



The Smithers Report

A News Digest of Activities in the Tire Industry

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Smithers

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WHAT'S NEW IN TIRES

CEAT Specialty Presents 5th Edition ITOTY Awards in India

CEAT Specialty Tires and Tractor Junction presented the 5th edition of the Indian Tractor of the Year Awards (ITOTY) on July 10, 2024. Held at the TAJ Vivanta Dwarka hotel in New Delhi, the event celebrates advances in the tractor sector and brings together OEMs, farmers, customers, influencers, media, and industry leaders for networking and learning.

ITOTY honors excellence in the industry, spotlighting advanced technology, innovation, and customer preference. The awards span 24 categories, including Indian Tractor of the Year, Orchard Tractor of the Year, and Best Design Tractor. This year, a new category was introduced to recognize Banks/NBFCs in tractor and farm equipment financing.

The event provides a platform for the tractor industry to celebrate its achievements. It acknowledges the hard work and dedication of manufacturers, innovators, and farmers and also promotes healthy industry competition, encouraging innovation and progress.

Amit Tolani, Chief Executive of CEAT Specialty, said: "CEAT Specialty is thrilled to continue as the title sponsor of the ITOTY Awards, partnering with Tractor Junction for the third consecutive year. As the backbone of Indian agriculture, the tractor industry is crucial, and we are dedicated to its future growth. These awards celebrate the innovation that drives the industry forward, and we are proud to support this recognition of excellence and future advancements."

(CEAT Specialty Tires - New Delhi, India)