

# CEAT Launches New Radial Tire Range



(L-R) Balan Perumal, Executive Director, CEAT Holdings, Chandrika Jayaraman, CEAT Holdings, and Ravi Dadlani, Managing Director, CEAT Holdings at the unveiling of the new series of radial tires.

CEAT Kelani Holdings has unveiled a new series of radial tires following an investment of 350 million rupees to further upgrade the quality of product category in Sri Lanka. CEAT operations in the country encompass the radial, commercial, motorcycle, three-wheeler and agricultural vehicle segments. The improvements, achieved with the installation of new state-of-the-art machinery and use of new compounds with advanced polymers and new tread patterns, translate to lower tire noise and vibration and better handling with shorter braking times, the Company said. The upgraded tires have been independently tested and assigned a NVH (noise, vibration, harshness) Index score of 7.5, certifying they are strictly on par with two of the world's top radial tire brands. "This investment is product improvement is a demonstration of our commitment to our brand slogan – Never Stop Moving – and to the passenger car and SUV category where comfort and safety are key parameters," said Ravi Dadlani, Managing Director, CEAT Kelani Holdings. "Our radial tires are already the highestselling brand on the market, but we are not content to rest on our laurels. At CEAT, product improvement is an on-going process and it never stops."