATLTD**

**Sub: Subscription to Shares - Disclosure under Reg. 30**

Dear Sir/Madam,

Pursuant to Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the Company's Policy on Determination of Materiality of Events, we hereby inform you that the Company has entered into Share Subscription and Shareholders' Agreement with **E-Fleet Systems Private Limited** (E-Fleet) for making investment of not exceeding Rs. 4,00,00,000/- (Rupees Four Crores) in E-Fleet.

Details required as per Circular CIR/CFD/CMD/4/2015 dated September 09, 2015 are enclosed as Annexure.

We request you to kindly take the above on record.

Thanking you,

Yours truly,

For **CEAT Limited**

**Vallari Gupte**  
**Company Secretary**

Encl: as above

## Annexure

<b>Name of the target entity, details in brief such as size, turnover etc.</b>	<p>E-Fleet Systems Private Limited ("E-Fleet") is a private limited company having turnover of more than INR 6 Crores, as on March 31, 2019.</p> <p>The Company proposes to make investment of INR 4,00,00,000/- (Indian Rupees Four Crores only) subject to fulfilment of the condition precedents as prescribed in Share Subscription and Shareholders' Agreement.</p>
<b>Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"</b>	<p>E-Fleet is not a related party of the Company, and hence acquisition of shares of E-Fleet does not fall within the category of related party transaction.</p> <p>Promoter/ promoter group/ group companies of the Company does not have any interest in E-Fleet.</p>
<b>Industry to which the entity being acquired belongs</b>	Fleet management technology
<b>Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)</b>	<p>Acquisition of Equity Shares and Compulsorily Convertible Preference Shares (CCPS).</p> <p>CEAT is investing in the business of E-Fleet to develop a stronger relationship with E-Fleet through which it can offer its application to its fleet customers who are more and more looking for a comprehensive technology solution to optimize their businesses.</p>
<b>Brief details of any governmental or regulatory approvals required for the acquisition</b>	Not applicable
<b>Indicative time for completion of the acquisition</b>	By July 2019
<b>Nature of consideration - whether cash consideration or share swap and details of the same;</b>	Cash Consideration
<b>Cost of acquisition or the price at which the shares are acquired</b>	INR 4,00,00,000 (Rupees Four Crores)
<b>Percentage of shareholding / control acquired and / or number of shares acquired</b>	Investment of Rs. 4 Crores by subscribing to 10 (ten) Equity Shares having face value of Rs. 10 each and 7,129 (seven thousand one hundred twenty-nine) CCPS having face value of Rs. 10 each, thereby acquiring approx. 11%

	total paid up capital of E-Fleet post-acquisition on a fully diluted basis.
<b>Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)</b>	<p>E-Fleet Systems Private Limited, is a private limited company, incorporated on January 7, 2008, having registered office at 758, JMD Megapolis Sector-48, Opposite Big Bazar, Sohna Road, Gurgaon-122018, Haryana.</p> <p>E-Fleet is <i>inter alia</i>, engaged in the business of providing ERP solutions in data processing and systems consulting areas for the logistics industry, fleet advisory services and maintaining the networking solution of transporters including the goods carriers and public carriers.</p> <p>E Fleet provides an end to end fleet management application for logistics service providers to track key operating and business metrics. It currently has a customer base of 150+ fleet clients through which its solution is deployed on 50,000+ vehicles on the road. The various modules of the application can help the logistics service provider manage and monitor their consignment movement, fuel consumption, tyre usage, driver behaviour and overall fleet maintenance.</p> <p><u>Turnover:</u> FY 2015-16 – INR 3.74 Crores FY 2016-17 – INR 4.66 Crores FY 2017-18 – INR 5.19Crores FY 2018-19 – INR 6.40Crores (unaudited)</p>