



**CEAT Ltd.**  
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CIN: L25100MH1958PLC011041  
www.ceat.com

June 6, 2024

**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: CL25, CL26**

**CP Listed ISIN:** INE482A14CE3, INE482A14CF0,  
INE482A14CG8, INE482A14CH6, INE482A14CK0,  
INE482A14CL8

**Sub: Investor Conference - Reg. 30**

Dear Sir/Madam,

In continuation to our letter dated May 30, 2024, please find enclosed herewith the Investor's Presentation which will be made during the RPG Annual Investor Conference 2024.

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

Thanking you,

Yours faithfully,

For **CEAT Limited**

**Kumar Subbiah**

**Chief Financial Officer**



hello happiness

# RPG Annual Investor Conference 2024

June 07, 2024

# CEAT

— CRAFTED —  
FOR THE CURIOUS



# Disclaimer

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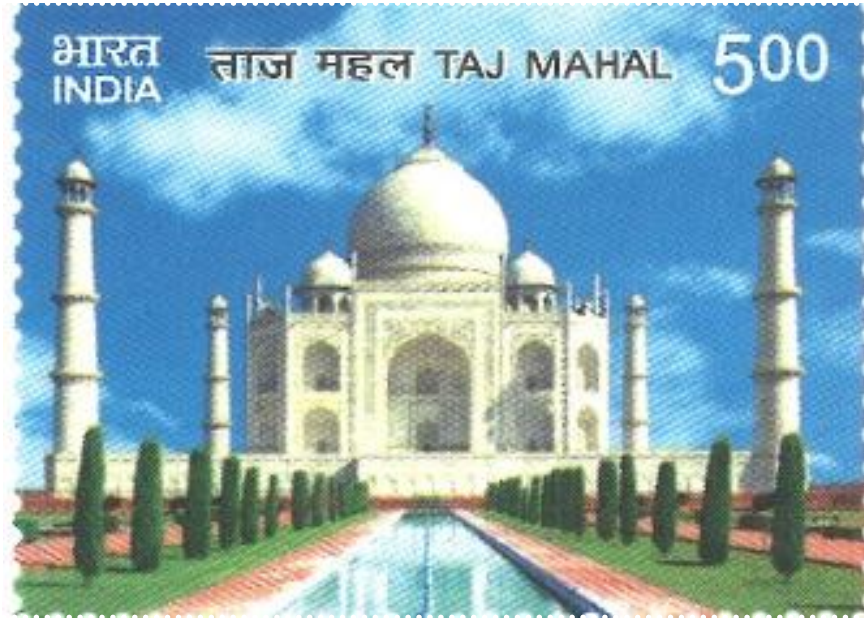
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# Postage Stamp Unveiled on Centenary of CEAT

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**100**  
YEARS OF  
**CEAT**





# Overview



**Rs. 11,943 cr**

Revenue (FY24)



**~16.0%**

3 Years Revenue CAGR



**14.0%**

EBITDA (FY24)



**3x**

PAT (YoY)



**0.4x**

Debt to equity



**300%**

Dividend





# CEAT Vision - FY26

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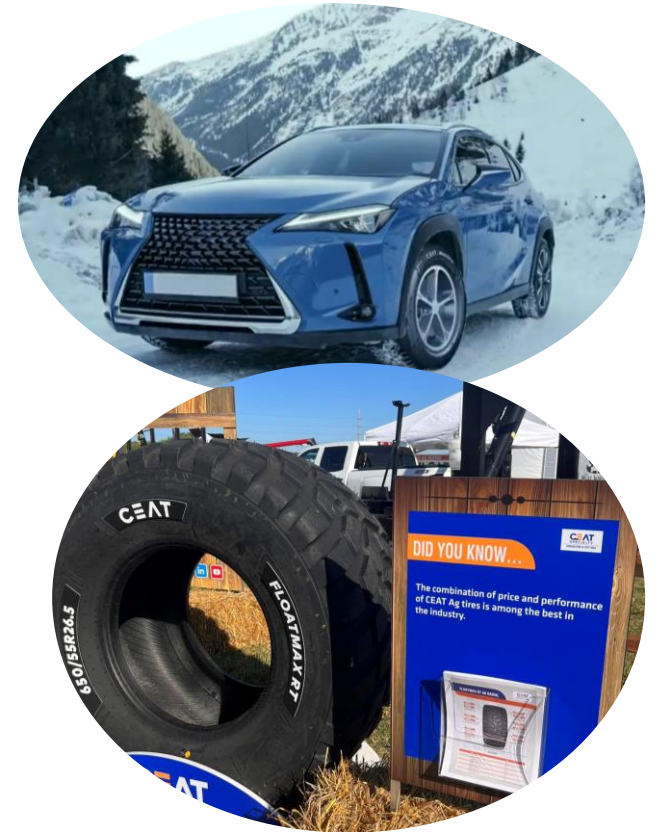
**Leadership in 2W  
Domestic Market**



**Leadership in PC/UV  
Domestic Market**



**>25%  
International Business**



# Charting a Course for Sustained Growth

**FY11**

**8%**

**#4**

**Leading in 2W** <sup>1</sup>



**FY24**

**33%**

**#1**

**Leadership in PC/UV** <sup>1</sup>



**16%**

**#3**

**International business** <sup>2</sup>



**Rs 0.6k Cr**

**Rs 2.2k Cr**

1. Replacement market share as per industry reports, internal estimates

2. Estimated Revenue from international business

# Rank



# CEAT is Future Ready

## International



## Electrification



## Driving Digital



## Premiumization



# 1 International Business

Run rate of ~2.2 mn PC/UV tyres,  
PC/UV SKUs 2.5x since FY19



4 SEASONDRIVE + RANKED 14TH  
Autobild Test



TBR grew by 15%



Targeting TBR launch in US  
Q2 FY25



Europe, Canada & expanding in US



875+ Off Highway SKUs  
~84% coverage in agri segments





## Supplier to All EV OEMs in India

*Mahindra XUV 400*



*MG ZS EV*



*Citroen E-C3*



*MG Comet EV*



*Punch EV*



*Share of Business*

4W

~20%

*Ola S1 Pro*



*Ampere Primus*



*Joy EV*



*Yo Byke*



*Oben E Bike*



*BattRE*



2W

~25%

*Tata Starbus EV*



*Tata Ace EV*



*Altigreen*



*Euler*



*Switch Mobility IEV4*



3W


~20%

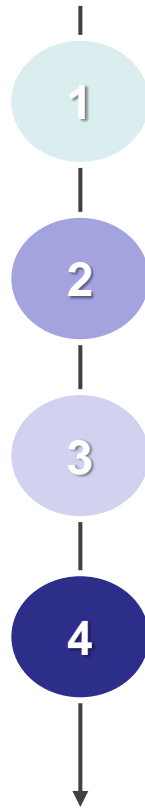
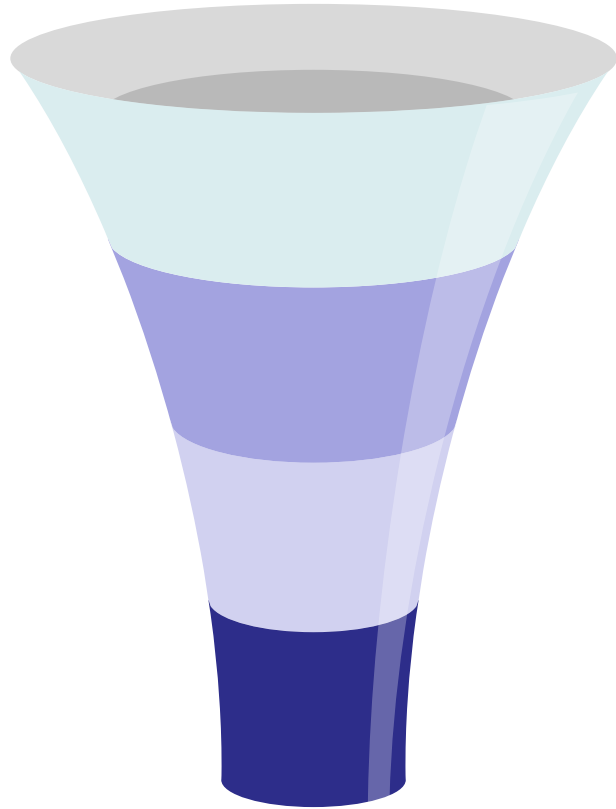


# 3 Driving Digital

  
Generative AI

  
Advanced Analytics

  
Robotics (RPA)



## 1 Procurement

- “WeConnect” Portal for RM Suppliers
- Advanced Algorithm based demand forecasting
- Supply-Chain Cockpit for KPIs

## 2 Lighthouse Industry 4.0

- Digitization of operator touch-points
- Automated storage and retrieval
- IOT based dynamic warmup

## 3 Channel Partner

- In-house Business Platform for Dealers
- CEAT Assist App
- Integrated Fleet Management

## 4 Customers

- D2C Online Sales
- Customer Analytics
- E2E traceability



‘Digital Champions’ at CII’s Cost Congress



‘Smart Manufacturing Automotive Company’ at CNBC-TV18 Zetwerk Smart Manufacturing Summit 2024



~9% of PV/UV replacement sales from D2C channels

## Tyre Range Covers 95% of Super Premium Cars in Replacement Market

*BMW X3*



*Mercedes V Class*



*Mercedes E Class*



*BMW X5*



*Audi A4*



*Audi Q7*



*Skoda Kodiaq*



*Volkswagen Tiguan*



*Skoda Kushaq*



## Title sponsorship of overland pioneers, Wander Beyond Boundaries (WBB)

*22k Kms Mumbai-Siberia*

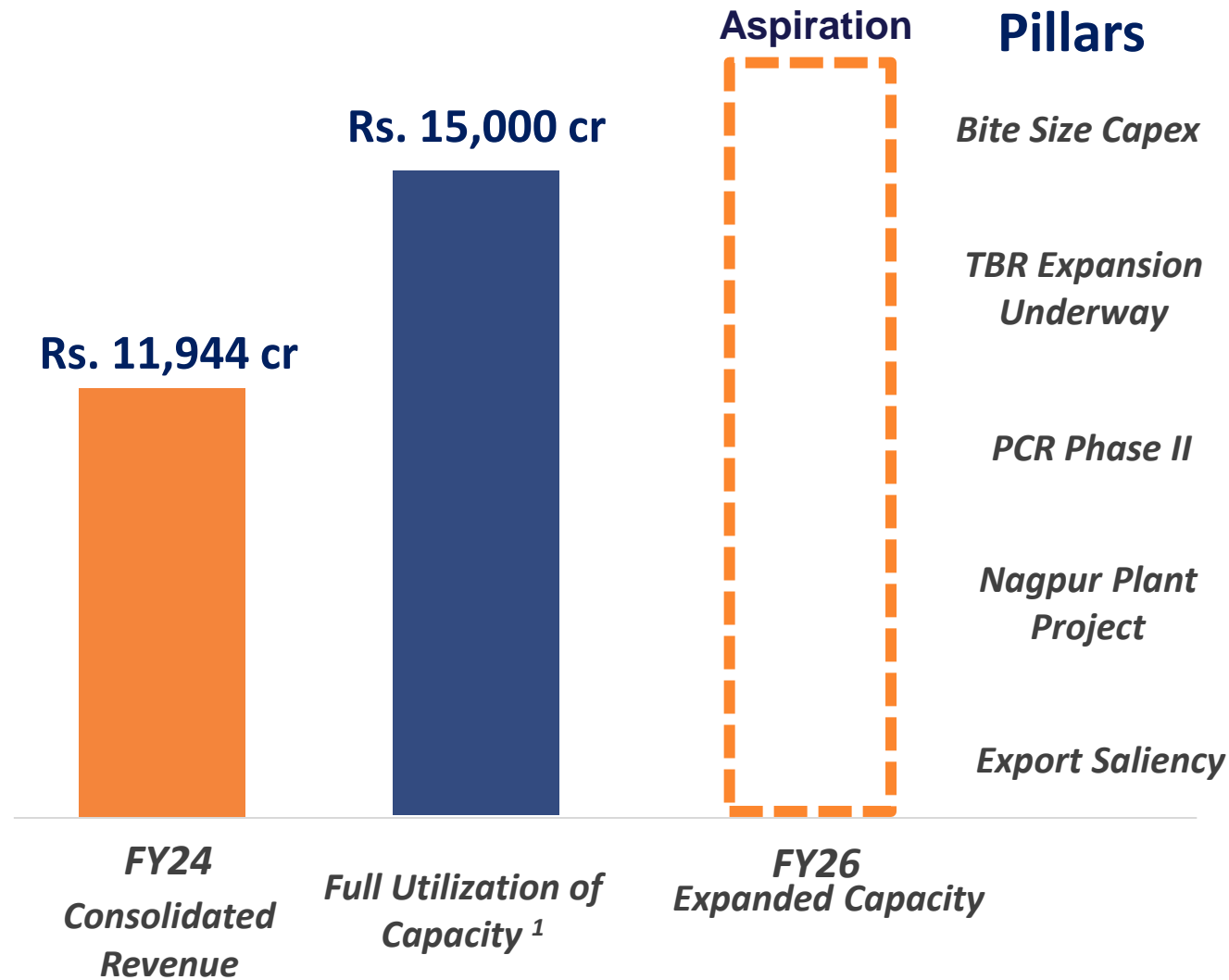


## Official Racing Partner of KTM RC CUP

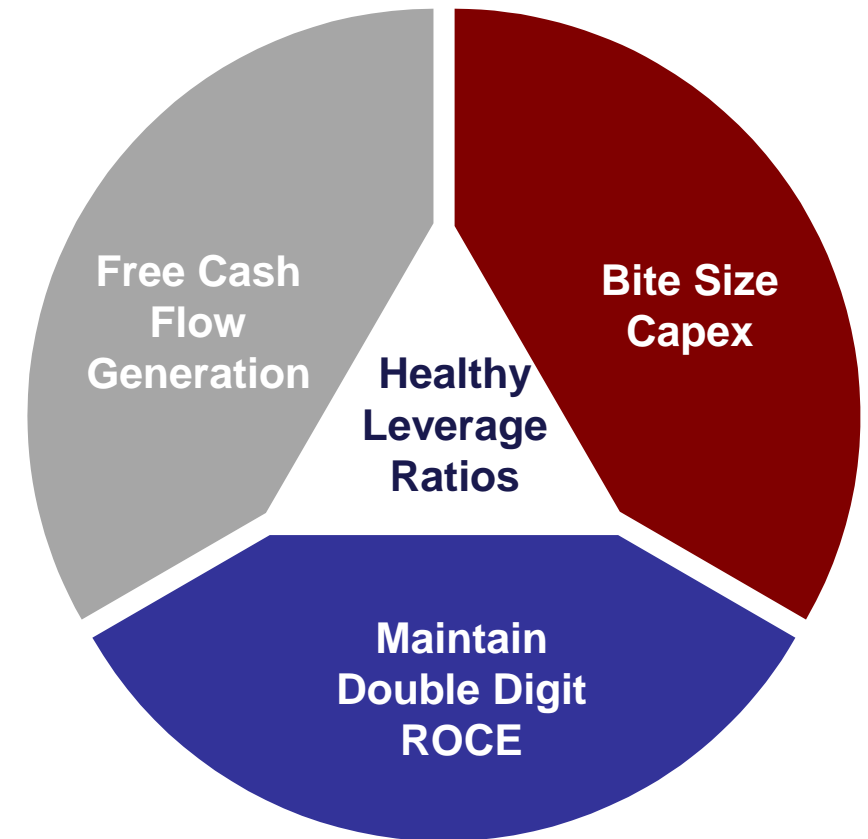




# Geared for Growth



## Our Approach



1. Potential revenue at current capacity

# Environmental, Social, and Governance

## Sustainability Vision 2030: Reduce carbon footprint by 50%



**~41% plant power through renewable sources**



**~14% reduction in manufacturing tCO<sub>2</sub>e per MT of production**



**33 BEE 5-star rated products**



**~5% reduction in water consumption per MT of production**



**~28% usage of sustainable material in Tyres**



**~15% Gender Diversity Ratio**

Note: As on Mar'24

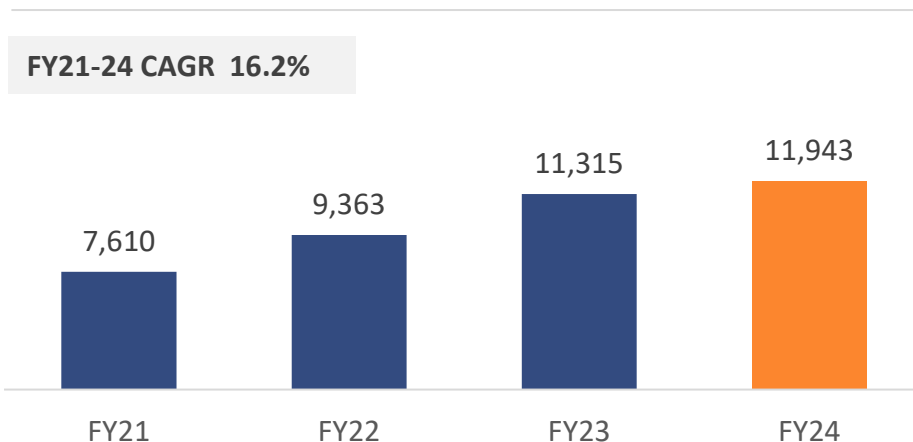
# Additional Information



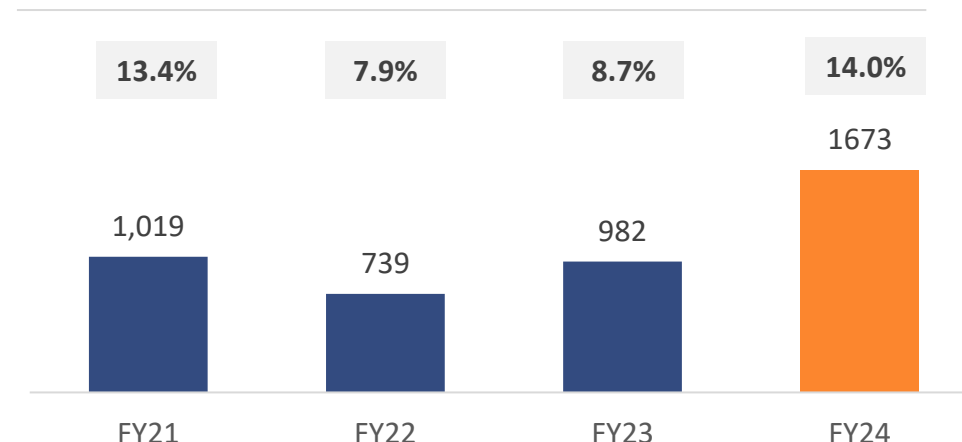
# Financial Trends (Consolidated)

*Rs. cr unless stated otherwise*

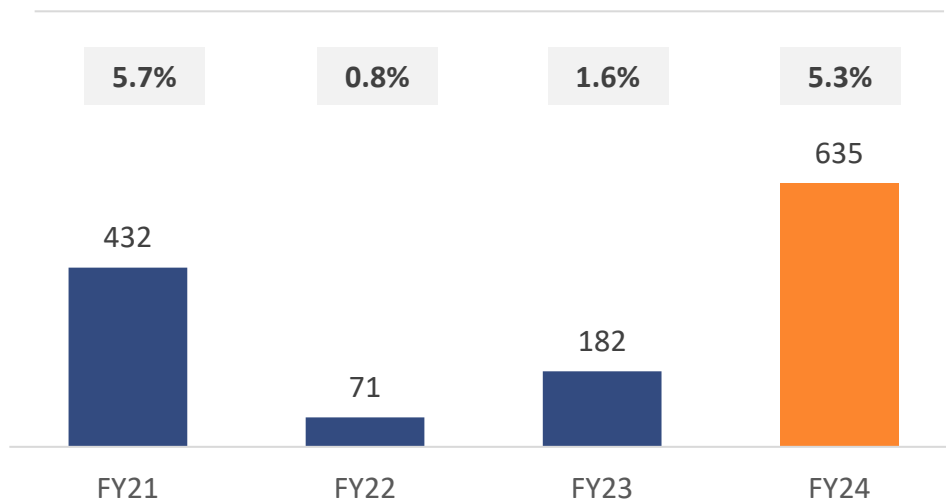
## Revenue from Operations



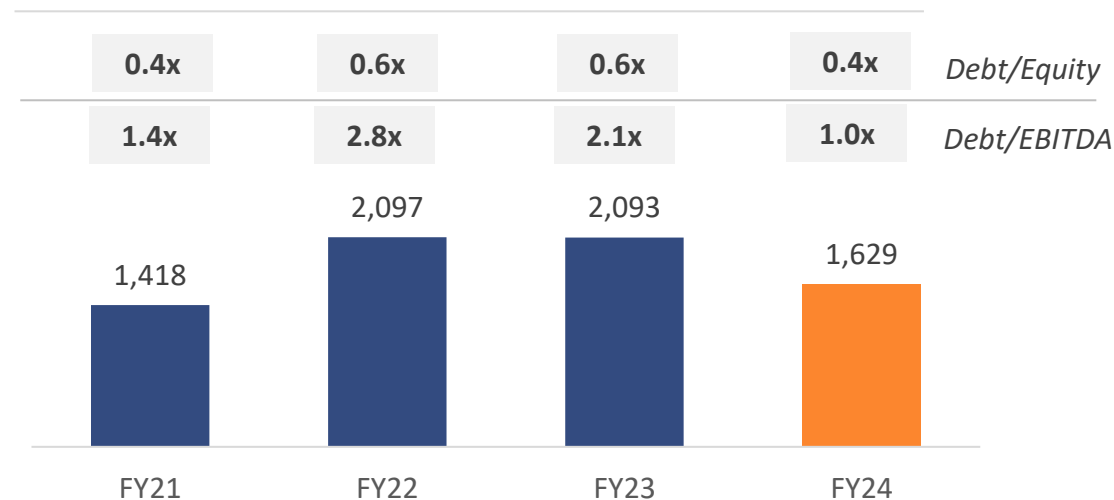
## EBITDA and Margin



## PAT and Margin



## Debt and Leverage Ratios



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



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