



CEAT Ltd.
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CIN: L25100MH1958PLC011041
www.ceat.com

August 29, 2020

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

CP Listing ISIN INE482A14999 and INE482A14AA5

Dear Sir /Madam,

Sub: Investor Conference- Reg. 30

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find below the details of the Analyst/ Institutional Investors meet which will be participated by the Company along with the presentation to be made at the same:

Date	Host	Venue/Mode
August 31, 2020	Elara Capital	Audio/Video Conference

You are requested to kindly take the same on record and disseminate appropriately

Thanking you,

Sincerely,
For **CEAT Limited**

Vallari Gupte
Company Secretary & Compliance Officer

Encl: as above



Disclaimer

This presentation may include statements which may constitute forward-looking statements. All statements that address expectations or projections about the future, including, but not limited to, statements about the strategy for growth, business development, market position, expenditures, and financial results, are forward looking statements. Forward looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements.

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Section 1: RPG Group Overview

RPG Group: Powered by Passion, Driven by Ethics

**UNLEASHTALENT
TOUCHLIVES
OUTPERFORM
AND😊**

RPG Enterprises was founded in 1979. The group currently operates in various industries - Infrastructure, Technology, Life Sciences, Plantations and Tyre Manufacturing. The group has a history of business dating back to 1820 AD in banking, textiles, jute and tea. The Group grew in size and strength with several acquisitions in the 1980s and 1990s. CEAT became a part of the RPG Group in 1982, which is now one of India's fastest growing conglomerates with 20000+ employees, presence in 100+ countries and annual gross revenues of over \$3 Bn.



KEC International

World leader in Power Transmission EPC space



CEAT

One of India's leading manufacturer of automobile tyres



Zensar Technologies

Software services provider spread across 20 countries, 400+ customers.



RPG Life Sciences

Pharma company with wide range medicines in global generics and synthetic APIs.



Raychem RPG

Engineering products and services catering to infrastructure segment of the economy.



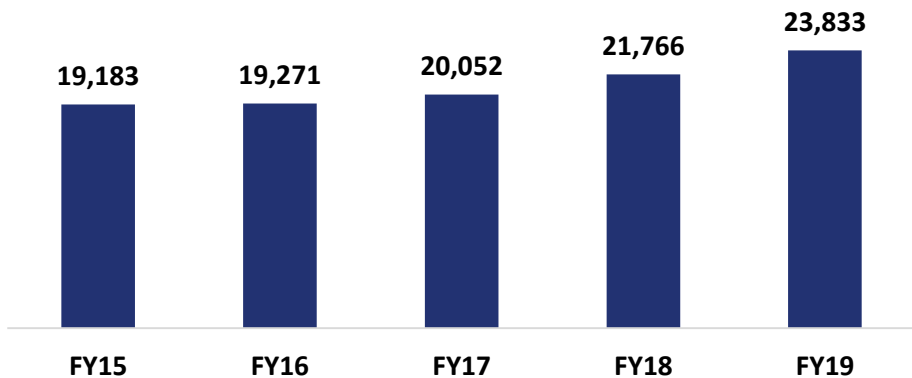
Harrisons Malayalam

One of India's largest plantation companies with tea, rubber and other agro products.

RPG Group: Key Financials

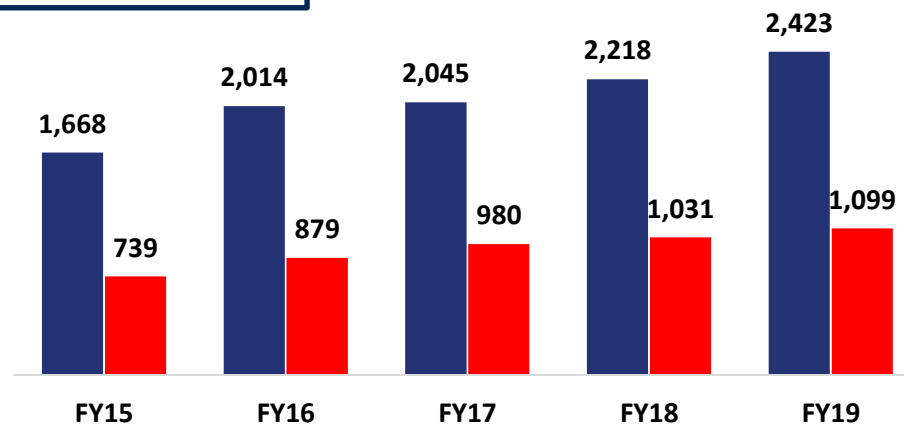
FY15-19
CAGR: 5.6%

■ Gross Total Income (Rs Cr.)

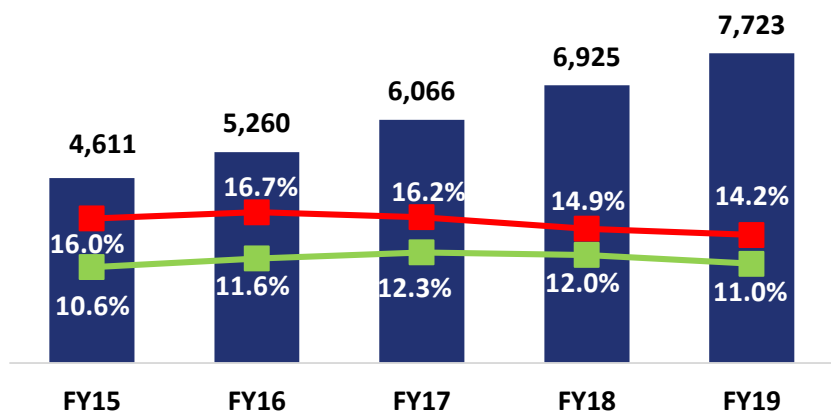


FY15-19 CAGR:
EBITDA 9.8% PAT 10.4%

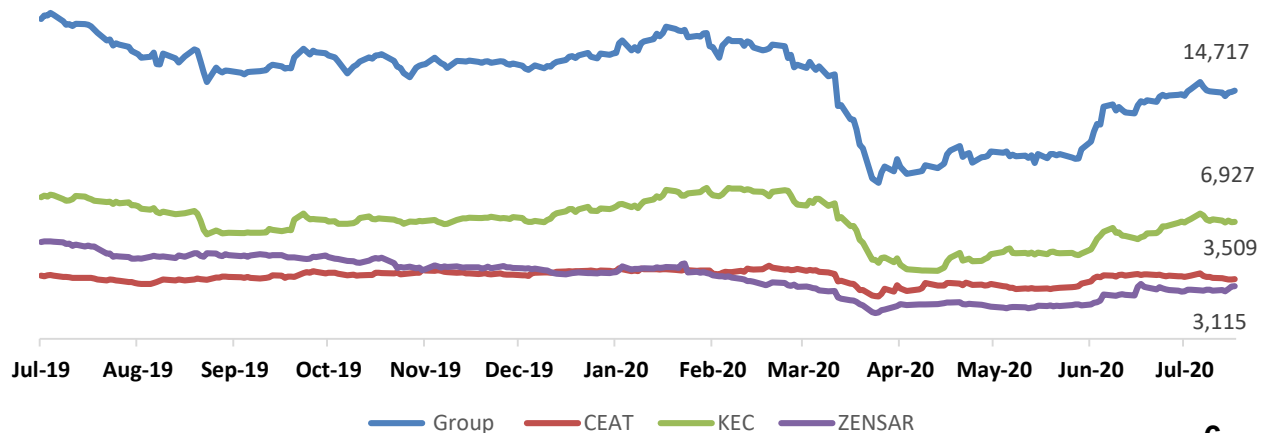
■ EBITDA ■ PAT



■ Net Worth ■ ROE ■ ROCE



Market Cap



Note:

- 1) ROCE is calculated by taking EBIT*(1-ETR) divided by Capital Employed
- 2) ROE is calculated by taking PAT divided by Net-worth
- 3) Market Cap updated till 30th April 2020

Section 2: Business Overview

Board of Directors



Harsh Vardhan Goenka
Chairman, Non Executive Director



Anant Goenka
Managing Director



Arnab Banerjee
COO and Whole Time Director



Atul C. Choksey
Non Executive Independent Director



Pierre E. Cohade
Non Executive
Non Independent Director



Haigreve Khaitan
Non Executive
Independent Director



Mahesh S. Gupta
Non Executive
Independent Director



Paras K. Chowdhary
Non Executive
Independent Director



Punita Lal
Non Executive
Independent Director



Ranjit Pandit
Non Executive
Independent Director



Vinay Bansal
Non Executive
Independent Director

Leadership Team

Anant Goenka



Managing Director

Kumar Subbiah



Chief Financial Officer

Arnab Banerjee



Chief Operating Officer

Milind Apte



**Senior Vice President
– Human Resources**

Dilip Modak



**Senior Vice President
– Manufacturing**

Vijay Gambhire



**Managing Director – CEAT Specialty,
Senior Vice President – QBM**

Saurav Mukherjee



**Senior Vice President
– Global Sales**

Peter Becker



**Senior Vice President
– R&D and Technology**

India's leading tyre company with over **50** yrs of presence

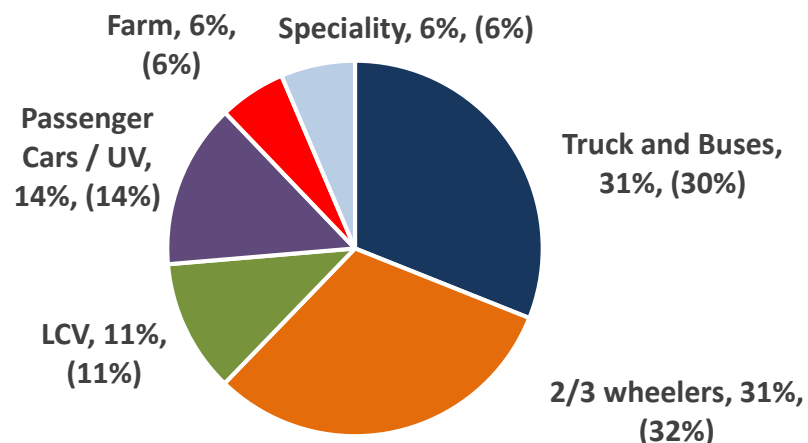
Distribution Network : **4,000+** dealers, **500+** exclusive CEAT franchisees

7 Manufacturing facilities - Bhandup, Nasik, Halol, Nagpur, Ambernath, Chennai & Sri Lanka

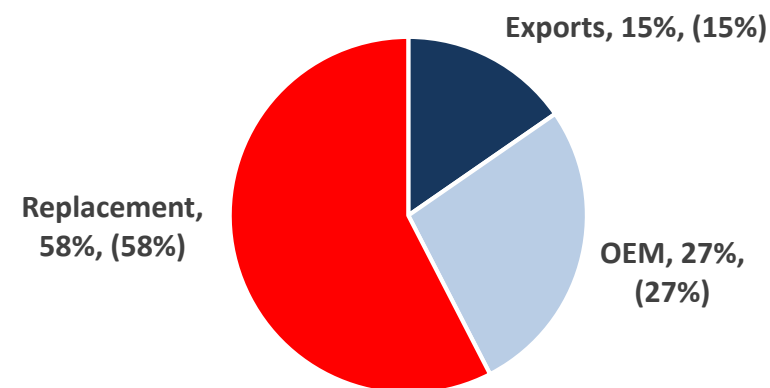
100+ countries where products are sold with strong brand recall

#No 1 player in Sri Lanka in terms of market share

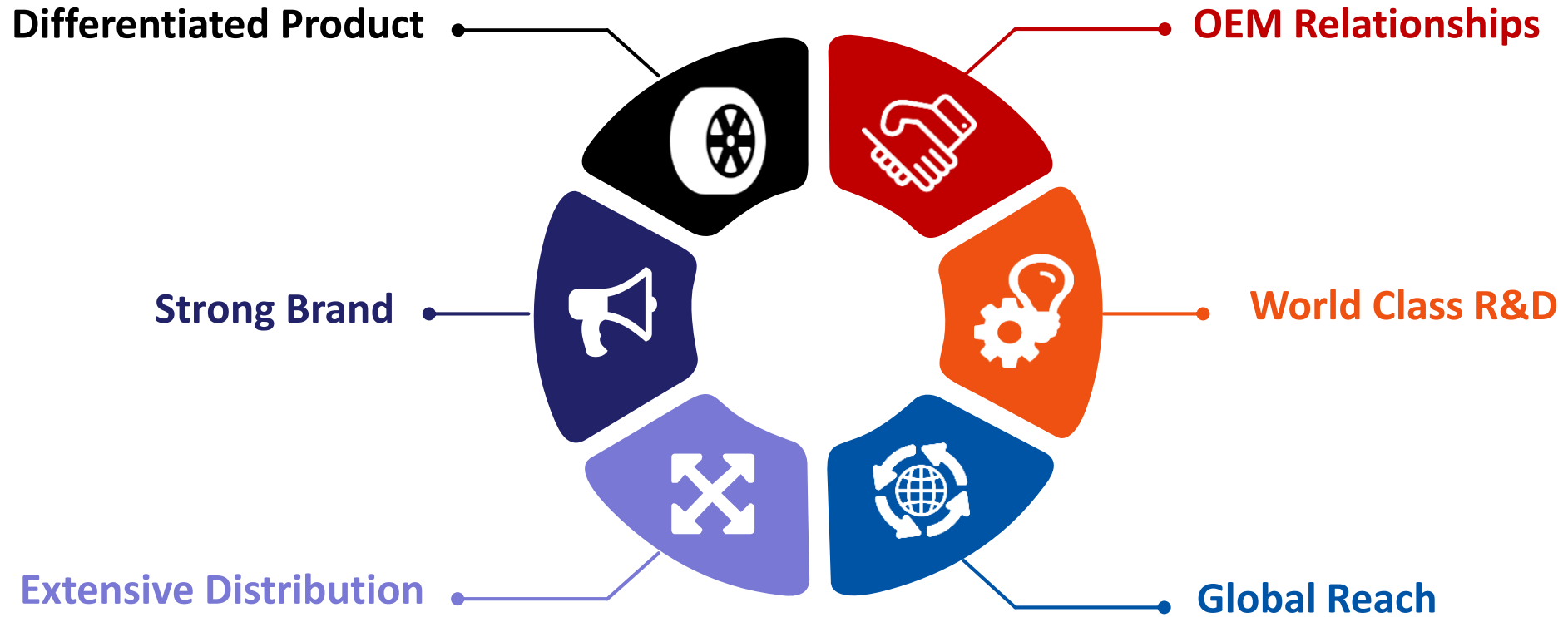
FY20 Revenue Breakup by Product



FY20 Revenue Breakup by Market



1. Consolidated revenue breakup
2. Corresponding figures in investor presentations till Q4 FY19 had standalone revenue break-up
3. Figures in parenthesis denote H1 FY20 consolidated Revenue break-up



1 Differentiated Products

Strengthening OEM Relationships



Key developments

- Focus on OEM, recent entries in new models** – Honda Activa (BSVI), Honda CB Shine SP (BSVI), Hero MotoCorp Splendor iSmart (BSVI), Hero MotoCorp HF Deluxe (BSVI), Hero Dare 125, Hero Duet E, Maruti Suzuki Alto VXI+, Hero Glammer Refresh, Mahindra Jeeto Z Series, Tata Intra
- Recent entries into OEM's existing models** – JBM CNG Bus, Mahindra Scorpio S3, Honda Bikes till 125 CC, Yamaha FZ 150 CC, Suzuki Gixxer 150 CC, Ashok Leyland Truck 1618, Daimler BSVI Trucks, Piaggio Aprilia 150 CC
- Platforms** like Fuelsmart, Gripp, Mileage X3, SecuraDrive etc.

2 Strong Brand



CEAT's high performance tyres ensure **Superior Grip** throughout the monsoons

Doorstep fitment of tyres and other services through our company **TyresNmore**



CEAT's ode to the Unsung Heroes
Truckers and Fleets



3 Extensive Distribution

CEAT Shoppe



Shop in Shop (SIS)



Multi Brand Outlet



CEAT Bike Shoppe



4000+
Dealers &
Channel Partners

300+
2W Distributors

600+
Districts

500+
CEAT Franchisees

35,000+
Sub-dealers

400+
MBO / SIS

4 Deep OEM Partnerships



TATA Motors

Ashok Leyland

VECV

Escorts

AMW

TAFE



Mahindra

Daimler

Eicher

SML Isuzu

JBM Group



Maruti Suzuki

TATA Motors

Mahindra

Renault

Hyundai

KIA



Force Motors

Datsun

Skoda

Peugeot

Volkswagen

Morris Garage



Honda

Royal Enfield

Bajaj

Yamaha

Suzuki

Hero

Hero Electric



Piaggio

LML

Tork

Tunwal

Okinawa Scooters

Kawasaki



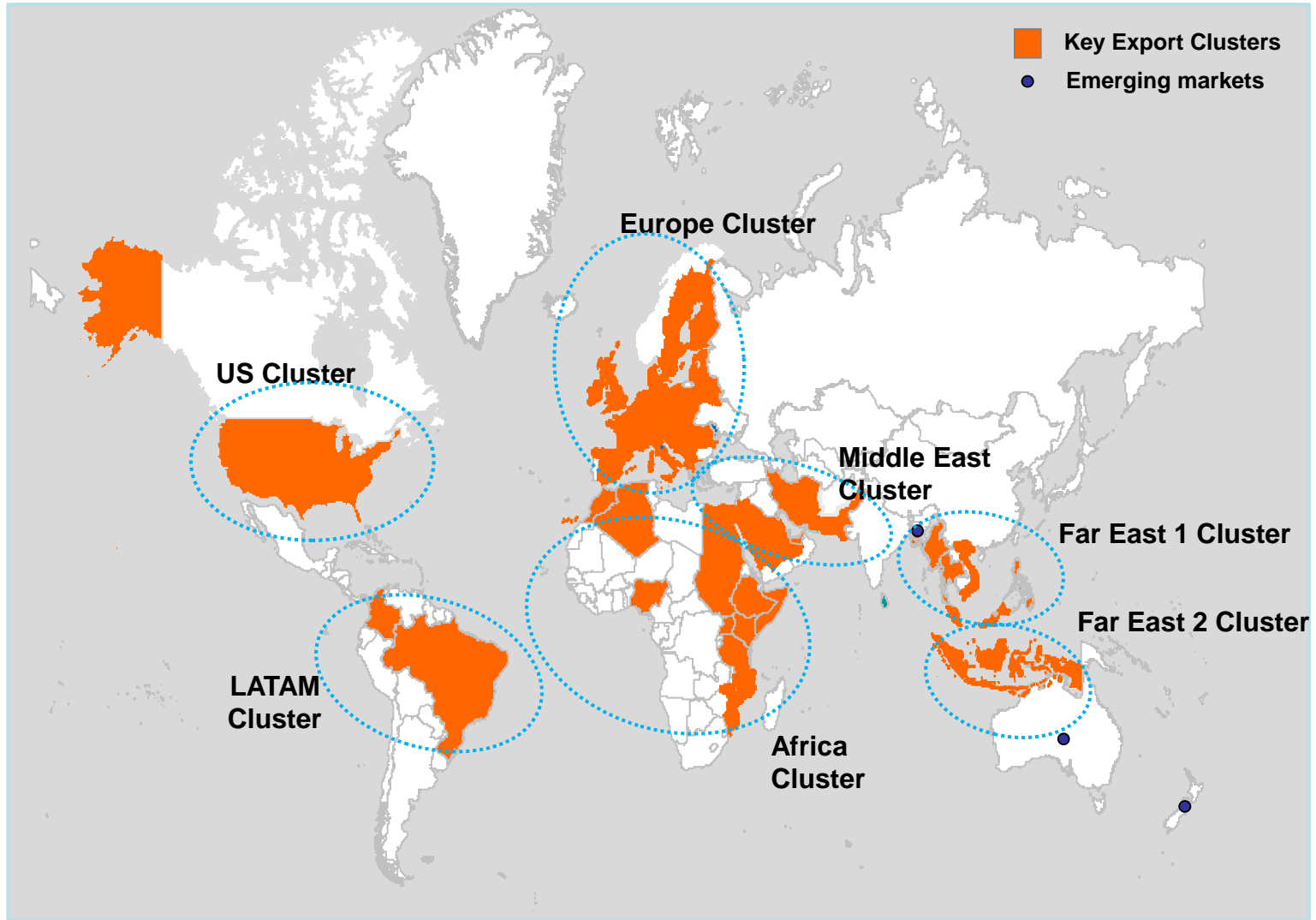
State-of-the-Art R&D Center, Halol



R&D Office, Germany

- Significant investment on tyre testing infrastructure like Anechoic Chamber, Flat Track Test Machine
- Focus on upcoming technologies like Electric Vehicle, Sustainability and Smart Tyres

6 Expanding Global Reach



- Exports to 90+ Countries in 7 clusters
- Sri Lanka: Manufacturing facility and Leadership position in the market and with 50+% market share
- Focused product and distribution strategy for select clusters and countries

Section 3: Operational & Financial Overview

Q1 FY21 Operational Highlights

Great Places to Work Survey

We have been ranked

35th

amongst India's 100 Best Companies to work for in 2020 by
THE GREAT PLACE TO WORK[®] INSTITUTE

Best Companies To Work For
Great Place To Work. INDIA 2020
THE ECONOMIC TIMES

The graphic features a dark blue background with colorful confetti. The CEAT logo is in the top right corner. The text is centered, with the number '35' being the largest element. At the bottom, there are logos for 'Best Companies To Work For', 'Great Place To Work. INDIA 2020', and 'THE ECONOMIC TIMES'.

Consolidated: Q1 FY21 Financial Highlights

Q1 FY21 v/s Q4 FY20 (Q-o-Q)

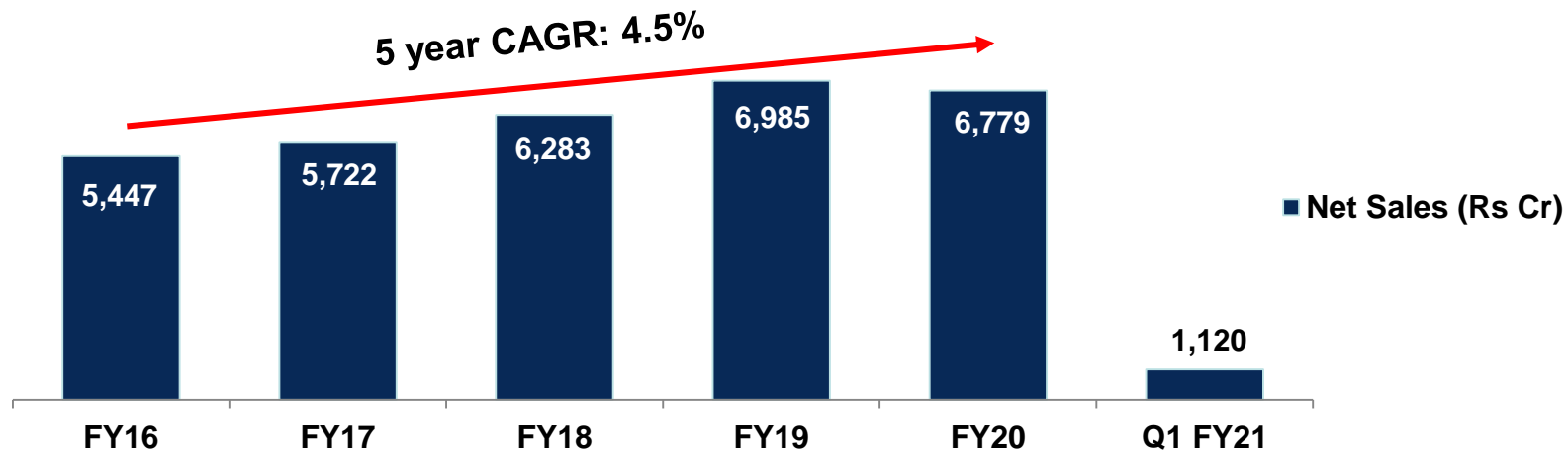
- Net revenue from operations declined by 28.8% at INR 1,120 Crs from INR 1,573 Crs
- Gross margin contracted to 40.3% from 45.6%
- EBITDA stood at INR 105 Crs compared to INR 203 Crs; margins at 9.4% from 12.9%
- PAT stood at INR (35) Crs compared to INR 52 Crs
- Debt / equity at 0.69x compared to 0.66x

Q1 FY21 v/s Q1 FY20 (Y-o-Y)

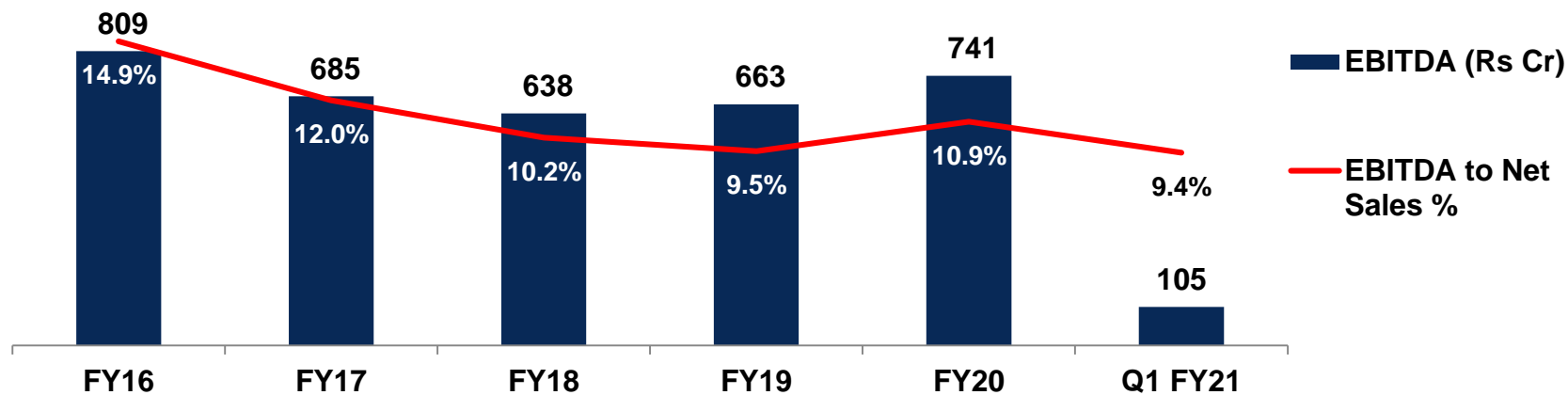
- Net revenue from operations declined by 36.1% at INR 1,120 Crs from INR 1,752 Crs
- Gross margin expanded to 40.3% from 39.5%
- EBITDA stood at INR 105 Crs compared to INR 172 Crs; margins at 9.4% from 9.8%
- PAT stood at INR (35) Crs compared to INR 82 Crs
- Debt / equity at 0.69x compared to 0.57x

Consolidated: Financial Trends

Revenue growth



Margin trends



Note

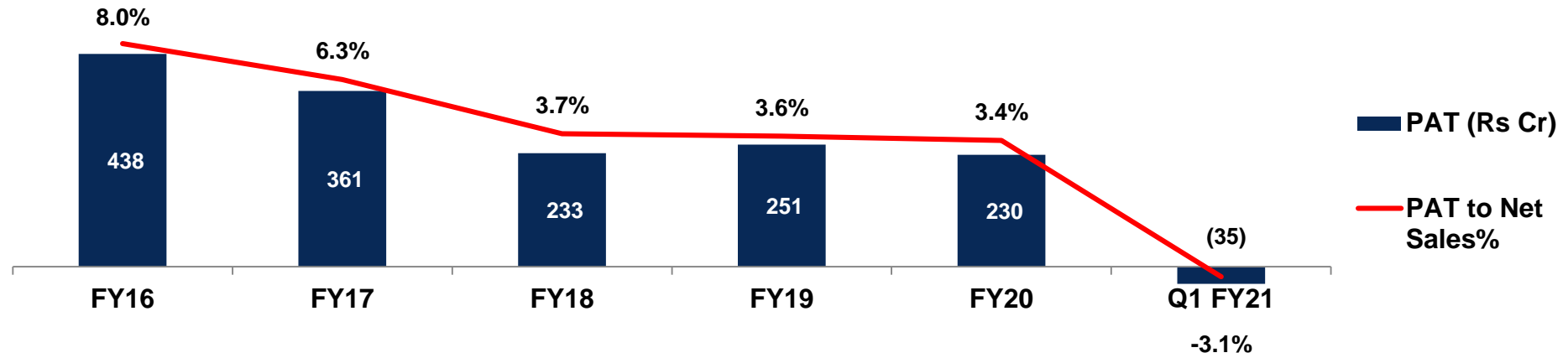
All figures are per IND AS

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

Consolidated: Financial Trends

PAT trends



Notes

All figures are per IND AS

Consolidated: Q1 FY21 Financials

All figures in INR Cr

Parameter	Q1 FY20	Q4 FY20	Q1 FY21	QoQ	YoY
Net Revenue from operations	1,752.1	1,573.4	1,120.2	-29%	-36%
Raw Material	1,059.6	855.2	669.3	-22%	-37%
Gross margin	692.5	718.3	450.9	-37%	-35%
Gross margin %	39.5%	45.6%	40.3%	(540) bps	73 bps
Employee Cost	134.4	141.8	151.3	7%	13%
Other Expenses	391.0	376.1	197.6	-47%	-49%
EBITDA	172.4	202.9	105.5	-48%	-39%
EBITDA %	9.8%	12.9%	9.4%	(348) bps	(42) bps
Finance Cost	34.9	40.7	48.8	20%	40%
Depreciation	64.4	74.5	78.5	5%	22%
Operating PBT	73.1	87.7	(21.8)	-125%	-130%
Exceptional expense	0.6	28.2	21.8	-23%	
Non-Operating income	12.0	3.5	2.8	-20%	-76%
PBT	84.4	63.1	(40.8)	-165%	-148%
PAT	82.2	51.7	(35.2)	-168%	-143%

Notes

Figures are as per IND AS

Company's investment in Sri Lanka JV is accounted using Equity method under IND AS which was earlier consolidated using proportionate consolidation method

Gross margin includes impact of non-material cost movement of inventory (FG + SFG)

EBITDA includes profit from Sri Lanka JV

EBITDA does not include Non-operating income

Consolidated: Leverage / coverage Profile

Total Debt (INR Cr)

663

924

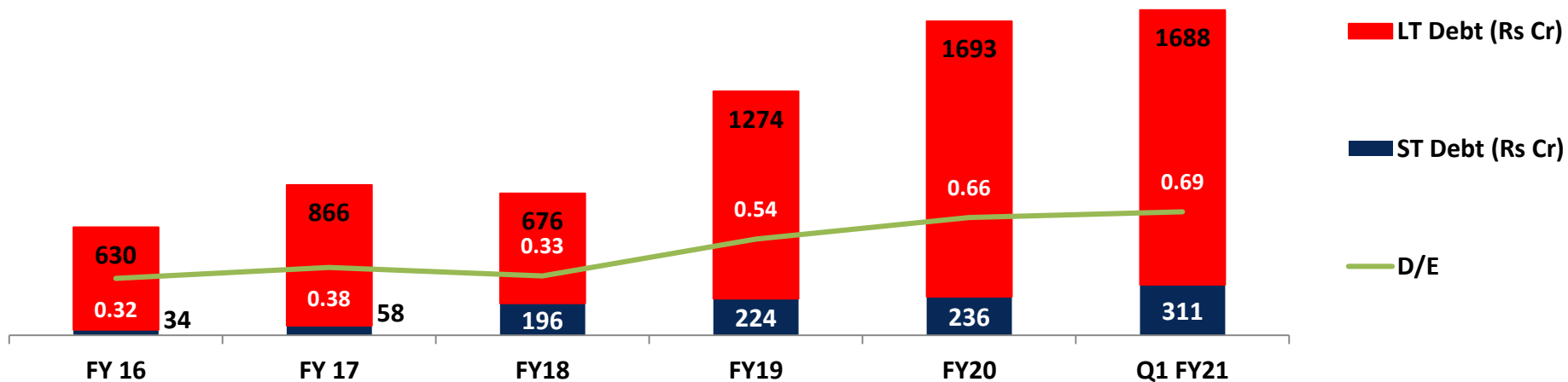
872

1498

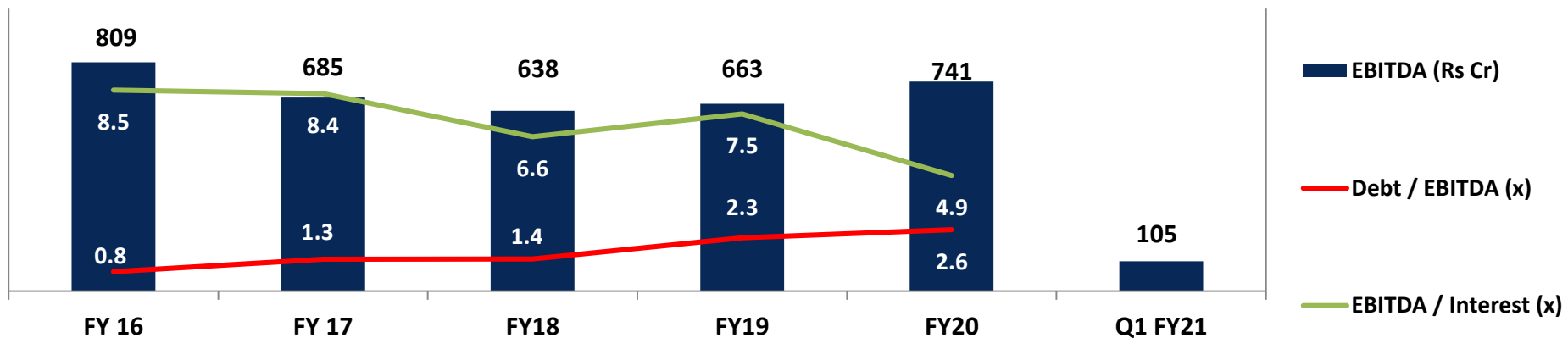
1929

1998

Debt breakup



Leverage ratios



Note

All figures are per IND AS

Debt numbers are on Gross basis

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

Long Term debt also includes the 'Current Maturities' component of the long-term debt

Standalone: Q1 FY21 Financials

All figures in INR Cr

Parameter	Q1 FY20	Q4 FY20	Q1 FY21	QoQ	YoY
Net Revenue from operations	1,703.6	1,523.6	1,066.5	-30%	-37%
Raw Material	1,047.5	847.3	648.8	-23%	-38%
Gross margin	656.1	676.4	417.8	-38%	-36%
Gross margin %	38.5%	44.4%	39.2%	(522) bps	66 bps
Employee Cost	124.0	130.3	138.7	6%	12%
Other Expenses	371.5	356.1	179.9	-49%	-52%
EBITDA	160.7	189.9	99.2	-48%	-38%
EBITDA %	9.4%	12.5%	9.3%	(317) bps	(13) bps
Finance Cost	29.6	33.8	42.8	27%	45%
Depreciation	59.5	69.3	73.0	5%	23%
Operating PBT	71.6	86.9	(16.6)	-119%	-123%
Exceptional expense	0.6	28.1	21.7	-23%	
Non-Operating income	14.8	6.5	17.6	173%	19%
PBT	85.9	65.2	(20.7)	-132%	-124%
PAT	87.0	55.8	(14.6)	-126%	-117%

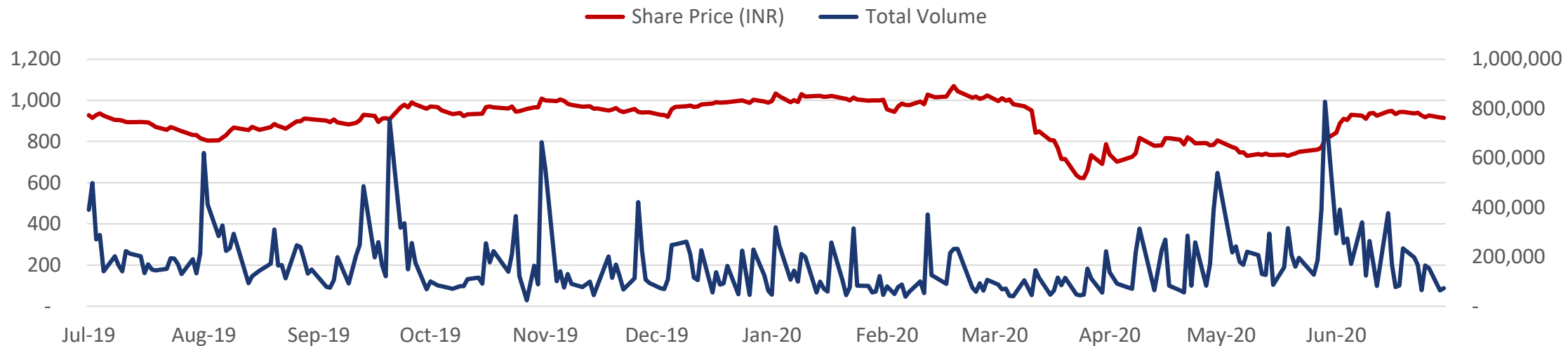
Notes

Financials are as per IND AS

Gross margin includes impact of non-material cost movement of inventory (FG + SFG)

EBITDA does not include Non-operating income

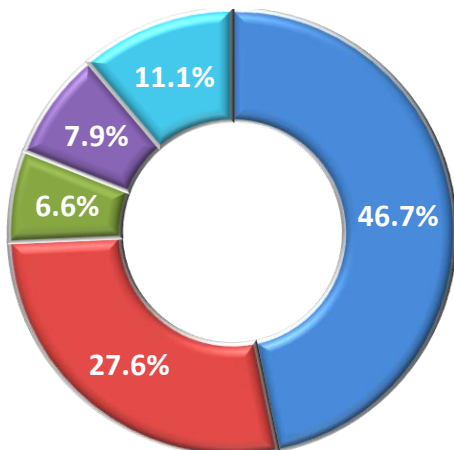
Equity Shareholding & Price trends



Source : Capitaline. The above data is updated till 31st March 2020

Shareholding Pattern as on June 30, 2020

- Promoters
- FII/FPI
- Mutual Funds
- Ins., Fin. Inst. & Other Corp.
- Public/Others



Market Information

- Market Price (July 28th, 2020): INR 877.15/share
- Face Value : INR 10/share
- Market Cap (July 28th, 2020): INR 3,458 Cr

T H A N K Y O U