



**CEAT LTD.**  
RPG House  
463 Dr. Annie Besant Road,  
Worli, Mumbai 400030, India  
+91 22 24930621  
CIN: L25100MH1958PLC011041  
www.ceat.com

July 19, 2018

**National Stock Exchange of India Limited**

Plot No. C/1, "G" Block, Exchange Plaza,  
Bandra Kurla Complex, Bandra (East),  
Mumbai 400 051

**BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001

**Symbol: CEATLTD**

**Security Code: 500878/952523**

Dear Sir/Madam,

**Sub: Intimation on Letters sent to Shareholders**

We wish to inform you that as per SEBI Guidelines/Circular, the Company through its Registrar and Share Transfer Agent (RTA) M/s. TSR Darashaw Limited, has sent Letters to the shareholders holding shares in physical form to update *interalia* their PAN and Bank Details and also informing them for Compulsory dematerialisation of their physical shareholding in the Company.

The Copy of the Letters sent to shareholders is enclosed herewith for information.

Kindly take the same on record and acknowledge the receipt.

Thanking you,

Sincerely,

For **CEAT Limited**

**Amit Dodani**

**Compliance Officer**

**Encl: as above**



Total Solutions Repository

**TSR DARASHAW LIMITED**

CIN : U67120MH1985PLC037369

6-10 Haji Moosa Patrawala Industrial Estate 20 Dr. E. Moses Road Mahalaxmi Mumbai – 400 011

Tel 91 22 6656 8484 Fax 91 22 6656 8494 E-mail csg-unit@tsrdarashaw.com Website www.tsrdarashaw.com

**IMPORTANT & URGENT FOR YOUR IMMEDIATE ACTION**

16<sup>th</sup> July, 2018

Dear Member,

**Unit : CEAT Limited**

**Sub. : Mandatory updation of PAN, Bank Account details against your folio number and compulsory dematerialization of your shares**

We would like to inform you that pursuant to SEBI circular SEBI/HO/MIRSD/DOPI/CIR/P/2018/73 dated 20<sup>th</sup> April, 2018 (the Circular), shareholder(s) whose folios do not have or have incomplete details of PAN and/or Bank Account, are required to compulsorily furnish these details for updating the same against their folio number. **As per our records, your folio needs to be updated with the PAN/ complete Bank details so that the investments held by you will be compliant.**

In view of the above we therefore request you to fill in your PAN and Bank Account details in the enclosed form and submit the same duly signed along with supporting documents as stated below, **latest by August 8, 2018.**

**A. Requirements for registration of Permanent Account Number (PAN)**

- Self-attested legible copy of the PAN Card(s) of all the holders of the account to be sent.
- If the shareholder is a resident of Sikkim, the shareholder is required to submit a self attested valid Identity proof issued by the Government.

**B. Requirements for registration of Bank Account details**

- If the name of the first accountholder is printed on the cheque : ( all requirements to be complied -by you )
- Original cancelled cheque leaf bearing the name of the accountholder.
- Self-attested legible copy of any one of the document viz Aadhaar/ valid Passport/ Utility Bill (not older than 3 months )
- If the name of the accountholder is not printed on the cheque : ( all requirements to be complied -by you )
  - Original Cancelled cheque leaf.
  - Bank attested copy of the first page of the Bank Passbook / Bank Statement showing the names of all the accountholders, same bank account number and type as on the cheque leaf and the full address of the Bank branch.
  - Bank attested copy of the last page of the Bank Passbook / Bank Statement showing the latest transaction which is not older than than 3 months .
  - Self-attested legible copy of any one of the document viz. Aadhaar / valid Passport / Utility Bill (not older than 3 months

**Note:** The attestation of the Bank passbook/ statement should be by the Bank Manager under his name, full address and official stamp of the Bank

**It may please be noted that the above details will not be updated in our records, unless you submit all the supporting documents duly signed by all the holders/ attested by the Bank Manager/ Notarized as stated above.**

**As directed by SEBI, in case of failure to register PAN and Bank Account details as aforesaid by August 8, 2018 any transaction in the securities of the Company shall be subject to enhanced due diligence by the Company/ RTA, as may be prescribed. Also, it may be noted that issue of payment instruments like dividend without bank details may be disallowed.**

We hereby request you to kindly provide these details considering your own interest.

Further, we request you to take immediate action to dematerialize your current shareholding in physical mode in the Company. Please note that in view of the change in the Regulatory requirements, with effect from December 5, 2018, the Company will not be able to consider request for transfer of shares, if held in physical mode. To know the process to dematerialize your physical shareholding in the Company visit <http://www.tsrdarashaw.com/tatashare/avs/home/shareregistry/faqs/> or write to us  
Thanking you,

Yours faithfully,

For **TSR DARASHAW LIMITED**

Sd/-

( Investor Servicing Section )

Encl/- as above

Folio no  
Name of the Shareholder  
Address 1  
Address 2  
Address 3  
Address 4  
Pin code

Please return this form by  
August 8, 2018

To,  
TSR Darashaw Limited  
6-10, Haji Moosa Patrawala Industrial Estate,  
20, Dr. E. Moses Road, Mahalaxmi, Mumbai - 400011

Dear Sir,

**Unit : CEAT Limited**

**Re. : Registration of Permanent Account Number and Bank Account details as per Circular of SEBI**

I / We refer to your circular dated July 16, 2018 and request you to kindly update my / our PAN, Bank details as given below. I / We also request you to record our contact numbers and email ids for future communications. I enclose the supporting documents to enable you to verify and update the details

**Folio No. : 1234**

Name of the Shareholders		PAN No.*									
First Holder	A										
Joint Holder 1	B										
Joint Holder 2	C										
<ul style="list-style-type: none"> <li>Copies of legible self-attested PAN card(s) is/are enclosed to enable verification</li> </ul>											
<b>Contact Details</b>											
Mobile No:						E-mail id :					
Tel No : (with STD code)											

Bank Account Details : (for electronic credit of unpaid dividends and all future dividends)											
Name of the Bank											
Name & Address of the Branch											
Account Type (Saving / Current / Cash Credit)											
Saving				Current				Cash Credit			
Account Number (as appearing in your cheque book)											
9 Digit MICR Number (as appearing on the MICR cheque issued by the bank)											
11 Digit IFSC Code (as appearing in your cheque book)											

The following is enclosed herewith (~~strike off whichever is not applicable~~):

- A cancelled cheque in original bearing my/our name(s) as the account holder(s).
- Self-attested legible copy of Aadhaar/ valid Passport/ Utility Bill (not older than 3 months).

**OR**

- A cancelled cheque in original (not bearing name of account holder) along with a copy of my/our bank passbook / statement (not older than three months old) showing the name(s) of all the accountholder(s), duly attested by the Bank Manager under his name, full address and official stamp of the bank.
- Bank attested copy of the last page of the Bank Passbook / Bank Statement showing the latest transaction which is not older than 3 months.
- Self-attested legible copy of Aadhaar / valid Passport / Utility Bill (not older than 3 months)

I/We hereby state that the above- mentioned details are true and correct and I/we give my/our consent to update the particulars based on the self-attested copies of the documents enclosed with this letter by affixing my/our signature(s) to it. I/ We shall not hold the Company/ Registrar and Transfer Agent responsible for any transactions being unsuccessful due to technical reasons.

**Signature(s) of the Registered Shareholders**

Place : \_\_\_\_\_ 1. \_\_\_\_\_  
Date : \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_

**Note :: The above details will not be updated if the supporting documents are not attached duly signed by all the holders/ attested by Notary/ Bank Manager as the case may be.**



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Tel 91 22 6656 8484 Fax 91 22 6656 8494 E-mail [csg-unit@tsrdarashaw.com](mailto:csg-unit@tsrdarashaw.com) Website

[www.tsrdarashaw.com](http://www.tsrdarashaw.com)

**IMPORTANT AND URGENT FOR IMMEDIATE ACTION**

Date: July 16, 2018

Name of the Shareholder  
Address 1  
Address 2  
Address 3  
Address 4  
Pin code

Dear Shareholder,

**Unit: CEAT Limited**

**Sub: Compulsory Dematerialization of your shares**

As per Regulation 40 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, with effect from December 5, 2018, transfer of shares can be carried out in dematerialized form only. Accordingly, we request you to take immediate action to dematerialize your current shareholding in physical mode in the Company. Please note that in view of the change in the Regulatory requirements, with effect from December 5, 2018, the Company will not be able to consider request for transfer of shares, if held in physical mode. To know the process to dematerialize your physical shareholding in the Company visit <http://www.tsrdarashaw.com/tatashare/avs/home/shareregistry/faqs/> or write to us at:

TSR Darashaw Limited

Unit: CEAT Limited

6 – 10, Haji Moosa Patrawala Industrial Estate

20 Dr. E Moses Road, Near Famous Studio,

Mahalaxmi, Mumbai – 400 011

Telephone: +91 22 6656 8484/ +91 22 6617 8411-14

Fax: +91 22 6656 8494

email: [csg-unit@tsrdarashaw.com](mailto:csg-unit@tsrdarashaw.com) website: [www.tsrdarashaw.com](http://www.tsrdarashaw.com)

The FAQs on dematerialization of shares, including the process for dematerialization, is given overleaf for your information.

Yours faithfully,

**For TSR Darashaw Limited**

Sd/-

**Investor Service Section**

## Frequently asked questions on Dematerialisation/Rematerialisation

### **A. What are the benefits of Dematerialisation of shares?**

Shares held in DEMAT form have several advantages and helps eliminate many problems that investors have to face while dealing with securities. They minimize paperwork that is involved with the ownership, trading, and transfer of securities. It facilitates faster transactions and makes trade of securities extremely convenient. There are a wide range of advantages associated with a DEMAT account such as:-

- a. The risks pertaining to physical certificates like loss, theft, forgery and damage are eliminated completely with a DEMAT account.
- b. The lack of paperwork enables quicker transactions and higher efficiency in trading including immediate transfer of shares and faster settlement cycle.
- c. Ease in portfolio monitoring
- d. The shares that are created through mergers and consolidation of companies are credited automatically in the DEMAT account.
- e. There is no need to pay stamp duty on transfer of securities thereby bringing down the cost of transaction significantly.

### **B. How do I open an account with a Depository and will I be periodically informed about the movement in my electronic account?**

You may open an account with a Depository Participant ('DP') of your choice. As an investor you will interact with National Securities Depository Limited (NSDL) or Central Depository Services Limited (CDSL) through your Depository Participant. Your DP will allot you an account number which will serve as a reference for all your future dealings with them.

Your DP will update your account after each transaction, and would periodically furnish you with a statement of holding. You may verify this with them at the time of opening your electronic account.

### **C. How do I convert my paper/physical share certificates into an electronic holding? [Dematerialisation]**

To dematerialize your paper/ physical share certificates, following procedures to be followed:

- a. You should first open a Demat account with a DP of your choice
- b. You may then hand over to your DP, the Physical share certificates along with the 'Dematerialisation Request Form' (DRF).
- c. Only the securities registered in your name can be submitted for dematerialization.
- d. Your DP will then send the DRF and the physical share certificates to the Registrar and Share Transfer Agents of the Company, TSR Darashaw Limited ('TSRDL') and an electronic request will also be sent through NSDL/CDSL network reconfirming the same.
- e. TSRDL will verify the documents and if found in order, the dematerialization request will be confirmed to NSDL/CDSL who will in turn inform to your DP.
- f. In the Register of Shareholders of the Company, your folio will be debited and the account of NSDL/CDSL will be credited in respect of such dematerialized securities.
- g. NSDL/CDSL in their electronic records will credit the account of your DP who will then credit your Demat account with the number of securities, that have been dematerialized and the securities will thereafter be held in electronic form.

This process would take approximately 15-20 days.

### **D. Will I continue to receive corporate benefits?**

All the corporate benefits such as dividend, interest, bonus shares, rights shares will be issued by TSRDL to the beneficial owners i.e. the accountholders who hold the securities in electronic form. The dividend/interest amounts as and when declared/ issued will be credited to your bank account directly. The entitlement of rights and bonus shares/debentures wherever applicable, will be credited to the beneficiaries accounts as per the investors' option and the terms of the issue.

### **E. How do I trade (buy/sell) in electronic form?**

You may buy and sell securities in electronic form through the depository by co-ordinating with your broker and your DP. Such transactions would be simpler and faster. Payments for such transactions would be made in the same way as is done for physical certificates. Securities purchased in electronic form are credited to your Demat account on the T+2 working days ('T' means transaction day). there will not be any formalities of filling transfer deeds or applying to the Company for registration.

Such transactions are not routed through the Company and the debit/credit takes place directly in the Depository System. However, corporate benefits would be paid to the person holding such securities on the Record date/Book closure date as applicable.

### **F. How can I reconvert my electronic holding into paper/physical form? [Rematerialisation]**

As per the existing guidelines, an investor can choose to reconvert his electronic holding into physical form at any time through his DP. On receipt of the rematerialisation request along with the 'Remat Request Form' (RRF) the Company will issue fresh certificates