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## Ceat partners with TyresNmore for contactless customer service



Customers would now have an option of choosing fitment at the doorstep or their nearest Ceat Shoppe, and can avail world-class service without compromising on safety.

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**Livemint**

Ceat and TyresNmore will offer this service in Mumbai, Delhi-NCR, Bengaluru, Hyderabad, and Pune and is expected to expand it to other cities as well in the coming days

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New Delhi: Ceat Ltd on Wednesday announced a collaboration with TyresNMore, an online marketplace for tyres, to provide contactless fitment services at the customers' doorstep in select cities. Close

Ceat and TyresNmore will offer this service in Mumbai, Delhi-NCR, Bengaluru, Hyderabad, and Pune, and is expected to expand it to other cities as well in the coming days.

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The current pandemic has accelerated the digital journey of most of the brands and newer business models have emerged to meet these evolving requirements.

"Customers can now shop from the comfort of their home, and also have peace of mind while purchasing from the brand website...customers are now saved from the hassle which comes with buying used, counterfeit or re-traded products from non-verified sources," the company said.

Amit Tolani, chief marketing officer, Ceat Tyres, said customers would now have an option of choosing fitment at the doorstep or their nearest Ceat Shoppe, and can avail world-class service without compromising on safety.

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"We hope for a long-term association with CEAT and make our customers' experience safer and more convenient through our efficient service model of doorstep tyre fitment. This is a highly technical procedure which requires wheel balancing and alignment along with fitment for a safe driving experience and all this at the customers' doorstep," said Rajeshwar Wadhera, chief executive, TyresNmore.

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