



December 1, 2015

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai 400 051

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Dear Sirs,

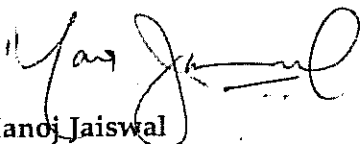
Sub: Press Release for partnership between the Company and Pirelli for distribution

Please find enclosed herewith a Press Release regarding partnership between the Company and Pirelli for distribution of Pirelli's global range of premium motorcycle tyres in the Indian Market.

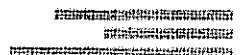
Request you to kindly take the same on record and acknowledge receipt.

Thanking you,

Yours faithfully,
For CEAT Limited


Manoj Jaiswal
Chief Financial Officer

Encl: As above



Media Release

CEAT, Pirelli Join Forces to Distribute Premium Motorcycle Tyres in India

Mumbai, 2nd December 2015: CEAT and Pirelli today announced their exclusive partnership for distribution of Pirelli's global range of premium motorcycle tyres in the Indian market. This sole partnership will leverage CEAT's vast distribution and dealer network pan India. Riding on CEAT's ever-expanding network, Pirelli will offer its entire gamut of motorcycle tyres.

About CEAT Ltd:

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturer with a capacity of over 800 tonnes per day and has strong presence in global markets. CEAT offers the widest range of tyres to all segments and manufactures world-class tyres for: Heavy-duty Trucks and Buses, Light Commercial Vehicles, Earthmovers, Forklifts, Tractors, Trailers, Cars, Utility Vehicles, Motorcycles, Scooters as well as Auto-rickshaws. CEAT enjoys a major market share in the Truck, Light Truck and 2-wheeler segment and its tubes and flaps are renowned for their superior quality and durability.

About Pirelli

Among the major tyre makers, Pirelli is a leading company in the high-end segments, Premium tyres with high technological content. Founded in 1872, Pirelli is distinguished by its long industrial tradition, which has always combined a capacity for innovation with product quality and brand strength. This strength is further enhanced by Formula 1™, for which Pirelli is the exclusive tyre supplier since 2011, and Superbike World Championship, for which is the sole tyre supplier since 2004. In line with its 'green performance' strategy, Pirelli – always focused on research and development – operates with ever increasing attention to products and services of high quality and technology and low environmental impact. In pursuing its objectives, Pirelli aims to combine financial profitability and social responsibility. Carrying on the same industrial tradition for over a century, it continues to invest in international expansion projects while maintaining strong roots in the local communities where it operates.

About RPG

RPG Enterprises, established in 1979, is one of India's fastest growing business groups with turnover over USD 3 billion. The group has more than fifteen companies managing diverse business interests in the areas of Tyre, Infrastructure, IT and Specialty.

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