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CIN: L25100MH1958PLC011041
www.ceat.com

September 13, 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: INE482A14BD7, INE482A14BE5,
INE482A14BF2, INE482A14BG0**

Sub: Investor Conference - Reg. 30

Dear Sir/Madam,

In continuation to our letter dated September 12, 2022, please find enclosed herewith the Investor's Presentation which will be made during the RPG Annual Investor Conference 2022.

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-RG/GB



hello happiness

RPG Annual Investor Conference

September 14, 2022



Making Mobility Safer & Smarter. Everyday

Disclaimer

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Overview

Rs. 9,363 cr Consolidated revenue (FY22)

7.5% Consolidated EBITDA margin (FY22)

7 State of Art manufacturing facilities, adopting **Industry 4.0**

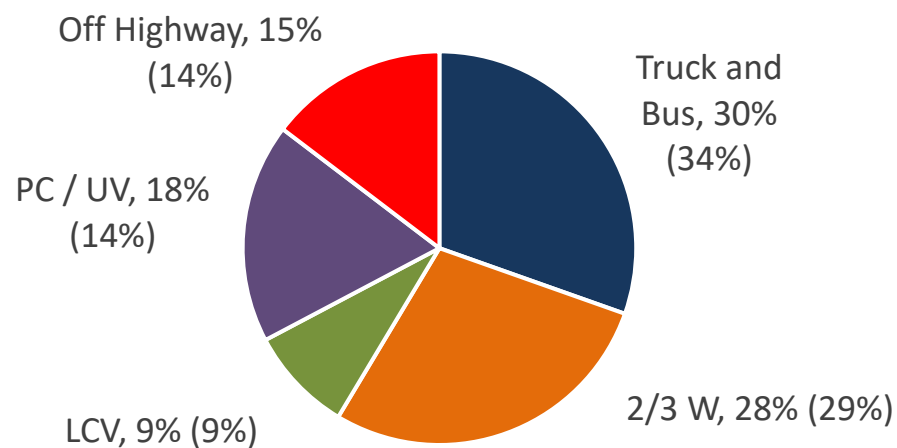
Deming prize winner

Presence in **110+** countries, with strong brand recall

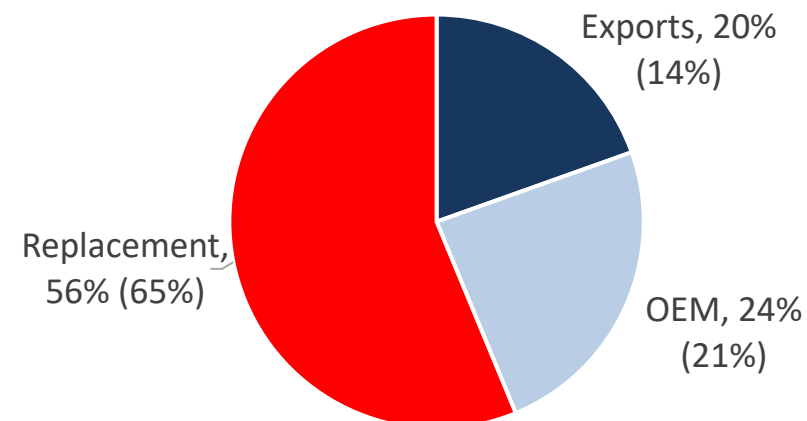
51,000+ sales touchpoints

7,600+ Permanent employees, **300+** R&D team

Diversified Product Portfolio ¹



Balanced Market Mix ¹



1. FY22 standalone revenue breakup. Figures in parenthesis denote FY21 standalone revenue break-up (post CSTL merger)

Leadership in 2W



Leadership in PC/UV



Rs. 3,500 cr International Business



Key Building Blocks



1 Customer Insight driven R&D



Multiple breakthrough products

Puncture safe, 1 lakh km tyre, Colour tread wear etc



Market specific product development

Complete range of EU focused PC/UV tyres



India's first EV 2W, PC/UV platforms



120+ patent filings



India
Centre



Germany
Centre



Anechoic test
chamber



Winter test
track

Sharp Brand Positioning

Platforms positioned around specific customer needs



Association with Sports and Celebrities



Highest brand connect with “grip” and “safety”

Widest Distribution Network

Getting stronger

51,000+

Sub Dealers

~2x

v/s FY17

380+

CEAT Exclusives

~1.5x

v/s FY17

34

Truck Service Hubs

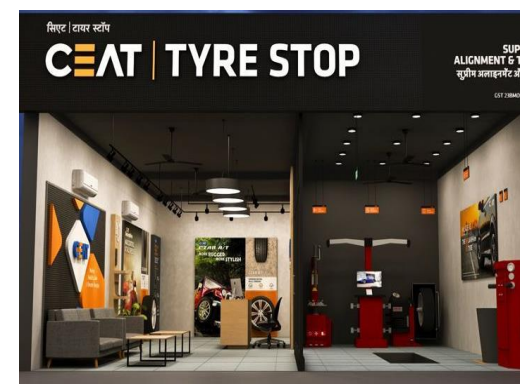
*Exclusive channel for
commercial tyres*

110+

Countries Present

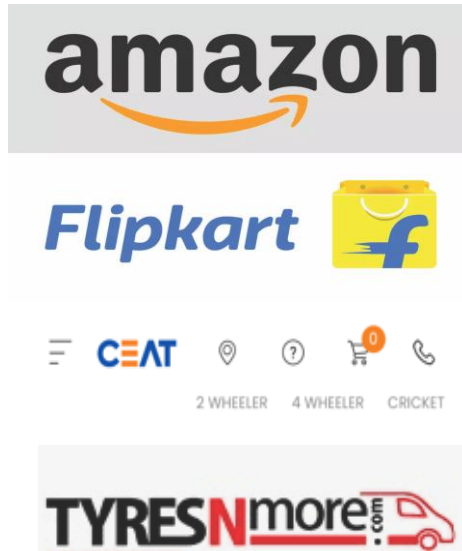
*Strengthening
international channel*

Best-in-class purchase experience



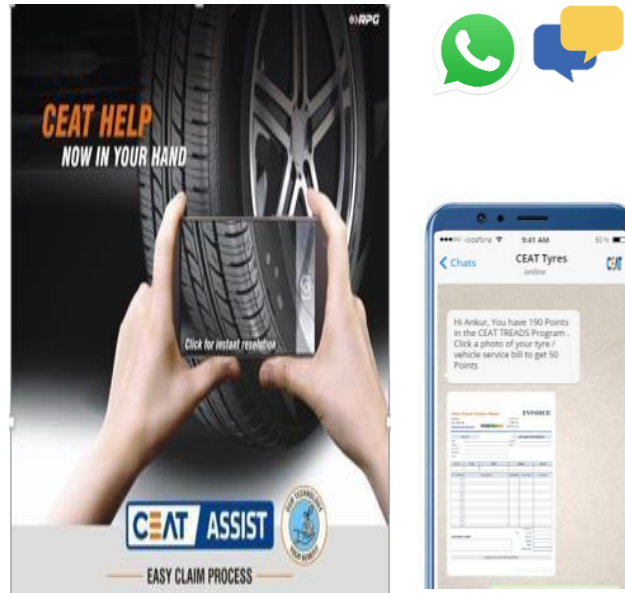
4 Digital led Customer Engagement

~5% of replacement sales from D2C channels



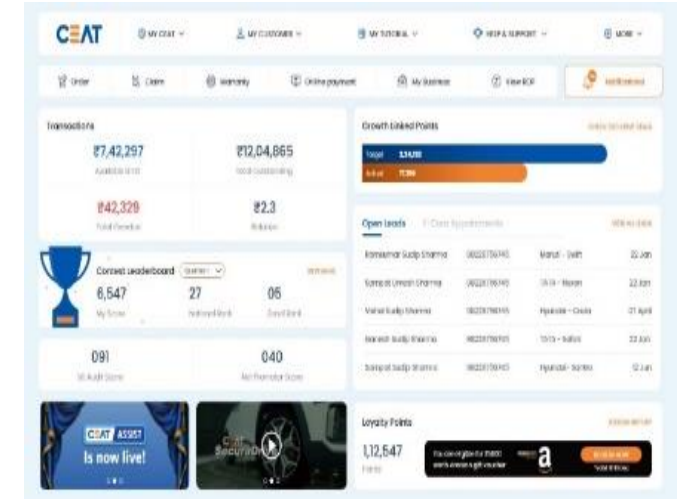
Available across platforms; doorstep delivery & fitment

Claim resolution in 15 mins



v/s 2 days in offline mode

Co-created dealer portal



Dealer app rated 4.4 on Play Store

Present in all leading OEMs

Indicative list



TATA MOTORS

**ROYAL
ENFIELD**



YAMAHA



50%+ share of business in EV 2W OEMs

Recent entries

Recent entries in premium / new age models

Select recent launches



Mahindra XUV 700



Volkswagen Virtus



MG Astor



Royal Enfield



Yezdi Adventure



Ola EV Scooter



Tata ACE EV



Olectra EV Bus



Ashok Leyland Ecomet

Increasing share of premium sizes in PC/UV

Strategy in Play

Leading in 2W

Replacement
market share
estimate

~26%

+ 200 bps

~28%

FY17

FY22

Gaining in PC/UV

Replacement
market share
estimate

~8%

+ 500 bps

~13%

FY17

FY22

Ramping up international business

Export
revenue

~Rs. 760 cr

2.4x

~Rs. 1,800 cr

FY17

FY22

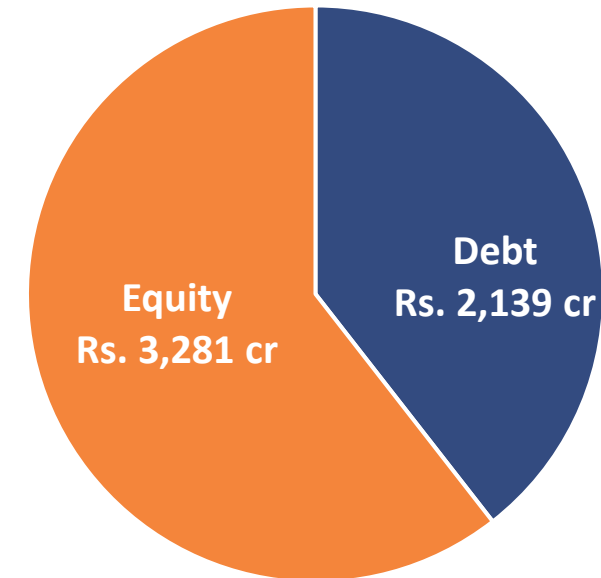
Capital Structure Designed to Deliver Value

~Rs. 3,300 cr ¹



Project Capex Outflow

- No equity dilution
- Debt to equity 0.7x ²
- Credit rating AA
- Sound working capital management

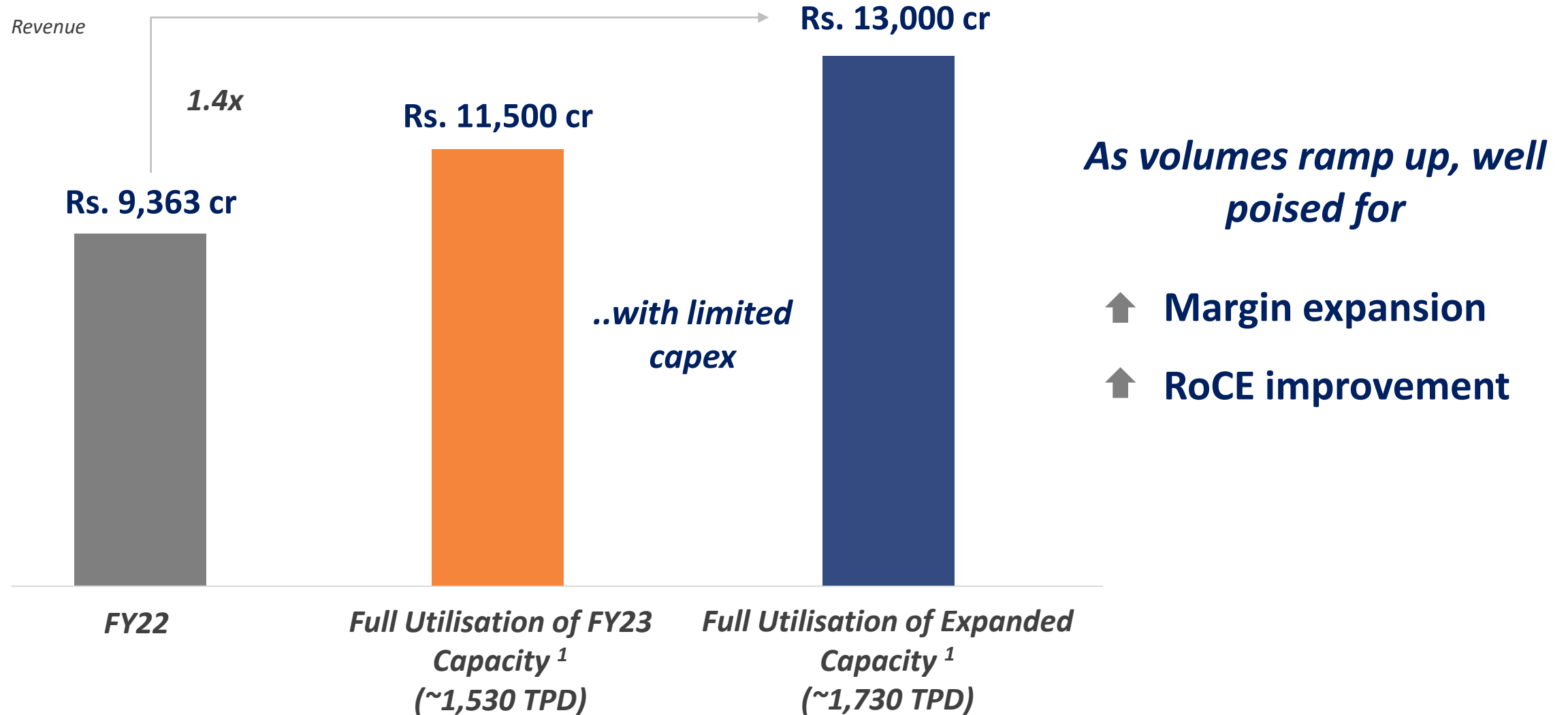


Capex funded significantly by internal accruals

1. Project capex outflow FY18 till Q1 FY23. Debt contribution being difference between debt as on June 30, 2022 and March 31, 2017. Balance capex classified as internal accruals

2. As on June 30, 2022

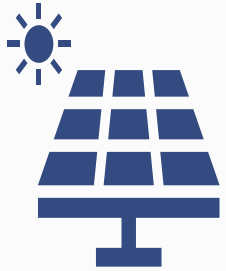
Geared for High Growth



1. Potential revenue at current realizations

Sustainability Vision: Reduce Carbon Footprint by 50% by 2030

Key Initiatives



26% plant power through renewable sources



~29% reduction in water consumption per MT, 70% reduction in wastewater discharge (YoY FY22)



5-10% reduction in rolling resistance (YoY FY22)



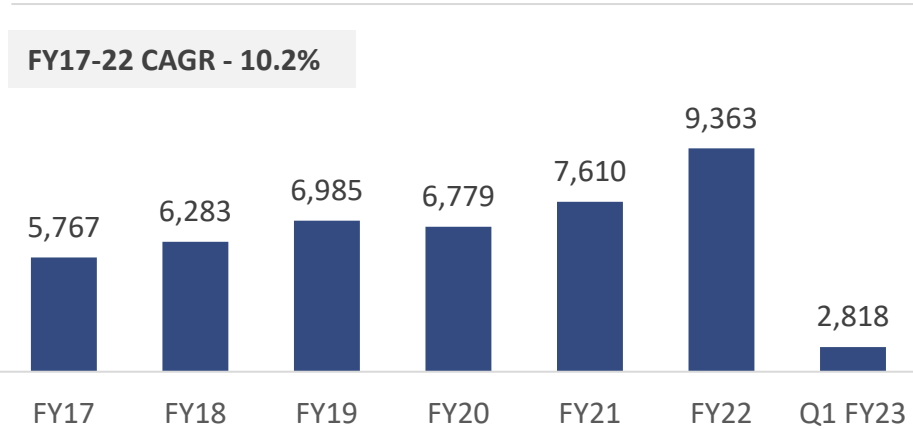
Nagpur, Chennai platinum and Halol plant gold certified Green Building

Additional Information

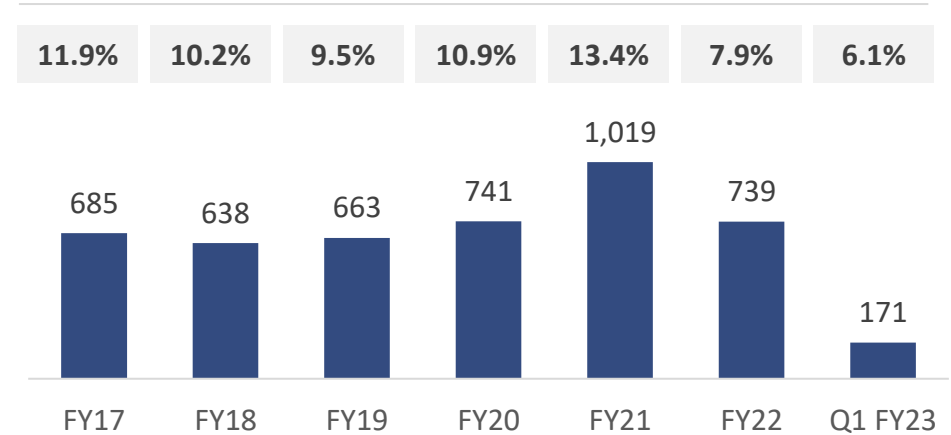
Financial Trends (Consolidated)

Rs. cr unless stated otherwise

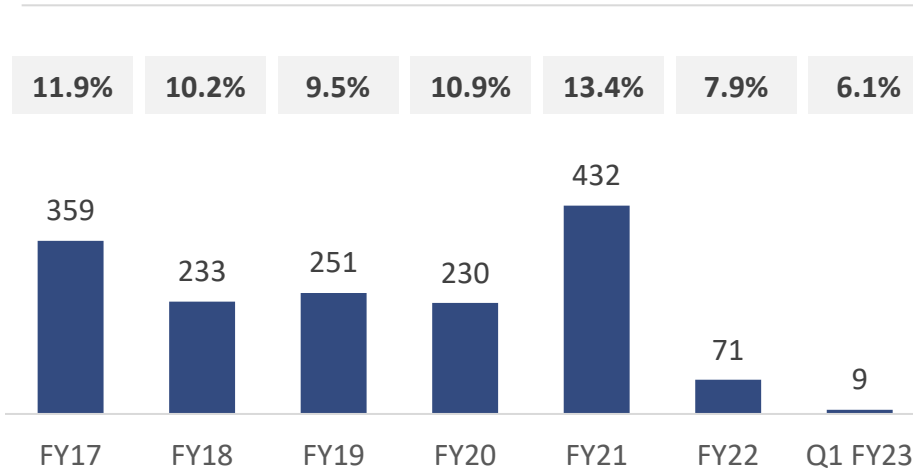
Revenue



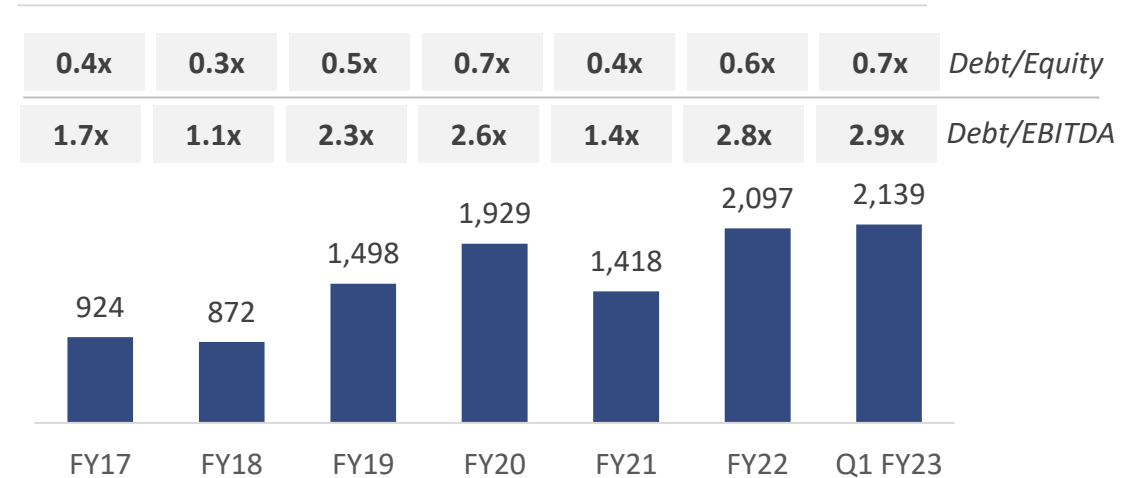
EBITDA and Margin



PAT and Margin



Debt and Leverage Ratios

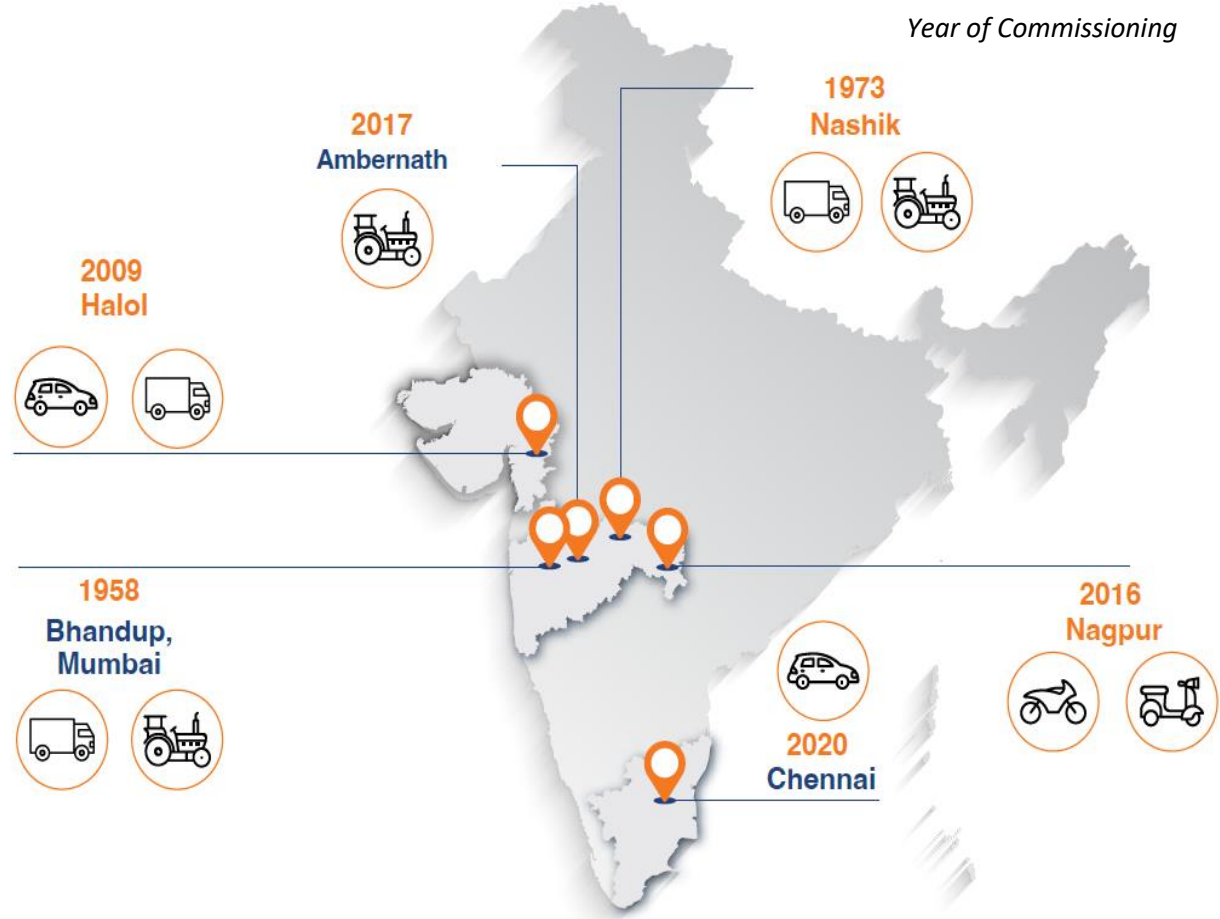


All figures are per IND AS

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

State of Art Manufacturing Facilities



Implementing Industry 4.0 across plants



Board of Directors



Harsh Vardhan Goenka
Chairman, Non Executive Director



Anant Goenka
Managing Director & CEO



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 & CEO



Kumar Subbiah
Executive Director, Finance & CFO



Arnab Banerjee
Chief Operating Officer



Milind Apte
Senior Vice President, Human
Resources



Saurav Mukherjee
Senior Vice President, Global Sales
& Supply Chain



Peter Becker
Senior Vice President and Global
Head, R&D and Technology



Renji Isaac
Senior Vice President, R&D and
Technology



Jayasankar Kuruppall
Senior Vice President,
Manufacturing



Amit Tolani
Chief Executive, CEAT Specialty



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