



WE GRIP  
THE ROAD,  
JUST LIKE  
THEY GRIP  
THE GAME.

CEAT

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July 2019



CEAT  
TIRES  
Official Partner





←-----OFFICIAL PARTNER-----→





CRICKET ASSOCIATION

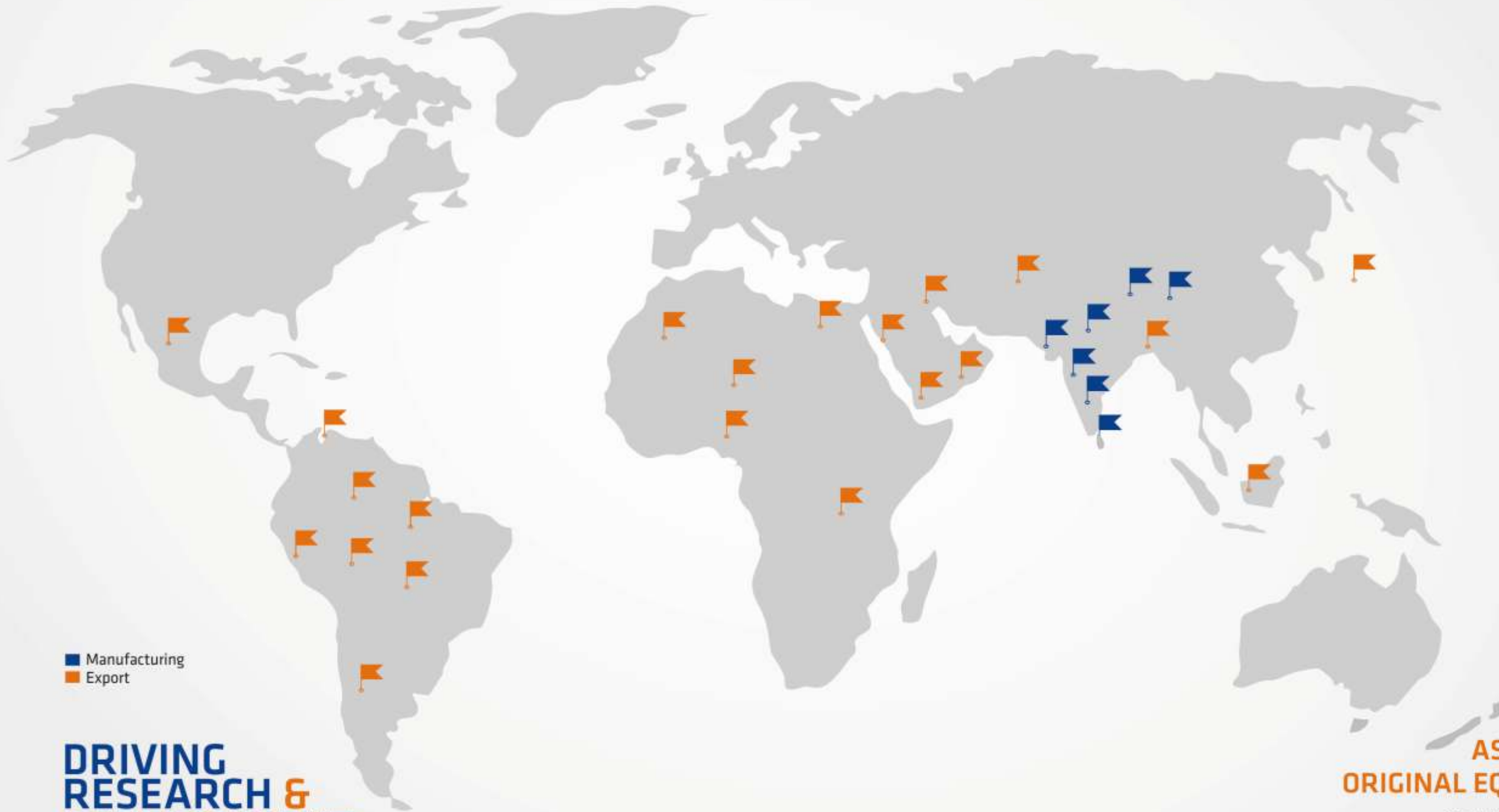


***SUPERIOR  
PERFORMANCE***





# WORLDWIDE



■ Manufacturing  
■ Export

-  BORN IN 1924 IN TORINO, ITALY
-  6000 EMPLOYEES ACROSS 5 PLANTS
-  EXPORTS TO OVER 90 COUNTRIES
-  TAKEN OVER BY RPG GROUP, INDIA 1982
-  GROUP TURNOVER OVER USD 3BILLION

## DRIVING RESEARCH & DEVELOPMENT WITH PASSION



R&D Centre at CEAT Halol Plant, Gujarat, India

Safety and control is a key objective at CEAT and continuous innovation is a means to achieve this objective.

CEAT's modern state-of-the-art R&D facility at our Halol plant has some of the industry-

### Best features that include:

- Capability for virtual performance prediction
- Advanced indoor and vehicle dynamics testing of tyres
- 3-dimensional modeling and prototyping
- Structural and noise simulations systems
- Reverse engineering, nanotechnology and advanced materials development capabilities

## ASSOCIATION WITH ORIGINAL EQUIPMENT MANUFACTURER

Ceat is the most trusted tyre brand for Indian and International Automotive Vehicle Manufacturers.





# AWARDS AND RECOGNITION



**J.D. POWER (2017)**  
CEAT ranks highest in India for Original Equipment Tyre customer satisfaction by JD Power.



**The Deming Prize Winner (2017)**  
Ceat wins the prestigious Deming Prizes. The Deming prize recognizes companies that achieve business transformation by implementing Total Quality Management (TQM).



**British Safety Council Award**  
CEAT boasts of excellence in manufacturing automation and has received Manufacturing Excellence Award from the British Safety Council 2016.



**Sword of Honour 2016 Winner**  
CEAT also received the Sword of Honour, the highest safety award by the British Council for its Halol plant.



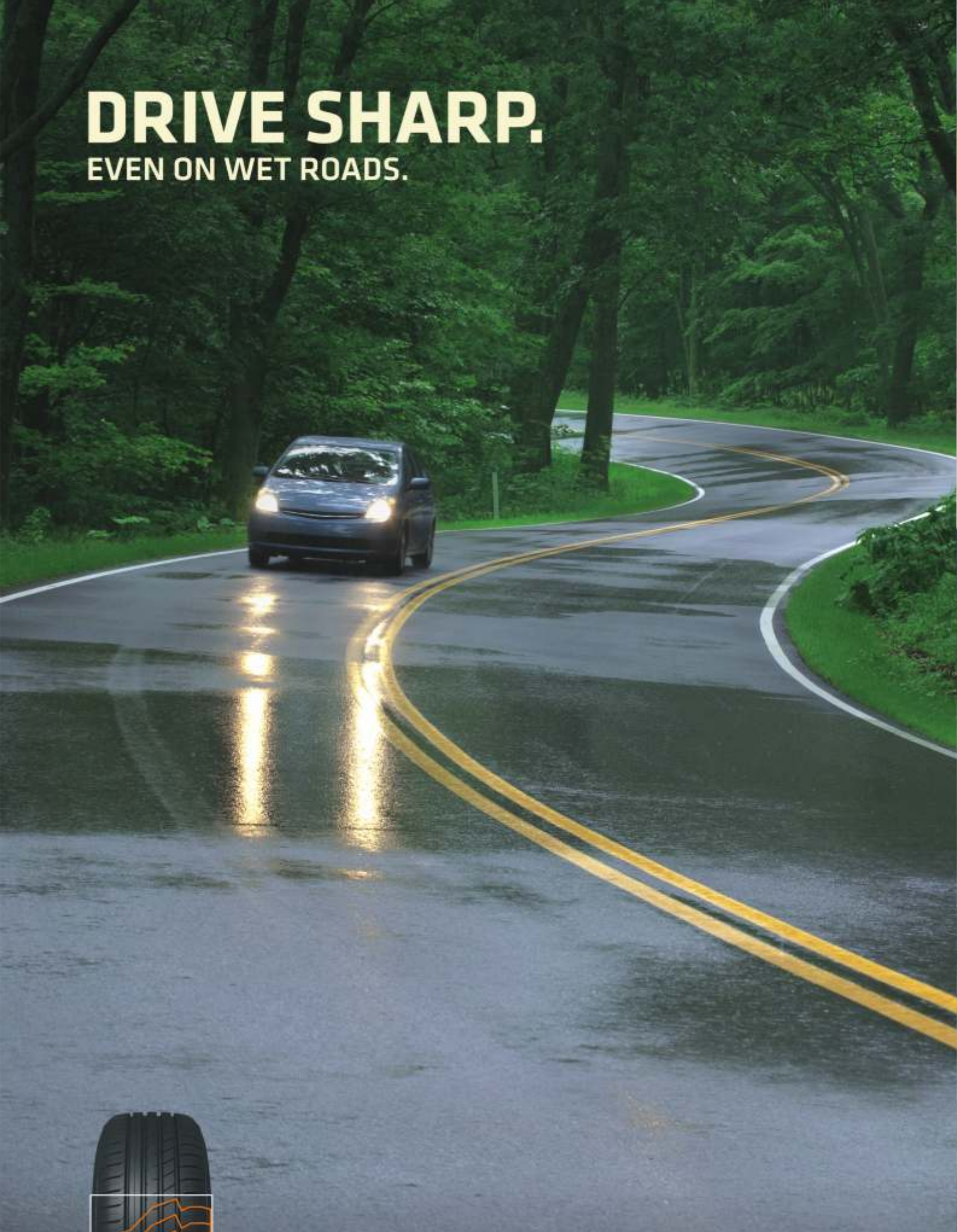


***CAR RADIALS***



# DRIVE SHARP.

EVEN ON WET ROADS.



**CEAT** SecuraDrive

### Features & Benefits

- Wide longitudinal grooves  
Superior grip on wet surfaces
- Computer-optimised  
pitch noise  
Comfortable drive



Smart compounding and optimised tread design for superior wet grip.

**CEAT**  
T I R E S

Tyre Size	Load Index	Speed Symbol	Extra Load	Labelling Values		
				U <sup>*</sup>	S <sup>**</sup>	W <sup>***</sup>
<b>65 SERIES</b>						
195/65R15	91	V	-	C	B	71 dB - 2 W
195/65R15	95	V	XL	C	B	71dB - 2 W
205/65R15	94	V	-	C	A	69 dB - 2 W
215/65R16	98	V	-	C	A	69 dB - 2 W
<b>60 SERIES</b>						
195/60R15	88	V	-	C	B	71 dB - 2 W
205/60R15	91	V	-	C	A	69 dB - 2 W
195/60R16	89	V	-	C	A	69 dB - 2 W
205/60R16	96	V	XL	C	A	69 dB - 2 W
215/60R16	99	V	XL	C	A	69 dB - 2 W
215/60R17	96	H	-	C	A	71dB - 2 W
215/60R17	100	V	XL	C	A	72dB - 2 W
<b>55 SERIES</b>						
195/55R16	87	V	-	C	A	69dB - 2 W
195/55R16	91	V	XL	C	A	71 dB - 2 W
205/55R16	91	V	-	C	A	69dB - 2 W
205/55R16	94	W	XL	C	A	71 dB - 2 W
215/55R16	97	W	XL	C	A	69 dB - 2 W
205/55R17	95	V	XL	C	A	69 dB - 2 W
215/55R17	94	W	-	C	A	69 dB - 2 W
235/55R17	99	V	-	C	A	72dB - 2 W
235/55R17	103	V	XL	C	A	72dB - 2 W
215/55R18	99	V	XL	E	A	72 dB - 2 W
<b>50 SERIES</b>						
195/50R15	82	V	-	C	A	69 dB - 2 W
195/50R16	88	V	XL	E	A	69 dB - 2 W
205/50R16	87	W	-	E	A	69 dB - 2 W
205/50R17	93	W	XL	C	A	69 dB - 2 W
215/50R17	95	W	XL	C	A	69 dB - 2 W
<b>45 SERIES</b>						
195/45R16	84	V	XL	C	A	69 dB - 2 W



# DRIVEN FOR A GREENER TOMORROW.

Reduces fuel consumption and carbon footprints.



Functionalised compounding & optimised ply line for low rolling resistance and high fuel efficiency.

**CEAT**  
T I R E S



**CEAT** EcoDrive

## Features & Benefits

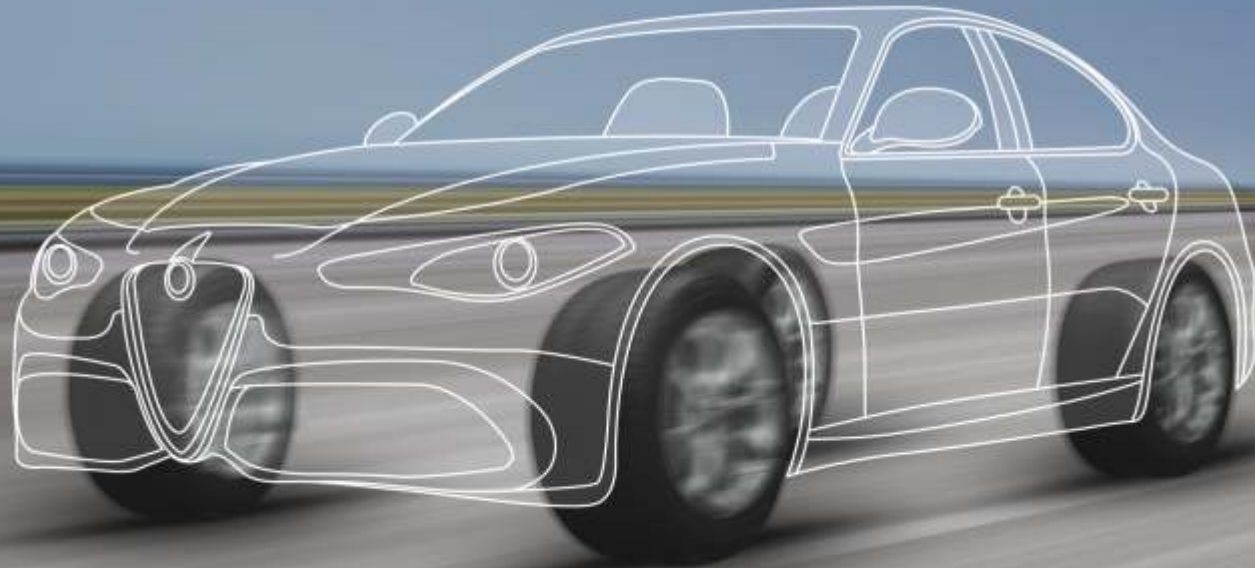
- Continuous and solid longitudinal ribs  
Low rolling resistance
- Smart compounding and modern mixing technology  
High mileage

Tyre Size	Load Index	Speed Symbol	Extra Load	Labelling Values		
				U <sup>W</sup>	U <sup>T</sup>	U <sup>W</sup>
<b>80 SERIES</b>						
155/80R13	79	T		C	B	69 dB - 2 W
<b>70 SERIES</b>						
155/70R13	75	T		C	B	69 dB - 2 W
165/70R13	83	T	XL	B	B	69 dB - 2 W
175/70R13	82	T		C	C	70 dB - 2 W
165/70R14	81	T		B	B	69 dB - 2 W
175/70R14	88	T	XL	B	B	69 dB - 2 W
185/70R14	88	H		C	B	70 dB - 2 W
<b>65 SERIES</b>						
155/65R13	73	H		E	B	69 dB - 2 W
165/65R13	77	H		C	B	69 dB - 2 W
155/65R14	75	T		C	B	69 dB - 2 W
165/65R14	79	T		C	B	69 dB - 2 W
175/65R14	82	T		C	B	69 dB - 2 W
185/65R14	86	H		B	B	69 dB - 2 W
165/65R15	81	H		C	B	69 dB - 2 W
175/65R15	84	H		C	B	69 dB - 2 W
185/65R15	88	H		B	B	69 dB - 2 W
185/65R15	92	T	XL	B	B	70 dB - 2 W
195/65R15	91	H		B	B	69 dB - 2 W
195/65R15	95	H	XL	B	B	71 dB - 2 W
205/65R15	94	H		B	B	71 dB - 2 W
<b>60 SERIES</b>						
165/60R14	75	H		C	B	69 dB - 2 W
185/60R14	82	H		C	B	69 dB - 2 W
175/60R15	81	V		C	B	69 dB - 2 W
185/60R15	88	H	XL	B	B	69 dB - 2 W
195/60R15	88	H		C	B	69 dB - 2 W
205/60R16	92	H		B	B	69 dB - 2 W
<b>55 SERIES</b>						
185/55R15	82	V		C	B	69 dB - 2 W
195/55R15	85	V		C	B	69 dB - 2 W
195/55R16	87	H		C	B	71 dB - 2 W
205/55R16	91	H		C	B	71 dB - 2 W



# BETTER THE CONTROL, FASTER YOU GO.

FEEL CONFIDENT AT ANY SPEED WITH CEAT SPORTDRIVE.



Robust shoulder area construction ensures stability and precise steering control in all driving conditions.

**CEAT**  
T I R E S



**CEAT** SportDrive

- Features & Benefits**
- **Robust shoulder construction**  
Stable drive even at high speeds
  - **Asymmetric tread pattern**  
Safer drive with high control cornering

Tyre Size	Load Index	Speed Symbol	Extra Load	Labelling Values		
				U <sup>*</sup>	A <sup>*</sup>	W <sup>*</sup>
<b>55 SERIES</b>						
225/55R18	102	W	XL	C	A	72 dB - 2 W
235/55R18	104	W	XL	E	A	72 dB - 2 W
<b>50 SERIES</b>						
205/50R17	93	Y	XL	C	A	71 dB - 2 W
215/50R17	95	Y	XL	C	A	71 dB - 2 W
225/50R17	98	Y	XL	C	A	71 dB - 2 W
<b>45 SERIES</b>						
205/45R17	88	Y	XL	C	A	71 dB - 2 W
215/45R17	91	Y	XL	E	A	71 dB - 2 W
225/45R17	94	Y	XL	E	A	71 dB - 2 W
235/45R17	97	Y	XL	E	A	71 dB - 2 W
235/45R18	98	Y	XL	E	A	72 dB - 2 W
245/45R18	100	Y	XL	C	A	72 dB - 2 W
<b>40 SERIES</b>						
225/40R18	92	Y	XL	E	A	72 dB - 2 W
245/40R18	97	Y	XL	E	A	72 dB - 2 W



# THE TYRE THAT LASTS.

ADVANCED TECHNOLOGY FOR LONGER TYRE LIFE



New generation tread compound for Longer tyre life and high tear strength.



## CEAT MILAZE X3

### Features & Benefits

- New generation tread compound  
Long tyre life
- Rigid shoulder blocks  
High stability and stronger grip for a safer drive

Tyre	Type	Load Capacity	Speed Rating
<b>80 SERIES</b>			
165/80R14	TL	85	S
165/80R14	TT	85	S
155/80R13	TL	79	T
145/80R13	TL	75	T
145/80R12	TL	74	T
145/80R12	TT	74	T
<b>70 SERIES</b>			
185/70R14	TL	88	T
175/70R14	TL	84	H
175/70R13	TL	82	T
155/70R13	TL	75	T
155/70R13	TT	75	T
145/70R13	TL	71	T
145/70R13	TT	71	T
145/70R12	TL	69	T
145/70R12	TT	69	T
<b>65 SERIES</b>			
205/65R16	TL	95	H
205/65R15	TL	94	S
185/65R14	TL	86	T
175/65R15	TL	84	T
175/65R14	TL	82	T
175/65R14	TT	82	T
165/65R14	TL	79	T
155/65R14	TL	75	T
165/65R13	TL	77	T
165/65R13	TT	77	T
155/65R13	TL	73	T



# FUEL EFFICIENT TYRES

## BEST IN CLASS FUEL EFFICIENCY



Stiffer tread pattern and advanced polymer gives better fuel efficiency.

**CEAT**  
T I R E S

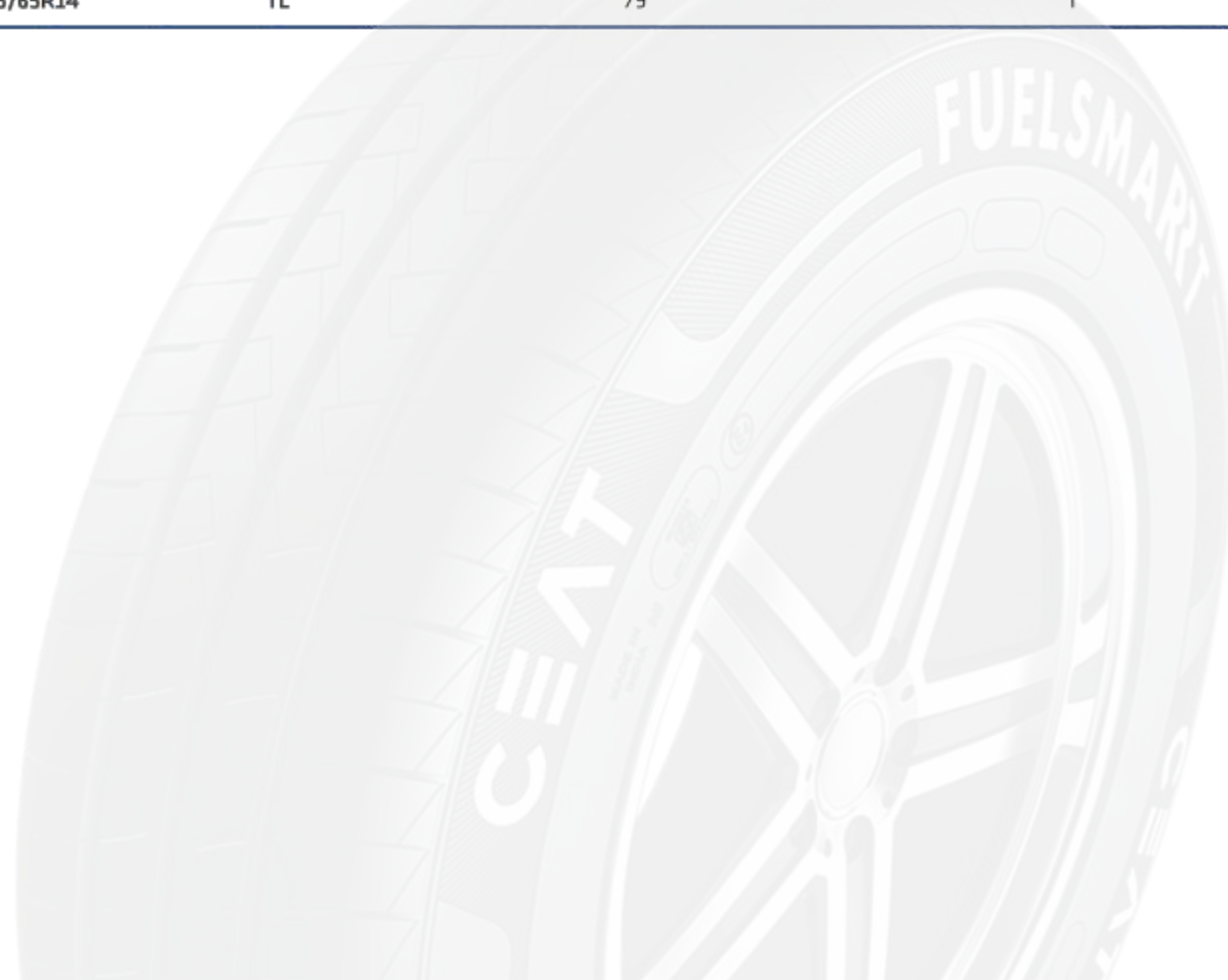


**CEAT FUELSMART**

### Features & Benefits

- Stiffer tread pattern & advanced polymer  
High fuel efficiency for more savings per mile
- Optimised contact area and new generation compounding  
Safer ride with better cornering control

Tyre	Type	Load Capacity	Speed Rating
<b>70 SERIES</b>			
175/70R14	TL	84	H
185/70R14	TL	88	H
<b>65 SERIES</b>			
165/65R14	TL	79	T





# WEATHER ANY WEATHER.

Get superior control throughout the seasons.



**CEAT** 4SeasonDrive

## Features & Benefits

- Multi-functional siping and directional tread design Superior Grip and quick braking capabilities for wet and snow
- Modern silica compounding technology Excellent driving performance on varying road conditions

Tyre Size	Load Index	Speed Symbol	Extra Load	Labelling Values		
				Wet Grip	Braking	Rolling Noise
<b>80 SERIES</b>						
155/80R13	79	T	-	E	B	72dB - 2 W
<b>70 SERIES</b>						
155/70R13	75	T	-	E	B	72dB - 2 W
165/70R14	81	T	-	E	B	71dB - 2 W
<b>65 SERIES</b>						
175/65R14	82	T	-	C	B	71dB - 2 W
175/65R15	84	T	-	C	B	71dB - 2 W
185/65R15	88	H	-	C	B	71dB - 2 W
195/65R15	91	V	-	C	B	72dB - 2 W
<b>60 SERIES</b>						
185/60R15	88	H	XL	C	B	72dB - 2 W
<b>55 SERIES</b>						
205/55R16	94	V	XL	C	B	71dB - 2 W
<b>45 SERIES</b>						
225/45R17	94	V	XL	E	B	72dB - 2 W



Directional pattern displaces water and slush effectively and reduce risk of aquaplaning.

**CEAT**  
T I R E S



# CONQUER THE SNOW.

GET CEAT WINTERDRIVE FOR EFFORTLESS CONTROL ON SNOW.



Effective footprint with large contact area for excellent grip on wet and icy surfaces.

**CEAT**  
T I R E S



**CEAT** ❄️ WinterDrive

### Features & Benefits

- Effective footprint with large contact area  
Superior grip even on snow or ice
- Directional and wide V-channels  
Excellent control on wet surfaces

Tyre Size	Load Index	Speed Symbol	Extra Load	Labelling Values		
				U <sup>†</sup>	A <sup>†</sup>	W <sup>†</sup>
<b>80 SERIES</b>						
145/80R13	75	T	-	E	E	71 dB - 2 W
155/80 R13	79	T	-	E	C	69 dB - 1 W
<b>70 SERIES</b>						
155/70R13	75	T	-	E	C	69 dB - 1 W
165/70R14	81	T	-	E	C	69 dB - 1 W
175/70R14	88	T	XL	C	C	69 dB - 1 W
<b>65 SERIES</b>						
155/65R13	73	T	-	E	C	71 dB - 2 W
155/65R14	75	T	-	E	C	71 dB - 2 W
165/65R14	79	T	-	E	C	69 dB - 1 W
175/65R14	82	T	-	E	C	70 dB - 2 W
185/65R14	86	H	-	C	C	71 dB - 2 W
175/65R15	84	T	-	C	C	69 dB - 1 W
185/65R15	88	H	-	C	C	69 dB - 1 W
195/65R15	91	H	-	C	C	69 dB - 1 W
215/65R16	98	H	-	C	C	69 dB - 1 W
<b>60 SERIES</b>						
185/60R14	82	H	-	E	C	69 dB - 1 W
185/60R15	88	H	XL	C	C	69 dB - 1 W
195/60R15	88	H	-	C	C	69 dB - 1 W
205/60R16	96	H	XL	C	C	69 dB - 1 W
215/60R16	99	H	XL	C	C	71 dB - 2 W
<b>55 SERIES</b>						
185/55R15	86	H	XL	E	C	69 dB - 1 W
195/55R15	89	H	XL	C	C	71 dB - 2 W
195/55R16	87	H	-	C	C	69 dB - 1 W
205/55R16	91	H	-	C	C	69 dB - 1 W
215/55R16	97	H	XL	C	C	69 dB - 1 W
215/55R17	98	V	XL	C	C	71 dB - 2 W
225/55R17	101	V	XL	C	C	71 dB - 2 W
<b>50 SERIES</b>						
195/50R15	82	H	-	E	C	71 dB - 2 W
205/50R17	93	V	XL	E	C	71 dB - 2 W
<b>45 SERIES</b>						
225/50R17	98	V	XL	C	C	70 dB - 2 W
225/45R17	94	V	XL	E	C	70 dB - 2 W





*SUV RADIALS*





**OUR GRIP.  
YOUR STORIES.**



Aggressive tread pattern for better grip for on and off road

**CEAT**  
T I R E S



**CEAT CZAR A/T**

**Features & Benefits**

- Aggressive tread pattern  
Better grip for on and off road conditions
- Special tread groove profiling  
Stability on cornering

Tyre	Type	Load Capacity	Speed Rating
<b>85 SERIES</b>			
185/85R16	TT	105	Q
<b>70 SERIES</b>			
235/70R16	TL	105	S
<b>65 SERIES</b>			
235/65R17	TL	104	H
<b>60 SERIES</b>			
265/60R18	TL	110	H

Tyre	Type	Load Capacity	Speed Rating
215/65 R16	TL	98	H

**Features & Benefits**

- Sporty-Asymmetric pattern with bold sidewall graphics  
Sporty aesthetics and superior cornering control
- Wide and long lateral grooves  
Safer drive in wet conditions

**CEAT CZAR SPORT**





# CURVES

POSE QUESTION MARK  
ON YOUR CONTROL.

Get Superior Grip at any speed with CZAR HP



Interlocked sipes at intermediate rib for better grip.

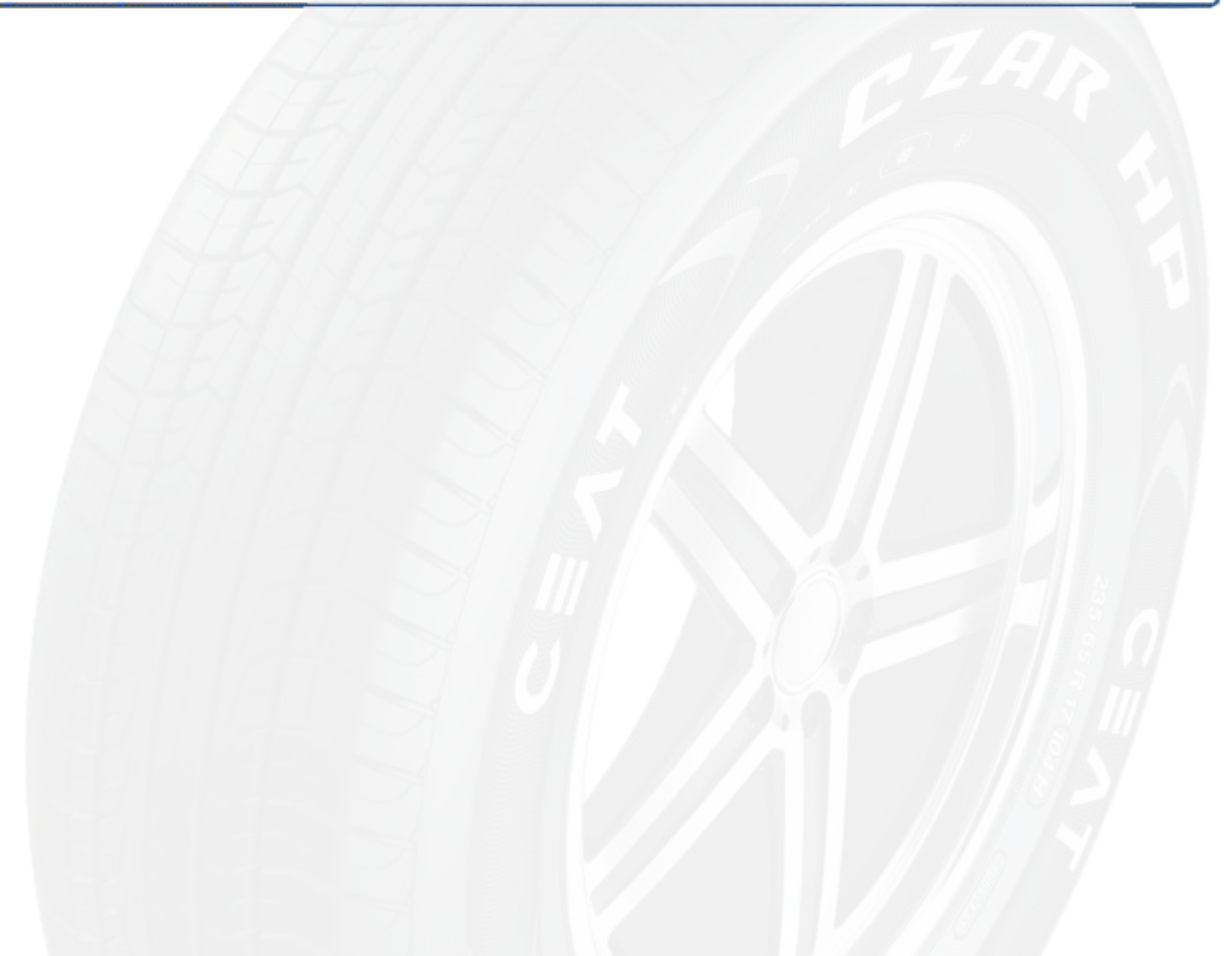


CEAT CZAR HP

### Features & Benefits

- Large & stiff shoulder blocks and optimised construction  
High speed performance
- Highly functionalised Polymer with low hysteresis (heat loss)  
Slow wear and stable side and handling

Tyre	Type	Load Capacity	Speed Rating
<b>65 SERIES</b>			
235/65R17	TL	104	H
205/65R16	TL	95	H
<b>60 SERIES</b>			
205/60R16	TL	92	H





# SMOOTH DRIVE NO MATTER THE LOAD.

SUPERIOR CONTROL & COMFORT



New generation tread compound for longer tyre life and high tear strength.

**CEAT**  
T I R E S

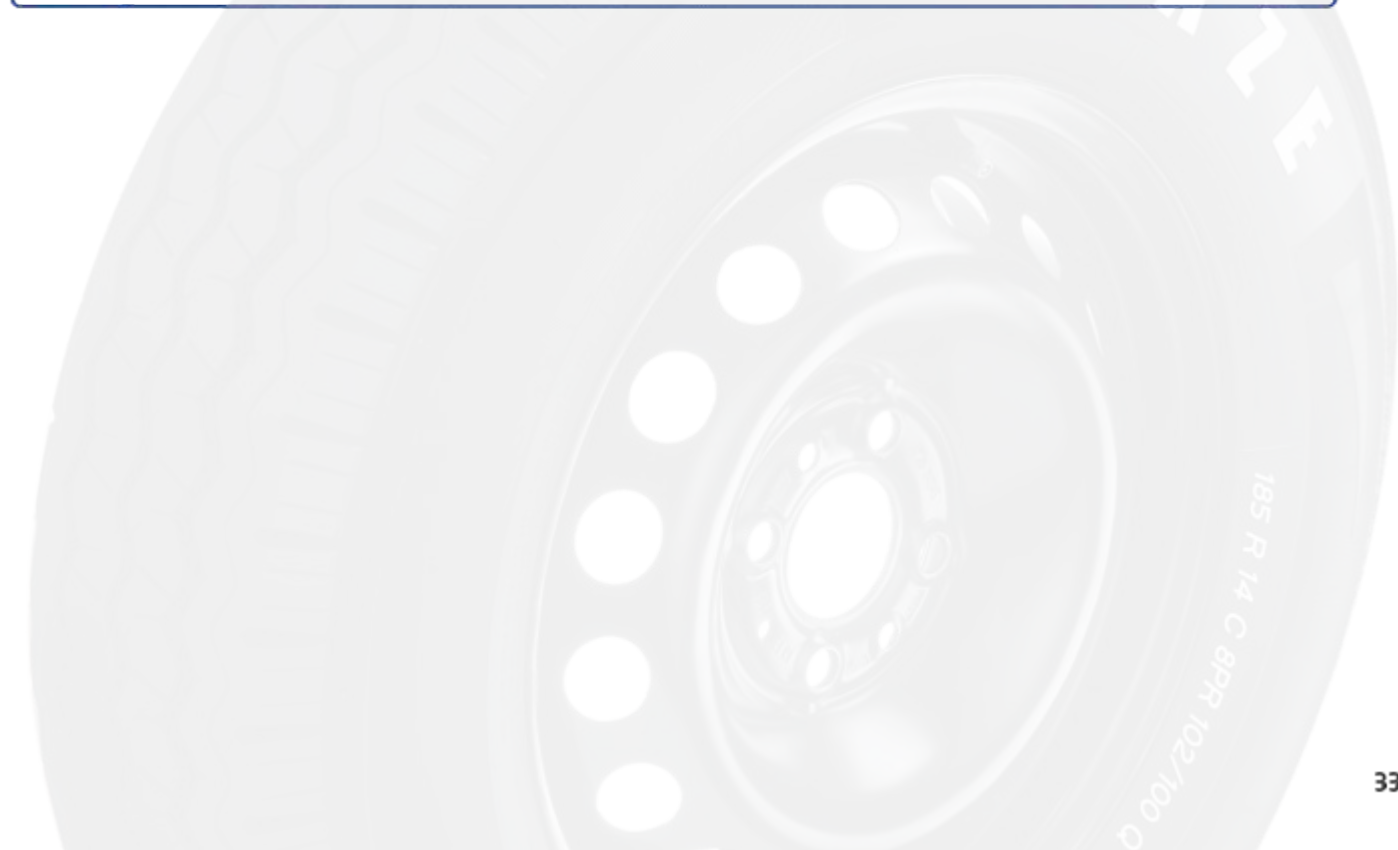


**CEAT MILAZE LT**

### Features & Benefits

- New generation tread compound  
Longer tire life for better productivity
- 4-Rib tread pattern with high contact area  
Superior loading capability

Tyre	Type	Load Capacity	Speed Rating
<b>80 SERIES</b>			
195/80R14	TT	106/104	Q
195/80R15	TT	106/104	Q
185/80R14	TT	102/100	Q
155/80R13	TT	90/89	Q
145/80R12	TT	86/84	Q
<b>75 SERIES</b>			
215/75R15	TT	113	S





# SAFE DRIVE ON ALL ROADS

GET MAXIMUM CONTROL & SUPERIOR GRIP



Robust construction ensures optimal road contact for uniform wear and longer tyre life.

**CEAT**  
T I R E S



**CEAT** EnduraDrive

## Features & Benefits

- Continuous and solid longitudinal ribs  
Low rolling resistance
- Smart compounding and modern mixing technology  
High mileage

Tyre Size	Load Index	Speed Symbol	Extra Load	Labelling Values		
				🌪️	👤	🔊
<b>75 SERIES</b>						
195/75R16	107/105	R	-	C	B	72dB - 2 W
<b>70 SERIES</b>						
195/70R15	104/102	T	-	C	B	72dB - 2 W
215/70R15	109/107	T	-	C	B	72dB - 2 W
<b>65 SERIES</b>						
195/65R16	104/102	T	-	E	B	72dB - 2 W
225/65R16	112/110	T	-	E	B	72dB - 2 W



# UPCOMING SIZES

## CAR TYRES

Tyre Name	Tyre Size
SecuraDrive	205/55R17
	195R15
EnduraDrive	235/65R16C
	205/65R16C
	215/65R16C
SportDrive	225/55R16
	245/45R17
	225/55R17
	235/40R18
	225/45R18
	185/65R14
4 SeasonDrive	175/65R15
	175/70R14
	185/55R15
	185/60R14
	195/55R16
	215/65R16
	215/60R17
	225/50R17
	215/55R17
	215/45R17
215/60R17	
WinterDrive	225/40R18
	205/55R16
	185/70R14
	205/60R15
	215/50R17
Milaze X3	185/65R15
	165/70R14

## SUV TYRES

Tyre Name	Tyre Size
SportDrive SUV	255/55R18
	225/60R17
	235/55R19
	225/65R17
	235/50R18
	235/60R18
	235/65R17
	215/65R17
	215/65R16
	235/55R18
Czar HP	225/60R17
Milaze LT	235/75R15





# QUALITY CERTIFICATIONS

## PRODUCT & PROCESS CERTIFICATIONS



*All our products are manufactured as per global standards and regulations.*