

March 29, 2023

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, CL26

CP Listed ISIN: INE482A14BL0, INE482A14BO4

Sub: Newspaper Advertisement – Notice of Postal Ballot

Dear Sir/Madam,

Pursuant to Regulation 30 and 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copies of the newspaper advertisements published on Wednesday, March 29, 2023 in Financial Express (English) and Loksatta (Marathi), confirming electronic dispatch of Notice of Postal Ballot and providing other information, including instructions for remote e-voting.

The same is also available on the website of the Company www.ceat.com.

We request you 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 CEAT LIMITED

CIN: L25100MH1958PLC011041

Regd. Office: 463, Dr. Annie Besant Road, Worli, Mumbai-400 030

(T): +91 22 2493 0621; (F): +91 22 2493 8933

Email: investors@ceat.com; Website: www.ceat.com

NOTICE OF POSTAL BALLOT AND E-VOTING

NOTICE is hereby given that pursuant to the provisions of Section 108 and 110 of the Companies Act, 2013 ('the Act') read with Rules made thereunder, Circular No. 14/2020 dated April 8, 2020, Circular No. 17/2020 dated April 13, 2020, Circular No. 22/2020 dated June 15, 2020, Circular No. 33/2020 dated September 28, 2020, Circular No. 39/2020 dated December 31, 2020, Circular No. 2/2021 dated January 13, 2021, Circular No. 10/2021 dated June 23, 2021, Circular No. 20/2021 dated December 08, 2021, Circular No. 03/2022 dated May 5, 2022 and Circular No. 11/2022 dated December 28, 2022 issued by the Ministry of Corporate Affairs ('MCA') (hereinafter collectively referred to as 'MCA Circulars'), Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations'), Secretarial Standard on General Meetings ('SS-2') issued by the Institute of Company Secretaries of India and other applicable provisions of the Act, Rules, Regulations, Circulars and Notifications (including any statutory modification(s), clarification(s), substitution(s) or re-enactment(s) thereof for the time being in force), the approval of the Members of CEAT Limited ('the Company') is being sought for the Resolutions set out in the Postal Ballot Notice dated March 20, 2023 ('Notice') by means of Postal Ballot, only by way of voting through electronic means ('remote e-Voting') facility being provided to the Members to cast their vote, through the electronic platform by Central Depository Services (India) Limited ('CDSL'). In view of the MCA Circulars, please note that the physical copies of the Notice along with the Postal Ballot Forms and pre-paid business reply envelopes are not being sent to the Members.

The Notice has been sent electronically on Tuesday, March 28, 2023, to the Members whose e-mail addresses are registered with the Company/Depository Participants/ Registrar & Share transfer agent i.e. TSR Consultants Private Limited ('RTA'), as on **Friday, March 17, 2023 (Cut-off date)**.

The Notice containing e-Voting instructions are also available on the Company's website at www.ceat.com, and on the websites of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com respectively as well as, on the website of CDSL i.e. www.evotingindia.com. Members who have not received the Notice may download it from the above-mentioned websites.

Voting rights of a Member / Beneficial Owner (in case of shares held in demat account) shall be in proportion to his/her/its shareholding in the paid-up equity share capital of the Company as on the Cut-off date. Members holding shares either in physical mode or demat mode, as on the Cut-off Date i.e. **Friday, March 17, 2023**, only shall be entitled to cast vote through e-Voting. A person who was not a Member as on the Cut-off date should treat this Notice for information purpose only.

The Members are further informed that-

a) The Special Business as set out in the Notice is to be transacted through e-Voting by electronic means only.

b) The remote e-Voting begins at **09:00 a.m. (IST) on Wednesday, March 29, 2023**.

c) The remote e-Voting ends at **05:00 p.m. (IST) on Thursday, April 27, 2023 (both days inclusive)**.

d) The Cut-off Date for determining the eligibility to vote by electronic means is **Friday, March 17, 2023**.

e) The Members may note that (i) the remote e-Voting module shall be disabled for voting and the voting by electronic means shall not be allowed after the date and time mentioned under point 'c' above; and (ii) once the vote on a resolution is cast by a Member, the Member shall not be allowed to change it subsequently.

f) The manner of remote e-Voting for Members holding shares in physical mode or demat mode or who have not registered their e-mail addresses with the Company / RTA, is provided in the Notice and available on the Company's website at www.ceat.com.

g) Members are requested to cast their votes through the remote e-Voting process not later than **5.00 pm (I.S.T.) on Thursday, April 27, 2023** failing which it will be strictly considered that no vote has been received from the concerned Member.

h) Manner of registering/ updating e-mail address:

i. Company holding equity shares of the Company in physical mode and who have not registered their email ID may get their email ID registered with Company's RTA by submitting Investor Service Request Form (Form ISR1) duly filled and signed as per the specimen signature registered with the Company along with self-attested ID Proof and address proof. The Investor Service Request form can be downloaded from website of the RTA <https://www.tcplindia.co.in> -> Investor Services -> Download -> Forms -> Formats for KYC.

ii. The Members holding shares in demat mode are requested to register their e-mail IDs, with the respective Depository Participant by following the procedure prescribed by the concerned Depository Participant.

i) The results of the Postal Ballot conducted through remote e-Voting process along with the Scrutinizer's Report shall be announced on or before Tuesday, May 2, 2023 at the Registered Office of the Company at 463, Dr. Annie Besant Road, Worli, Mumbai 400 030. The results along with the Scrutinizer's Report shall also be intimated to BSE Limited and National Stock Exchange of India Limited where the Equity Shares of the Company are listed and will also be displayed on the Company's website at www.ceat.com as well as on the website of CDSL at www.evotingindia.com.

If you have any queries or issues regarding e-Voting from the CDSL e-Voting System, you can write to Mr. Rakesh Dalvi, Sr. Manager, (CDSL) Central Depository Services (India) Limited, A Wing, 25th Floor, Marathon Futurex, Mafatal Mill Compounds, N M Joshi Marg, Lower Parel (East), Mumbai - 400013 or send an e-mail to helpdesk.evoting@cdslindia.com or call on toll free no. 1800 22 55 33.

The last date for e-Voting i.e. **Thursday, April 27, 2023** shall be deemed to be the effective date of passing of the Resolutions as per SS-2.

Members are requested to carefully read all the notes set out in the Postal Ballot Notice and in particular, the manner of casting vote through remote e-Voting.

For CEAT Limited
Sd/-
Vallari Gupte
Company Secretary

Date: March 28, 2023

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