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www.ceat.com

March 11, 2022

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Security Code: 500878

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (East),
Mumbai 400 051

Symbol: CEATLTD

NCD symbol: CL23, CL25

**CP Listed ISIN: INE482A14AW9, INE482A14AY5,
INE482A14AX7, INE482A14AZ2**

Sub: Investor Conference- Reg. 30

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find below the details of the Analyst/ Institutional Investors meet which will be participated by the Company along with the presentation to be made at the same:

Date	Host	Venue/Mode
March 16, 2022	Jefferies 2nd India Mid-Cap Summit	Audio / Video conference
March 23, 2022	Motilal Oswal Ideation Conference, 2022	Audio / Video conference

You are requested to kindly take the same on record and disseminate appropriately.

Thanking you,

Yours faithfully,
For **CEAT Limited**


Vallari Gupte
Company Secretary and Compliance Officer

Encl: As above

CEAT
REINVENTS THE WHEEL

technologically
Making mobility **^ SAFER** and **SMARTER** every day

GPS tracker

Use of AI

IoT sensors

WINMILE-R

CEAT

RPG

CEAT

RPG

GRIPP-XL

RETHINK
adventures with us

Q3 FY22 – Investor Presentation | 19th January 2022

Disclaimer

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.

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Section 1: RPG Group Overview

RPG Group: Powered by Passion, Driven by Ethics

UNLEASHTALENT
TOUCLIVES
OUTPERFORM
AND😊

RPG Enterprises was founded in 1979. The group currently operates various businesses in Infrastructure, Technology, Life Sciences, Plantations and Tyre industries . The group has business history 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 30,000+ employees, presence in 100+ countries and annual gross revenues of ~USD 4 Bn



EPC major in infrastructure segments like T&D, Railways, Civil, Oil & Gas



One of India's leading tyre manufacturers



Global technology consulting and IT services company



Integrated pharma company in formulations and synthetic APIs



Technology solutions company catering to energy and infrastructure

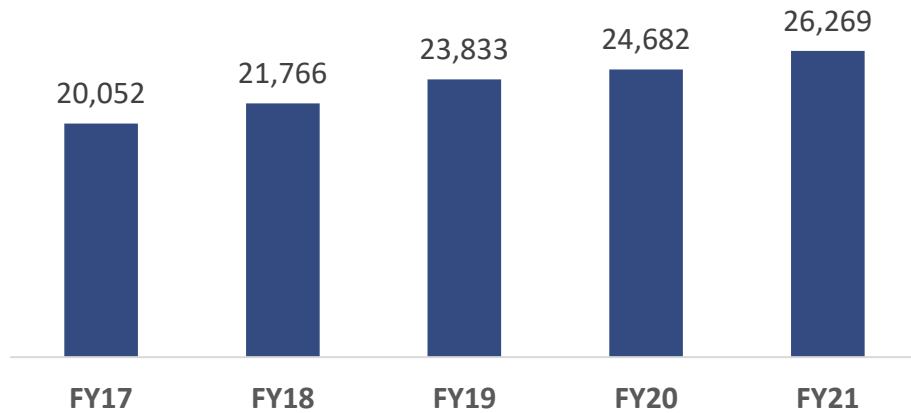


One of India's largest plantation companies producing tea, rubber, etc.

RPG Group: Key Financials

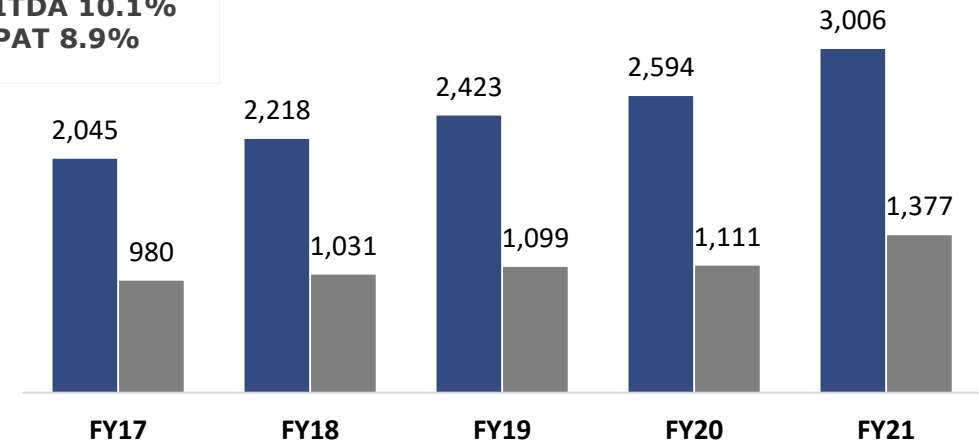
FY17-21
CAGR: 7.0%

■ Gross Total Income (Rs Cr.)

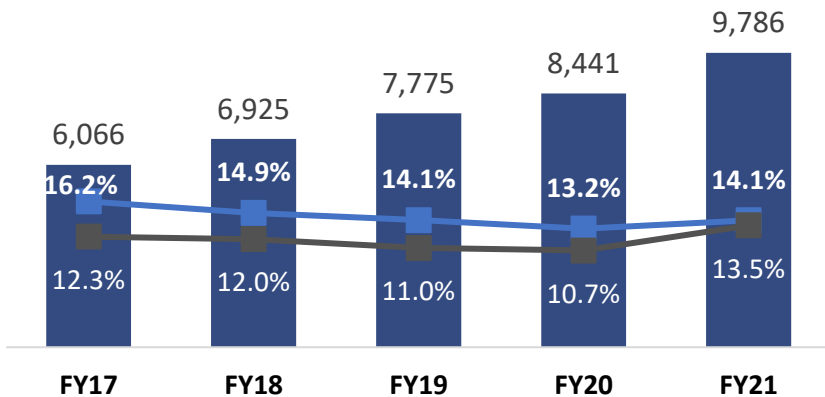


FY17-21 CAGR:
EBITDA 10.1%
PAT 8.9%

■ EBITDA ■ PAT

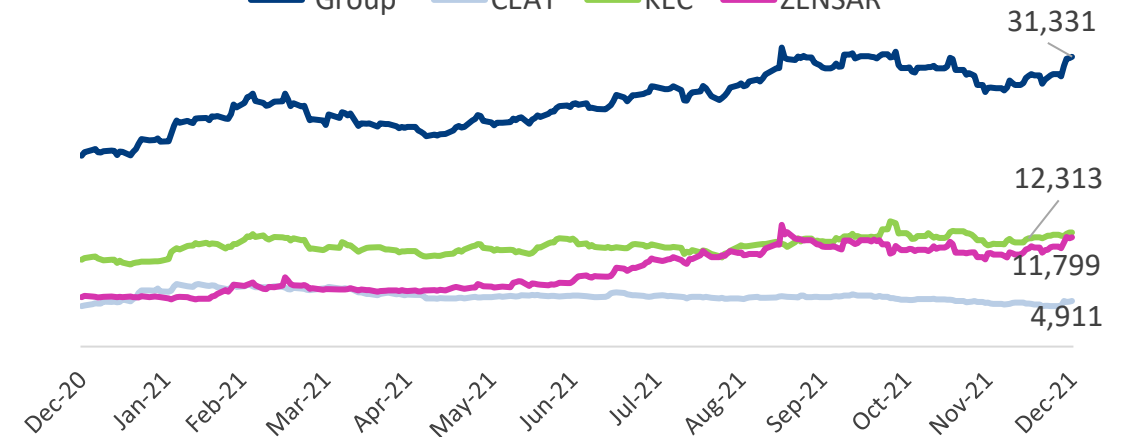


■ Net Worth ■ ROE ■ ROCE



Market Cap

— Group — CEAT — KEC — ZENSAR



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 31st December 2021

Section 2: Business Overview

Overview

India's leading tyre company for **60+** years

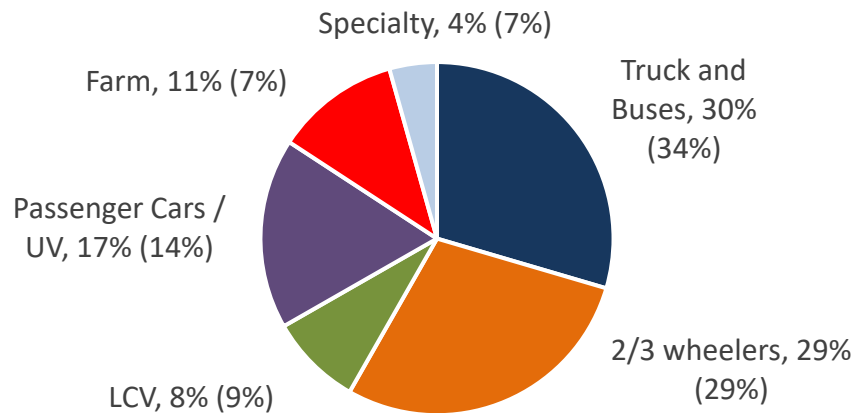
4,500+ dealers, **550+** CEAT special channels

Presence in **100+** countries, with strong brand recall

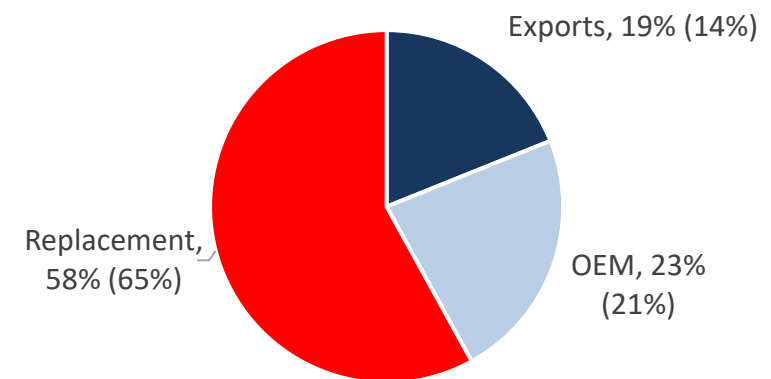
#No 1 player in Sri Lanka in terms of market share

7 Manufacturing facilities - Mumbai, Nasik, Halol, Nagpur, Ambernath, Chennai & Sri Lanka

H1 FY22 Revenue Breakup by Product



H1 FY22 Revenue Breakup by Market



1. Standalone revenue breakup
2. Figures in parenthesis denote FY21 standalone revenue break-up (post CSTL merger)
3. Farm exports reclassified from Specialty to Farm in FY22

Board of Directors



Harsh Vardhan Goenka
Chairman, Non Executive Director



Anant Goenka
Managing Director



Arnab Banerjee
COO and Whole Time Director



Pierre E. Cohade
Non Executive, Non Independent Director



Paras K. Chowdhary
Non Executive, Non Independent Director



Atul C. Choksey
Non Executive, Independent Director



Haigreve Khaitan
Non Executive, Independent Director



Mahesh S. Gupta
Non Executive, Independent Director



Ranjit Pandit
Non Executive, Independent Director



Vinay Bansal
Non Executive, Independent Director



Priya Nair
Non Executive, Independent Director

Leadership Team



Anant Goenka
Managing Director



Kumar Subbiah
Executive Director, Finance & CFO



Arnab Banerjee
Chief Operating Officer



Milind Apte
Senior Vice President, Human Resources



Dilip Modak
Senior Vice President, Manufacturing

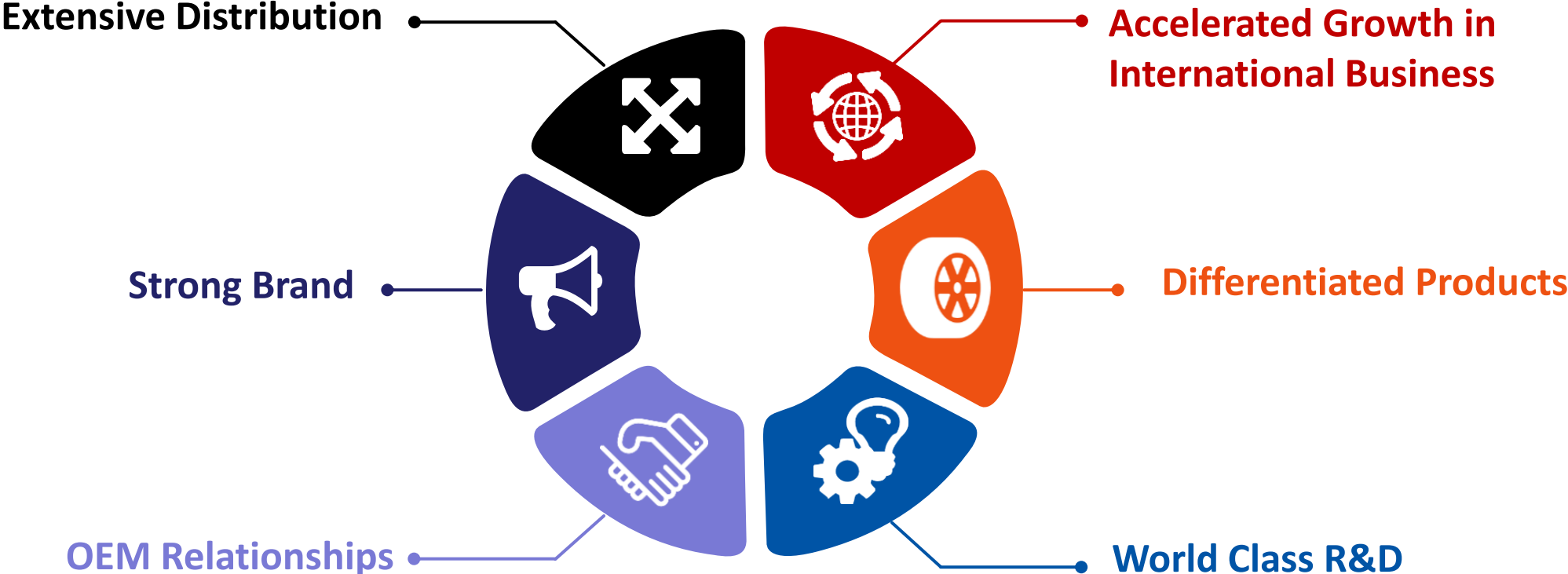


Saurav Mukherjee
Senior Vice President, Global Sales & Supply Chain



Peter Becker
Senior Vice President, R&D and Technology

Growth Strategy



Extensive Distribution

FMCG style distribution, industry leading number of touch-points

Continuously expanding footprint and enriching customer experience

4,500+ ↑ 400

Dealers & Channel Partners

600+ ↑ 100

CEAT Special Channels
(Shoppe / SIS)

300+ ↑ 10

Distributors

580+

Districts

*Approximate number as on 31 Dec
and additions in 9M FY22*

CEAT Shoppe



Shop in Shop (SIS)



CEAT Tyre Stop



New look illustrations

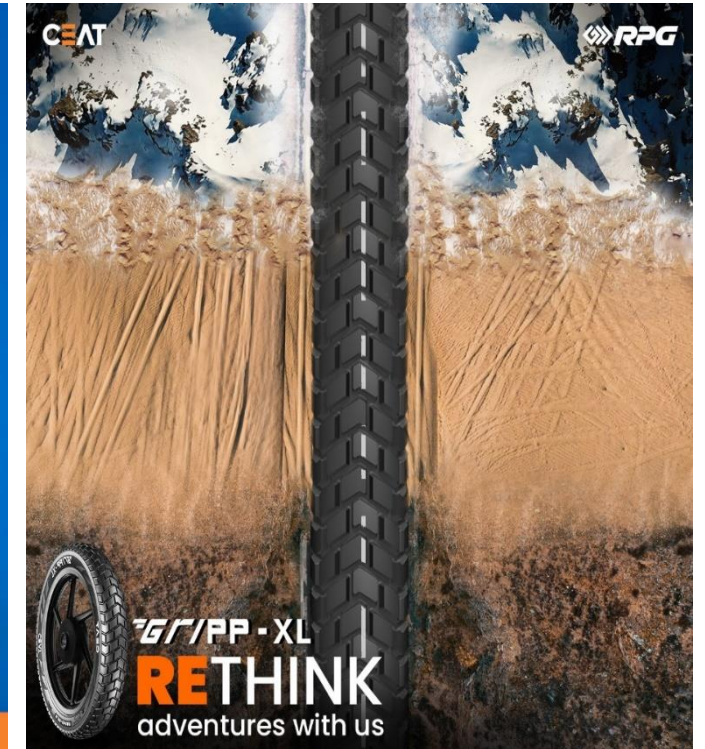
Strong Brand

Focused campaigns around umbrella theme of Safer & Smarter Mobility



“Best Product Launch Campaign” Smarties India 2021

“Best Brand Promotion on OTT & Video Streaming” Brand Equity Media Strategy Awards 2021



Select digital campaigns for Q3 FY22

Deep OEM Partnerships



Honda

Royal Enfield

Bajaj

Yamaha

Suzuki

Hero

Hero Electric



Piaggio

LML

Tork

Tunwal

Okinawa Scooters

Kawasaki



Maruti Suzuki

TATA Motors

Mahindra

Renault

Hyundai

KIA

Nissan



Force Motors

Datsun

Skoda

Peugeot

Volkswagen

Morris Garage



TATA Motors

Ashok Leyland

VECV

Escorts

AMW

TAFE



Mahindra

Daimler

Eicher

SML Isuzu

JBM Group

World Class R&D

- Consistently churning variants across vehicle platforms and geographies
- Focus on upcoming technologies like Electric Vehicle, Smart Tyres and Sustainability
- Significant investment on tyre testing infrastructure like Anechoic Chamber, Flat Track Test Machine
- 100+ patent filings till date



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



R&D Office, Germany

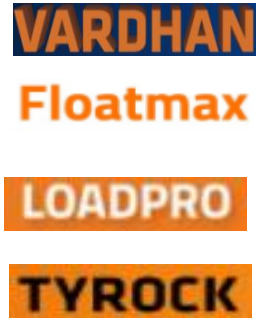


Summer and Winter Track Testing



Differentiated Products – Platforms & Recent OEM Launches

Performance based platforms



Select platforms

Stronger OEM relationships, better traction for replacement cycle



Skoda Slavia



Mahindra Bolero Neo



Nissan Magnite



Okaya EV Scooter



Hero HF Deluxe



Suzuki Gixxer



Olectra EV Bus

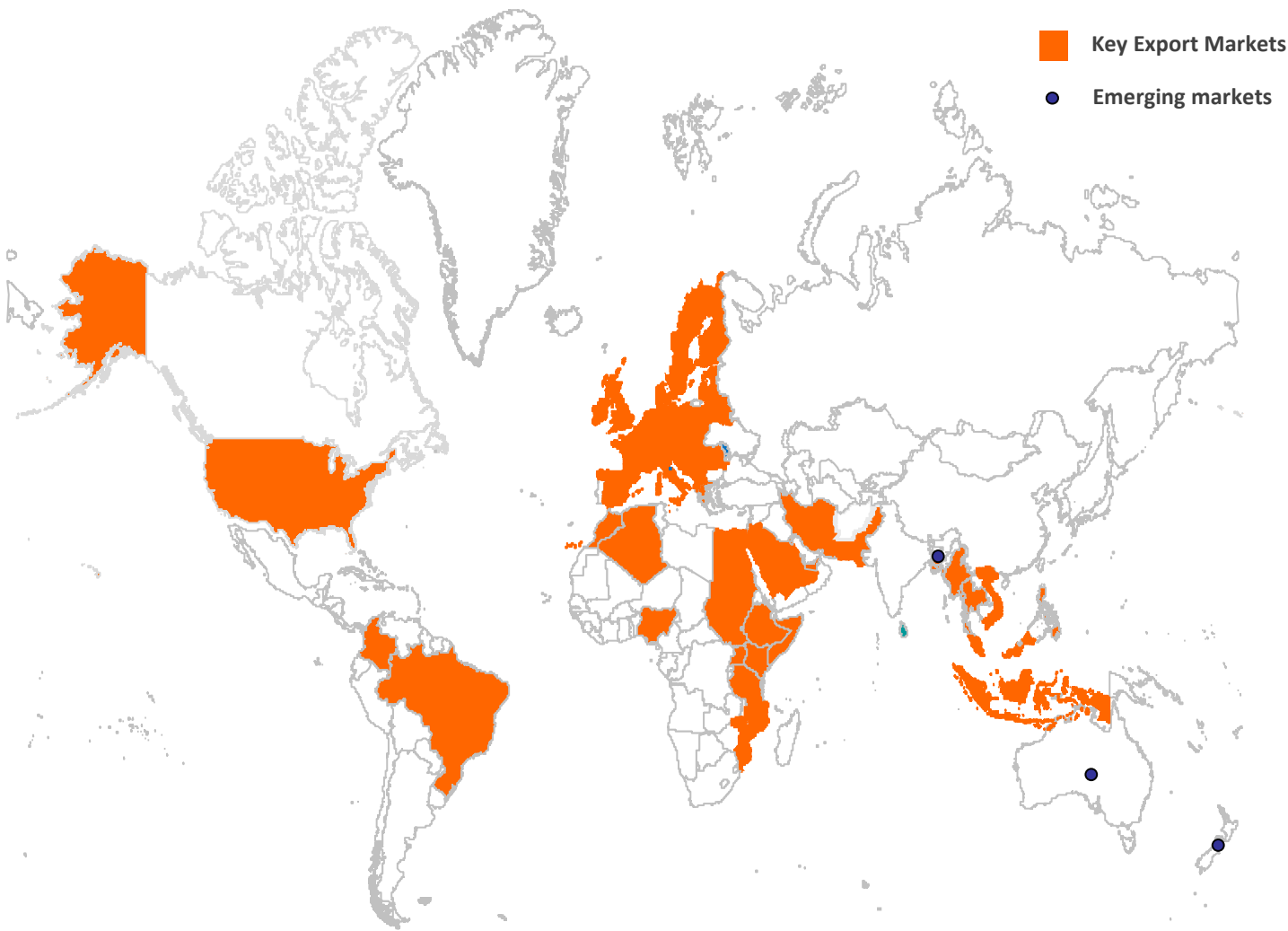


Ashok Leyland Ecomet



Tata Motors BS VI

Accelerated Growth In International Business



45%
YoY Growth in Export Revenue

100+ ↑ 12
Countries Present
EU and Americas new focus areas. Business driven by local insights and marketing

680+ ↑ 68
SKUs in Off-Highway Tyres

Section 3: Financial Performance

Consolidated: Q3 FY22 Financial Highlights

Q3 FY22 v/s Q3 FY21 (YoY)

- Net revenue INR 2,413 Crs **increased 8.6%**
- Gross margin 34.0 % **contracted by 1,156 bps**
- EBITDA margin 5.9% **contracted by 935 bps**
- PAT (-ve) INR 20 Crs v/s INR 132 Crs
- Debt / equity at 0.7x compared to 0.5x

Q3 v/s Q2 FY22 (QoQ)

- Net revenue INR 2,413 Crs **declined 1.6%**
- Gross margin 34.0 % **contracted by 292 bps**
- EBITDA margin 5.9% **contracted by 327 bps**
- PAT (-ve) INR 20 Crs v/s INR 42 cr
- Debt / equity at 0.7x compared to 0.6x

Consolidated: Q3 and 9M FY22 Financials

All figures in INR Crs

Parameter	Q3 FY21	Q2 FY22	Q3 FY22	QoQ	YoY	9M FY21	9M FY22	YoY
Net Revenue from operations	2,221.3	2,451.8	2,413.3	-2%	9%	5,319.9	6,771.4	27%
Raw Material	1,209.6	1,547.0	1,593.2	3%	32%	2,938.0	4,304.5	47%
Gross margin	1,011.7	904.8	820.1	-9%	-19%	2,381.9	2,467.0	4%
Gross margin %	45.5%	36.9%	34.0%	(292) bps	(1,156) bps	44.8%	36.4%	(834) bps
Employee Cost	180.6	171.9	172.1	0%	-5%	492.8	521.9	6%
Other Expenses	503.4	512.6	513.9	0%	2%	1,166.9	1,422.8	22%
EBITDA	339.4	225.5	143.0	-37%	-58%	750.6	543.4	-28%
EBITDA %	15.3%	9.2%	5.9%	(327) bps	(935) bps	14.1%	8.0%	(609) bps
Finance Cost	41.9	49.6	54.8	10%	31%	135.6	150.3	11%
Depreciation	87.3	120.6	108.6	-10%	24%	249.8	325.6	30%
Operating PBT	210.2	55.3	-20.3	NM	NM	365.3	67.4	-82%
Exceptional expense	12.3	0.5	6.5	NM	-47%	34.1	7.0	-79%
Non-Operating income	4.1	2.8	3.2	15%	-22%	10.6	8.1	-24%
PBT	202.0	57.6	-23.7	NM	NM	341.8	68.5	-80%
PAT	132.3	42.3	-20.2	NM	NM	279.3	45.2	-84%

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

Gross margin includes impact of non-material cost movement of inventory (FG + SFG)

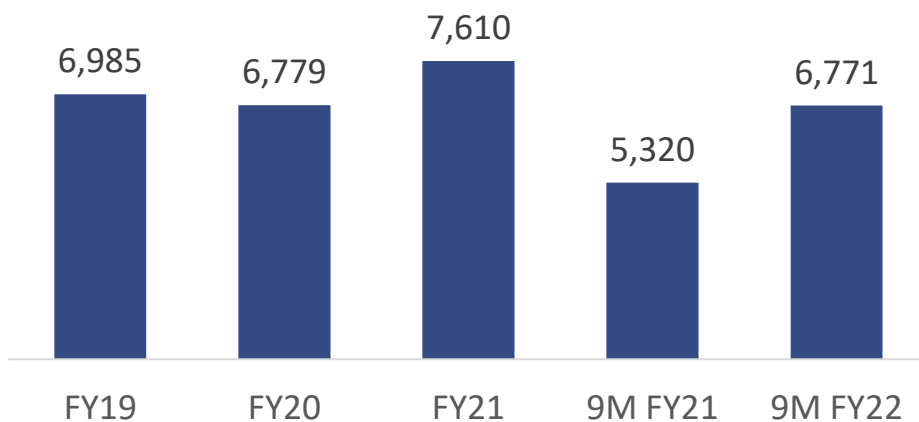
EBITDA includes profit from Sri Lanka JV

EBITDA does not include Non-operating income

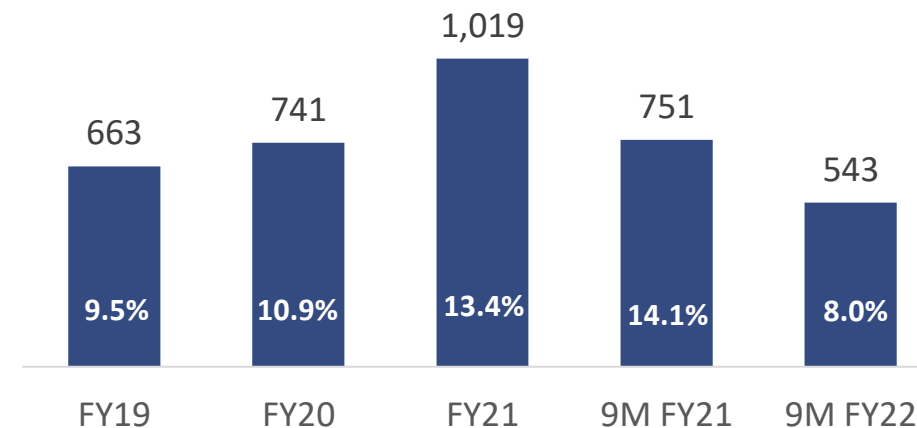
Consolidated: Financial Trends

All figures in INR Crs

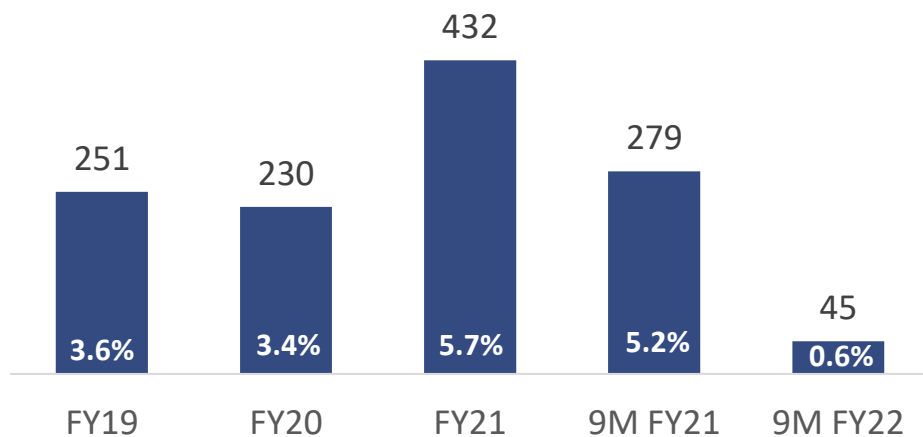
Revenue



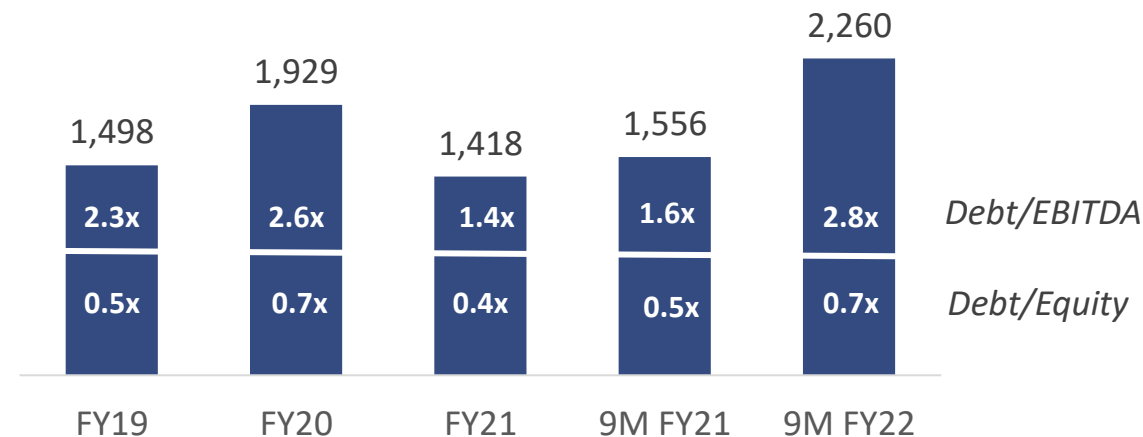
EBITDA and Margin



PAT and Margin



Debt and Leverage Ratios



Note

All figures are per IND AS

Company's investment in Sri Lanka JV is accounted using Equity method

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

Standalone: Q3 and 9M FY22 Financials

All figures in INR Crs

Parameter	Q3 FY21	Q2 FY22	Q3 FY22	QoQ	YoY	9M FY21	9M FY22	YoY
Net Revenue from operations	2,212.5	2,432.3	2,406.1	-1%	9%	5,293.8	6,736.2	27%
Raw Material	1,206.5	1,535.9	1,591.9	4%	32%	2,925.4	4,291.6	47%
Gross margin	1,006.0	896.5	814.3	-9%	-19%	2,368.4	2,444.6	3%
Gross margin %	45.5%	36.9%	33.8%	(302) bps	(1,163) bps	44.7%	36.3%	(845) bps
Employee Cost	178.5	170.0	170.1	0%	-5%	486.6	515.3	6%
Other Expenses	501.7	510.2	512.0	0%	2%	1,163.4	1,413.6	22%
EBITDA	325.8	216.3	132.2	-39%	-59%	718.5	515.8	-28%
EBITDA %	14.7%	8.9%	5.5%	(340) bps	(923) bps	13.6%	7.7%	(592) bps
Finance Cost	41.2	48.7	54.1	11%	31%	133.8	148.0	11%
Depreciation	87.3	120.6	108.6	-10%	24%	249.7	325.6	30%
Operating PBT	197.4	47.0	-30.4	NM	NM	334.9	42.1	-87%
Exceptional expense	12.3	0.5	6.5	NM	-47%	34.1	7.0	-79%
Non-Operating income	10.0	2.6	18.9	623%	89%	28.7	23.6	-18%
PBT	195.1	49.1	-18.0	NM	NM	329.5	58.7	-82%
PAT	127.6	36.0	-14.9	NM	NM	271.8	41.0	-85%

Notes

Financials are as per IND AS

Gross margin includes impact of non-material cost movement of inventory (FG + SFG)

EBITDA does not include Non-operating income

Section 4: ESG Highlights

Sustainability Goals

Manufacturing

- ✓ Plant electricity through rooftop / captive solar plants
- ✓ Using briquette as fuel

Materials

- ✓ Greener raw materials; recycled crumb rubber
- ✓ ESG compliant vendors

**Reduce Carbon Footprint by 50%
by 2030**

Transportation

- ✓ Network optimization
- ✓ Alternate Mode of Transport

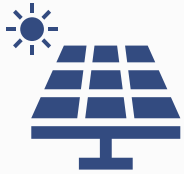
End of Life

- ✓ High recycling and recovery rates

Product Use

- ✓ Light weight tyres
- ✓ Low rolling resistance
- ✓ Increased retreadability

Select Environment & Society Initiatives



26% plant power through solar roof top



5-10% reduction in rolling resistance for select SKUs (YoY)



Nasik, Bhandup and Nagpur plant certified for energy management system



Halol, Nasik, Nagpur, Chennai and Ambernath ZLD plants



Nagpur, Chennai platinum and Halol plant gold certified Green Building



Gender diversity in hirings at 32% for 9M FY22, transgender recruitment



Internship for women wanting to return to corporate world & specially abled



Training programmes for functional skills



Functional English for school children and teacher empowerment programmes



Installation of fever clinics, oxygen tanks, concentrators

THANK YOU