



June 29, 2016

BSE Limited,
Corporate Service Department,
1st Floor, P.J. Towers,
Dalal Street,
Mumbai 400 001

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

Security Code: 500878

Symbol: CEATLTD

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

Further to our letter dated June 27, 2016 on the captioned subject intimating you about the date and venue of the Analyst/ Institutional Investors meet, we enclose herewith a copy of the Presentation made at aforesaid Analyst/ Institutional Investors meet held on June 28, 2016.

Kindly take the same on record and acknowledge receipt.

Thanking you,

Yours faithfully,

For **CEAT LIMITED**


H.N. SINGH RAJPOOT
COMPANY SECRETARY

Encl: As above

CEAT

MAKING MOBILITY SAFER AND SMARTER. EVERYDAY.



Overview

One of India's **leading** tyre companies

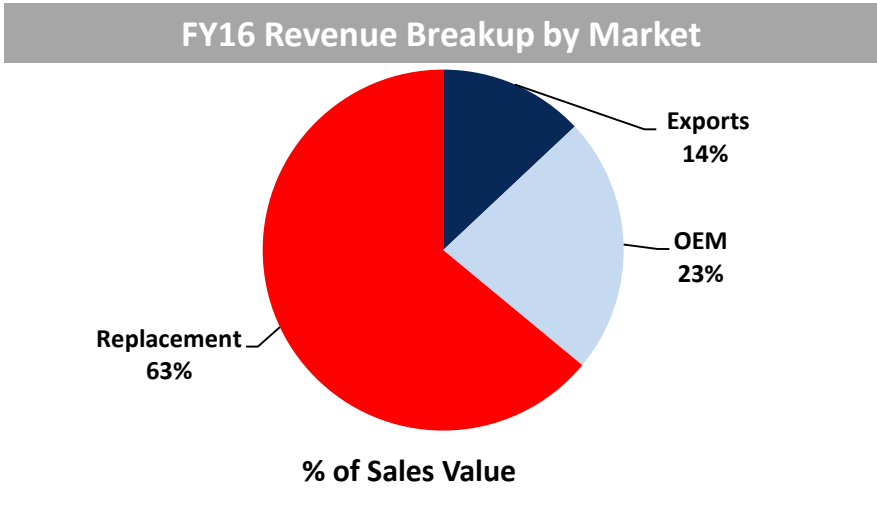
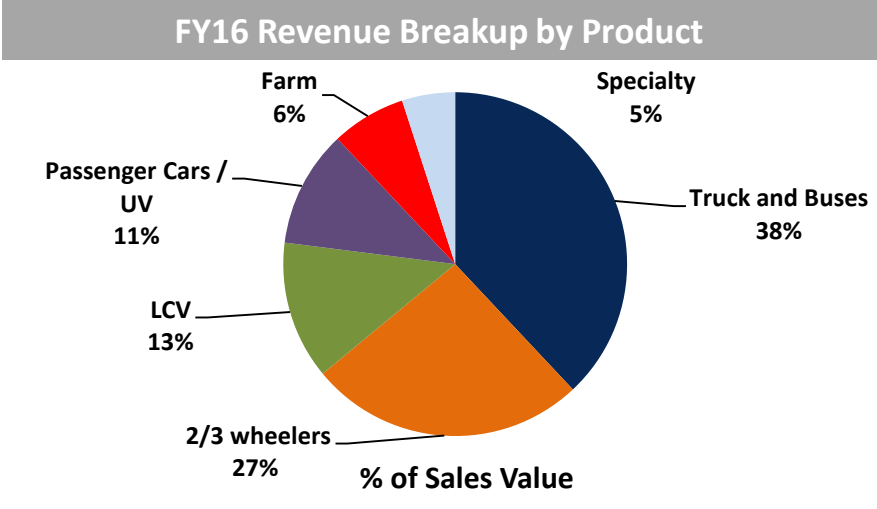
4,000+ dealers, **390+** exclusive CEAT franchisees

6 manufacturing facilities: Bhandup, Nasik, Halol, Nagpur, Ambernath* & Sri Lanka

100+ countries where products are sold

#No 1 player in Sri Lanka

* Under commissioning



Key Updates

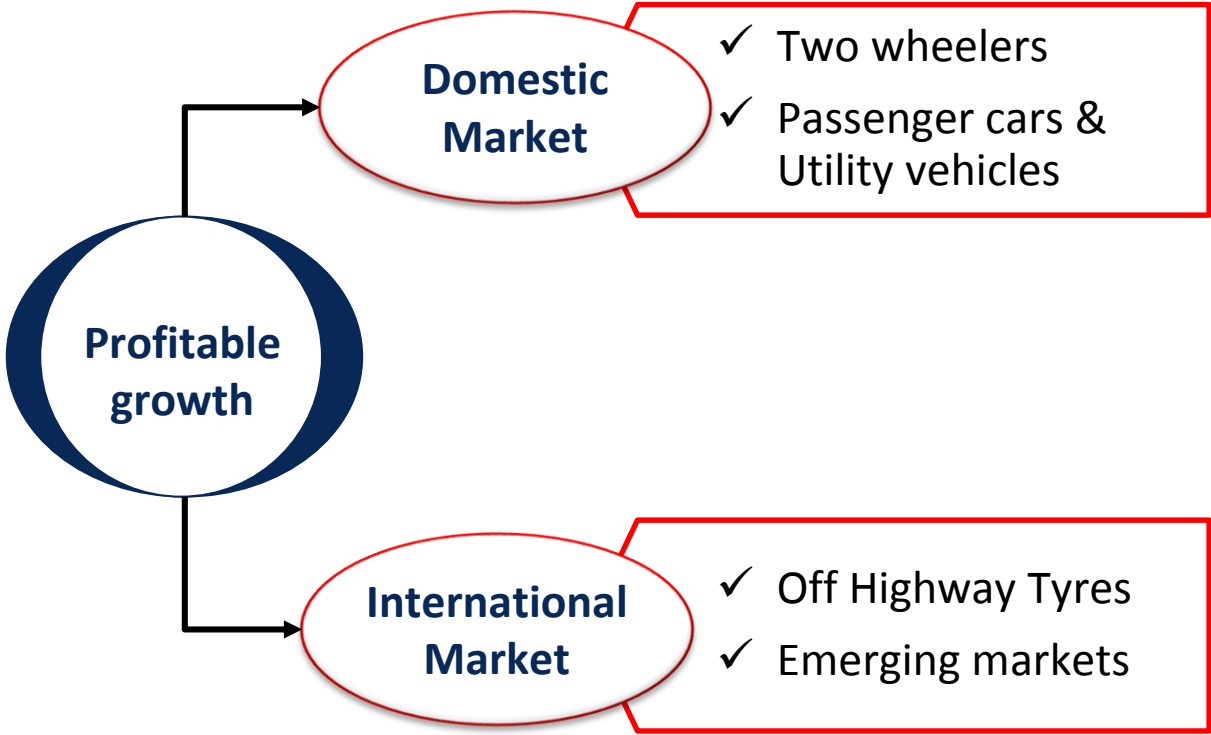
Financials

- Gross margins have expanded from 38.1% to 44.2%
- EBITDA rose by 21% YoY to Rs. 822 crs (14.5%)
- Significant reduction in interest cost
- PAT for FY16 stood at Rs 446 Crs, a growth of 41%
- Debt / equity has come down to 0.3 from 0.5 and our rating has been upgraded to AA –

Business

- Growth of over 20% in PCR and 2 wheeler segment
- Strategic expansion in :
 - ✓ Halol Phase II for Passenger cars & Utility Vehicles – 120 MT for Rs 650 Crs
 - ✓ Nagpur for 2/3 Wheelers – 120 MT for Rs 420 Crs
 - ✓ Entry into a new niche – Off Highway Tyres segment
- Recipient of prestigious five-star rating from the British Safety Council for Halol Plant

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 Product

New entries and Primary supplier to OEM's



Key developments

- **New entries into OEMs** - Honda Motorcycle, Renault, Suzuki Motorcycle etc
- **Primary supplier for OEM launches** - Renault Kwid, M&M TUV 300, RE Himalayan, Honda Navi etc
- **Entry into existing models** – Daimler Truck Radials, Suzuki Gixxer, RE Classic, Yamaha FZ etc
- **New platforms** like Fuelsmart, Gripp, Mileage etc

Strong Brand



CEAT
Tubeless
Bike
Tyre
Campaign



CEAT SUV
Tyres
Campaign
-
"Our Grip
Your
Stories"

IPL Strategic Timeout Partner



Bat
Endorsement
Deal

3 Extensive Distribution

Shoppe



Shop in Shop (SIS)



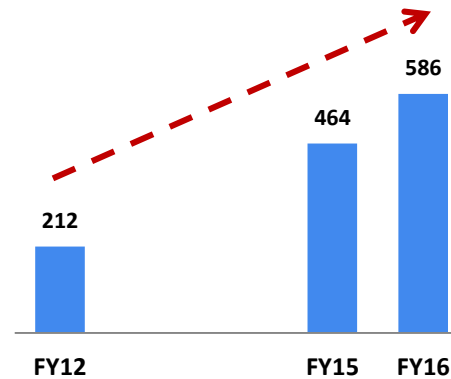
Distribution Network

- 4,000+ dealers
- 390+ CEAT Franchisees (Shoppes + Hubs)
- 270+ two-wheeler distributors
- Developed Multi Brand Outlet / Shop in Shop model over last 2 years
- Over 290 outlets so far

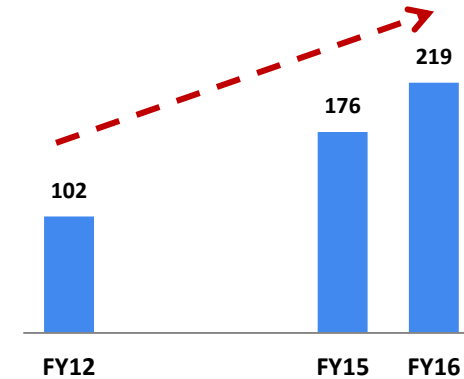
Multi Brand Outlet (MBO)



District Coverage



No. of CEAT Shoppes



4 Deep OEM Partnerships

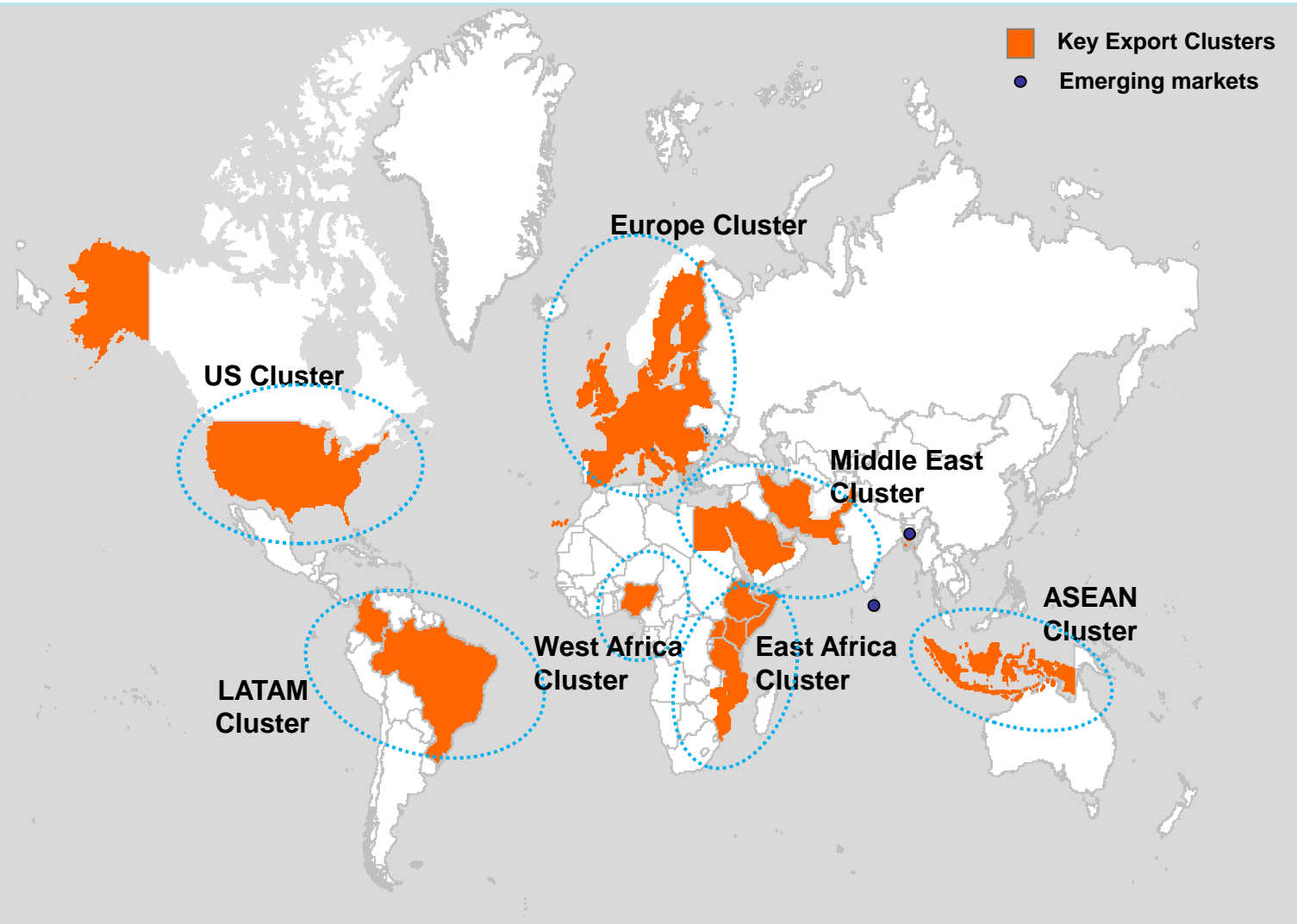




- State of the art R&D facility at Halol plant
- R&D focussed on development of breakthrough products, alternate materials, green tyres, smart tyres
- Partnerships with global institutes
- Increased allocation towards R&D

6 Expanding Global Reach

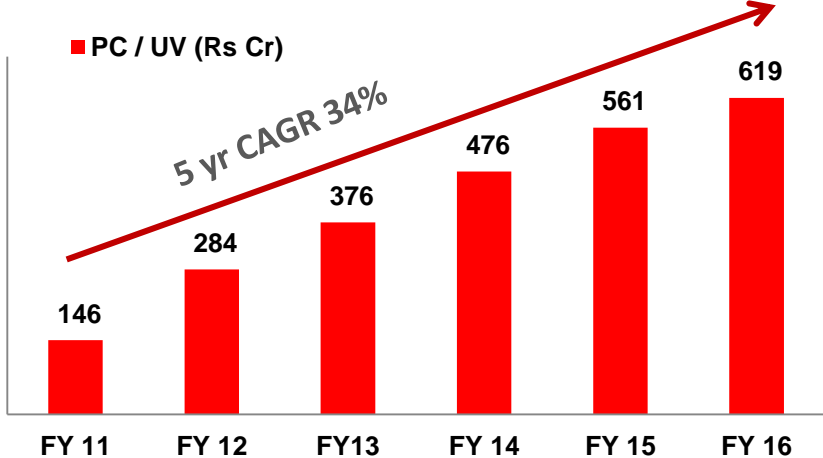
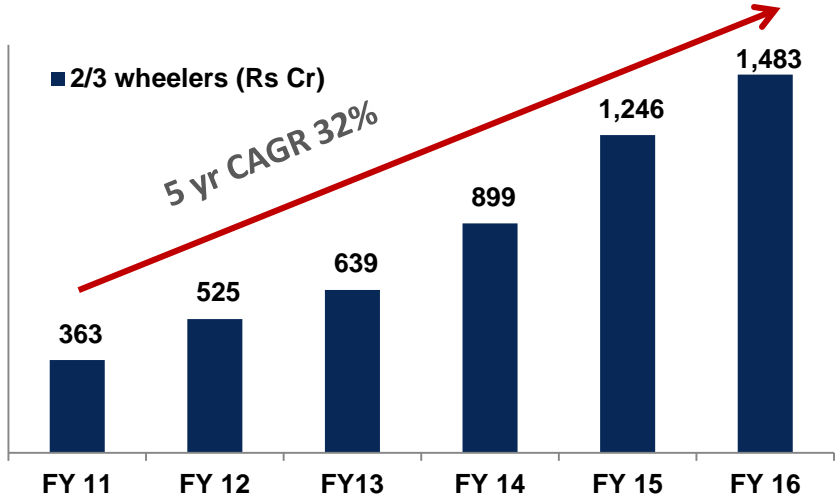
- Key Export Clusters
- Emerging markets



- **Sri Lanka:** Leadership position with 50+% market share
- **Bangladesh:** Planned manufacturing facility
- Focused product and distribution strategy for select clusters

Passenger Segment Trends

Revenue



Expanding Capacities

- Nagpur plant commissioned in March 2016; Capacity of 120 MT/day by Q2 FY18
- Halol Phase II plant commissioned in September 2015; Capacity of 120 MT/day by Q1 FY18

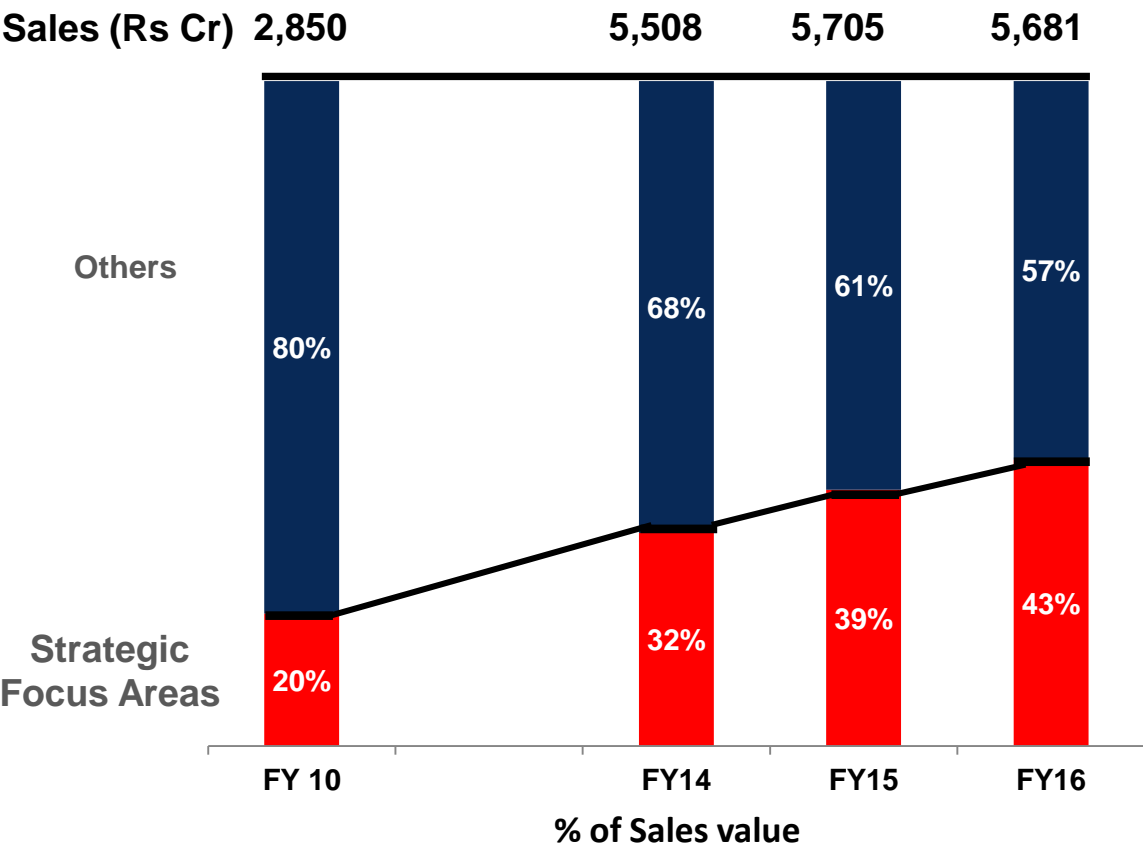
Off Highway Tyres



Status Update

- Greenfield OHT (Off Highway Tyres) radial plant in Ambarnath
- Investing Rs 330 Crs for a Phase 1 capacity of 40 MT/day which will be further ramped up to 100 MT/day
- Production will commence by Q4 FY17

Strategic Focus Areas – Continued Momentum



- Strategic Focus Areas**
(Passenger Segment, Specialty Exports & Emerging Markets)
- CAGR of 27%
 - 4.3x growth from Rs.570 to Rs. 2,450 crs
 - Substantial contribution towards increasing profitability
 - Market share growing



Note :
50% of CEAT Sri Lanka sales are considered

T H A N K Y O U