



CEAT Kicks Off the Next Big Move in Off Highway Mobility – CAMSO Brand Compact Construction Equipment Business Joins the Journey

- **CEAT acquires Michelin Group's CAMSO Construction Compact Line Business, including Sri Lanka's Midigama plant and Casting Product plant in Kotugoda integrating the CAMSO brand into its OHT strategy.**
- **With CAMSO's equity in EU and North America, CEAT gains access to 40+ global OEMs and premium distributors, accelerating its vision to be a global leader in Off-Highway mobility.**
- **CEAT announces a US\$171M investment in Sri Lanka, securing 1,483 jobs and strengthening the nation's role as a global OHT hub.**

Mumbai, India – 01st September, 2025: CEAT Limited has made a substantial advancement in its Off-Highway Tyres (OHT) growth strategy by officially acquiring Michelin Group's CAMSO Construction Compact Line Business, including their Sri Lanka-based Midigama plant and Casting Product plant in Kotugoda. This transaction also grants CEAT global ownership of the CAMSO brand, which will be permanently assigned across categories after a three-year licensing period.

CEAT's acquisition of CAMSO brand marks a major milestone in its journey to becoming a leading global player in the high-margin OHT segment. Over the past decade, CEAT has built a strong agricultural portfolio, and with CAMSO's expertise in compact construction equipment tracks and tyres the combined strengths open doors to over 40 global OEMs and premium international OHT distributors. Michelin will exit from the activities related to compact line bias tyres and construction tracks.

H.E. Santosh Jha, High Commissioner of India to Sri Lanka said: *"I would like to extend my best wishes to CEAT Limited for its investment in Sri Lanka. India has been the largest source of FDI in Sri Lanka in recent years and I am delighted to see that trend continue. The deepening of the investment-led partnership between the two countries has been catalyzed by the leadership of both countries. It supports their vision of building a future of shared prosperity for our peoples. With India's private sector investing in Sri Lanka, I'm confident that the economic & commercial relationship between the two countries will continue to strengthen".*

Arnab Banerjee, MD & CEO, CEAT Limited, said: *"The integration of compact construction equipment business and the acquisition of the CAMSO brand is a pivotal step in advancing CEAT's long-term vision of becoming a significant player in Off Highway mobility. We are confident that our enhanced strengths in products, capabilities, and markets will enable us to enter new geographies, expand our portfolio, and drive sustainable growth in the years ahead."*

*The integration of CAMSO's premium brand and construction compact line manufacturing capabilities into CEAT is a transformative step in our journey," said **Amit Tolani, Chief Executive, CEAT Specialty.** Our immediate focus is on seamless transition, ensuring customer satisfaction and further strengthening our operations in Sri Lanka."*

With the Compact Construction Equipment business of CAMSO now part of its portfolio, CEAT moves confidently towards its vision of becoming the world's most trusted name in OffHighway Tyres and tracks.

About CEAT (www.ceat.com)

CEAT, an RPG Company, is one of India's leading tyre companies making passenger car, two-wheeler, truck and bus, light commercial and off highway tyres. It caters to leading OEMs as well as domestic and international markets, exporting to 110+ countries. CEAT is the first tyre brand globally and one amongst only 33 companies in the world ever to be awarded the Deming Grand Prize for its contribution to Total Quality Management. CEAT is also the first tyre brand globally to be accorded 'Lighthouse Designation' for adoption of Industry 4.0 technologies by the World Economic Forum.

About RPG Group (www.rpggroup.com)

A US\$ 5.2 billion diversified global conglomerate, RPG Group was founded in 1979 by the legendary industrialist Dr R.P. Goenka and has a lineage dating to the early 19th century. Today, its businesses span key sectors of infrastructure, tyres, IT & technology, pharmaceuticals, energy products and plantations among others, with a footprint in over 135 countries. RPG Group's prominent companies include CEAT, KEC International, Zensar Technologies, RPG Life Sciences, Raychem RPG, Harrisons Malayalam and Spencer International Hotels. The group is home to over 35,000 RPGians from 40 nationalities and is widely recognized for its high standards of corporate governance and a culture of respect for people and the environment.

Media contacts:

RPG:

Sunaina Jairath -9811645243 | sunaina.jairath@rpg.in

An  **RPG** Company

Adfactors PR:

Gaurav Bhat – 98330 57592 | gaurav.bhat@adfactorspr.com

