



DRIVING **FORCE**

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MD'S FOREWORD

Dear Colleagues,

The global economy is going through multiple headwinds and global growth forecast for 2023 has been reduced to 3%. This is on account of the uncertain geopolitical situation, critical among them being the Russia – Ukraine war and restrictions on energy exports from Russia. In addition supply chain disruptions due to restrictions at major Asian ports and lockdowns in China has resulted in rising cost of logistics as well as uncertainty in availability of containers and thereby unpredictable delivery periods.

On the flip side the Indian economy is steadily moving towards prosperity despite the fluctuating global situation. India is today the fifth largest economy surpassing U.K. The economic growth is pegged between 7 and 8% for the coming year. Among the key growth enablers are the stable and progressive government and the fact that India is one of the youngest nations in the world with average age of the population less than 30 years.

Indian Automobile industry is showing signs of a strong revival. It is today the world's largest manufacturer of 2 and 3-wheelers and agricultural tractors. It is also the world's 4th largest passenger vehicle manufacturer. Despite the above when you compare the number of vehicles per person in developed countries there is still a huge opportunity for growth.

The situation in India for EVs is also positive. However, the volumes are very low currently. EV sales volume during this year is expected to be around 2.6 lakh units as against 1.3 lakhs in the previous year. Bulk of the sale in EV segment is 2-wheelers which accounted for almost 90% of the total sale of EVs. Passenger vehicles sale were as low as 7% of total EV sales.

As far as the key segments where we operate are concerned, there is good news. Tour and Travel sector, Staff bus segment, School bus segment are opening up and we hope in the coming financial year we should be able to register significant increase in our sales volumes.

Our next generation shared mobility platform T1N has been named as URBANIA and was showcased to our dealers in November at Pithampur. The dealers were taken on a tour of the state of the art manufacturing facilities set up for the production of URBANIA. They were given test rides as well as opportunity to drive the vehicles and appreciate its unique features.

Serial production of URBANIA has now commenced and deliveries to select dealers across the country have started. The dealers are organizing delivery functions and launch events in their markets to create awareness. They are also conducting displays and demonstrations at the customer's door step to give them a first-hand touch and feel experience.

We have also launched the Citiline, India's first 10 seater with all forward facing seats. The Citiline is a truly unique offering and ideal for trips to pilgrimage centres and holiday destinations along with family and friends. Another high potential application for the Citiline is as a staff transport vehicle for small and medium scale industries. The response to the Citiline from customers has been very positive.

The preparations for production of BS6 Phase2 compliant vehicles with effect from April 01, 2023 have been completed. We look forward to the next financial year being the year of recovery post the two years of slowdown due to the pandemic.

Best regards,
- Prasan Firodia

INTRODUCING URBANIA

URBANIA is the name of our next generation shared mobility platform, a name that evokes a distinct identity of modernity and premium-ness. URBANIA was formally introduced at a meeting of select domestic and international dealers at Pithampur, Indore in November 2022. Order bookings started immediately after introduction and deliveries of the URBANIA to customers have commenced at select dealers across the country.

At the introduction event, dealers were given a tour of the state-of-the-art factory set up with the most advanced, high precision manufacturing equipment with extensive use of robotics. The installed capacity is 1000 vehicles per month which can be quickly increased, if required, to 2000 units per month. Post the factory tour the dealers were taken on a test ride in the Urbania vehicles so that they could appreciate the significantly lower NVH levels, seating comfort, ride quality and all round visibility. They were also given an opportunity to drive the vehicles to get a first-hand feel of the car like drivability of the URBANIA.

They were then taken through a detailed product presentation explaining each new feature and its benefits to the end users. After which the sales promotion material prepared for the URBANIA was shown to the dealers which included the

manifesto video, posters, brochures, print advertisements and the new website with a 360 degree configurator which enables the prospects to view the exterior, interior of the URBANIA seated in the comfort of one's home.

URBANIA is developed with global aspirations and is design protected for plying in select markets of Middle East, Africa, ASEAN and South American countries where it is expected to be an excellent value proposition as compared to high premium products from Europe, Far East and USA.

URBANIA has 25 segment first features some of the important ones are listed below:

- First in Segment to comply with crash, rollover and pedestrian safety regulations with driver and co-driver airbag.
- First in segment to provide independent front suspension with transverse springs for best in class passenger ride, and handling characteristics.
- First in segment to provide Day running DRLs, Projector Head lamps and signature tail lamps using light guide technology.
- First in segment to offer ergonomically designed cockpit with carlike steering wheel with tilt and telescopic adjustable steering column.
- First in segment to offer all wheel disc brakes and ESP, ABS, EBD and ETDC.

URBANIA has been well received by market as the deliveries are picking up and it has attracted a lot of media attention. Major media houses like Money Control, Zee News, Auto Cars, AajTak, News 18, The Financial Express etc. featured URBANIA. Many bloggers independently and

**COMFORT.
CONVENIENCE.
STYLE.**

**NOW, YOUR JOURNEYS
WILL HAVE EVERYTHING.**

From the brand that gave India some of its most admired commercial vehicles, comes a revolutionary shared mobility solution, designed and developed using leading engineering experts from Italy, Germany, Japan, Spain, U.K. and U.S.A.

Stay tuned for world-class ride comfort and convenience for your customers. Whether as a shuttle service for corporate commuters or as a tour van for your most elite vacationers, treat your clientele to a drive that is truly world-class that no other vehicle in this segment can offer yet. It's set to deliver an experience like never before.

Gear up to Travel World-Class.

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Best-in-segment styling Best-in-segment cabin space Advanced triple AC system with individual AC vents

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INTRODUCING
URBANIA
BY FORCE MOTORS
TRAVEL WORLD-CLASS

INTRODUCING URBANIA



voluntarily have made videos in regional languages for their respective audiences.

Despite being a next gen premium vehicle for last mile shared mobility, it is attractively priced and caters to different segments like hospitality, tours and travels, executive commutes etc. The URBANIA is available in three wheelbase options, short wheel base (3350mm) with a seating capacity of 10+D, medium wheelbase (3615mm) with a seating capacity of 13+D and long wheelbase (4400mm) with a seating capacity of 17 +D.

All those who have seen, driven or taken a ride in the URBANIA have commented that it is comparable to any international offering in this segment and will elevate the image of the company from a manufacturer of trusted and reliable vehicles to one that is able to create from ground up premium offerings that can cater to the global requirements.



Aerodynamically designed - lowest coefficient of drag in this segment

Independent front suspension with transverse springs

Parabolic leaf spring rear suspension



PRINCIPAL SPONSOR OF PUNERI PALTAN. SEASON 9 IN THE PRO KABBADI LEAGUE



Force Motors was once again the Principal Sponsor of the home team Puneri Paltan during Season 9 of the Pro Kabaddi league. Our sponsorship of this indigenous and earthy sport resonates well with our range of tough, reliable and robust brands like Gurkha, Balwan, Trax and Traveller.

The popularity of Pro Kabaddi series is steadily growing every season and as per available data it is now the most popular sport after the IPL in the country. Its viewership as published by BARC (Broadcast Audience Research Council) has been over 200 million views for the 9th season that commenced on 7th October and ended on 17th December, 2022.

Puneri Paltan was the first to make it to the knock out stage on account of its stellar performance match after match. Our raiders Aslam Inamdar, Mohit Goyat and Akash Shinde along with captain Fazal and defender Sombir were the star performers this season. Winning the semi-final match against Tamil Thalaivas we made it to the finals for the first time. Despite putting up a strong fight our team had to be content being runner-up narrowly losing to Jaipur Pink Panthers who won the match 33:29. This commendable team was coached by the Arjuna awardee Mr. B C Ramesh.

This year the matches were played at 3 locations viz., Bangalore, Pune and Hyderabad. The knock out matches and finals were held at Mumbai. During the rest day Puneri Paltan players interacted with their fans and attended events hosted by the sponsoring teams. Force Motors also hosted two events one at Bangalore and another at Pune.

In the Bangalore Meet and Greet over 70 fleet operators participated and were thrilled to meet their heroes and



PRINCIPAL SPONSOR OF PUNERI PALTAN. SEASON 9 IN THE PRO KABBADI LEAGUE



interact with them. The second event was at Pune where select players visited a school. This event was attended by over 1500 students and 200 staff members and parents. The students were delighted to meet the players who have now become celebrities in their own right. They also played a mock match with students and answered their queries.

On the whole we had a very successful season and the prominent branding of Force Motors on the players chests and ringside branding during the matches helped increase our brand awareness multi-fold.



PRO KABADDI LEAGUE

As Force Motors was the principal sponsor of the Puneri Paltan, AVD field team and the local dealer took this opportunity and obtained permission from the organizers to display our Orchard tractor just outside the Kantiveera Stadium where Puneri Paltan played its first match in Bangalore. The tractor attracted a lot of interest among the audience and onlookers.



INTERNATIONAL BUSINESS

Force Motors is expanding its footprint across the globe, from neighboring countries Nepal to countries in the middle-east and South Africa. In the last quarter Johannesburg-based Export Trading Group Logistics (ETGL) was inducted to distribute our range of vehicles in South Africa and neighbouring countries.

ETGL is the logistics, warehousing and distribution vertical of Export Trading Group (ETG). ETG is a global conglomerate operating across various segments, with a deep focus on uplifting Sub-Saharan Africa. A comprehensive product portfolio is planned including the Gurkha, Traveller midi-bus, panel vans, ambulance, and the Kargo King pick-up range.

While the Gurkha is aimed at serious off-roading enthusiasts who require the use of independently controlled differential locks to get out of tricky situations, the Traveller midi-bus is expected to be popular with mini and midi-bus taxi operators who are looking for affordable people mover solutions.

Speaking at the signing of the distribution agreement Mr. Kalpesh Patel, Chief Executive Officer, ETGL commented "We are very excited to partner with Force Motors and South Africa will be the first market to which we will offer mobility solutions for customers in the people moving,



freight and SUV spaces. We are also in advanced discussions for the East African markets and Kenya will be the first country we target in that region, including the longer term possibility of putting up an assembly plant. Mobility solution for wildlife-tourism sector is another focus point that we are exploring."

Force Motors is hopeful of establishing similar business associations across the globe.

SERVICE CAMPS IN NEPAL

During the last quarter Service camps were organized by the three distributors of Nepal at multiple locations where nearly a thousand vehicles were serviced. Company trained service engineers attended to these vehicles and ensured the vehicles were up and running and as good as the new ones that roll out from the factory.

The three Force Motors distributors who participated and helped conduct these camps were; Ayam Intercontinental, Siddhartha Bishwajyoti and Prime Vehicles Pvt. Ltd. These camps were conducted in Kathmandu, Pokhara, Butwal, Bhairawa, Nepalgunj, Surkhet, Dang, Chitwan, Itahari, Jhapa and Janakpur.

In Nepal, a BSVI training session was also conducted for these dealer's service teams. The three dealerships nominated their personnel to attend this training session held at Kathmandu to explain technicalities and troubleshooting methodology for the BSVI range. The key topics where these people were given hands-on training were Engine, Gear box, Axles, Electricals, BSVI software installation, diagnostic and troubleshooting training.



TRAINING INTERNATIONAL DISTRIBUTERS TEAM @ AKURDI

Several batches of technical teams of international distributors were trained on our product range, at the Akurdi training center.



GURKHA CUSTOMER ENGAGEMENT & SALES PROMOTION EVENTS

Most Gurkha customers love nature and the outdoors. The primary purpose of buying the Gurkha is to venture to remote and inaccessible scenic locations on weekends and holidays with family and friends. But before doing so they need to be well conversant with the operation of 4WD, usage of differential locks, assessment of terrain, etc. Gurkha Trails is one such event that has been curated to expose Gurkha customers to different types of terrain and the right way to negotiate them, ably supported by a recovery team with trained technicians.

Two such events were conducted recently; one for Pune customers at a lake side venue near the Torna fort in Bor Taluka and the other for Chennai customers on the banks of Palar river on the outskirts of Chennai.

The Pune event was attended by over scores of owners along with their family members. The convoy of Gurkha vehicles winding through the city roads to the venue was a head turner and pleasant sight. In addition to off-roading lessons for adults, there were events to keep the children engaged like drawing/coloring competition. The Chennai event witnessed participation by dozens of Gurkha owners. The feedback from these customers was appreciative and wished to have more such events on a regular basis.



GURKHA @ MUDMASTERS WINTER RUN 2022

Mudmasters was a unique event hosted by Team Force Gurkha for off-roading enthusiasts. This event was conducted in Goa and participation was open for all makes/models. A total of 35 vehicles participated in this event. It gave us an opportunity to showcase the capabilities of the All-new Gurkha to the participants owning competing brands. It was a fun filled day where participants explored multiple terrains and experienced the capabilities of their vehicles. A large crowd of on lookers also enjoyed this event. A Force Gurkha was at hand for those interested to take test drives.



GURKHA @ NAVRATRI IN HYDERABAD

The 9 day festival of Navratri celebrated across the country also coincides with the peak automobile buying season. Our Hyderabad dealer set up a Gurkha Display and Test drive stall at one of most popular Garba / Dandiya Mela in the twin cities where participation is in lakhs over the nine day period. This festivity is immensely popular with urban youth as they participate in the traditional dance and music till midnight. It is a perfect place to showcase to the young hearted and adventurous minded. Our stall had a very good foot fall and multiple test drive requests.



THE ALL NEW- GURKHA BAGS BULK ORDERS AT PATNA AND ITANAGAR

The All New- Gurkha with its unique features like full metal top body, air bags for driver and co-driver, 4WD, mechanically operated differential locks on both axles and air intake snorkel is gradually becoming a vehicle of choice for many government bodies that need to travel into the interiors where no roads exist in the course of their routine work.

The Bihar Forest Department and The Nagaland Public Works department have recently placed bulk orders for the Gurkha for their use. We look forward to bagging repeat orders from these departments as well as add more such departments from other states into our fold.

MODEL LINE COMPETITION – PITHAMPUR, INDORE

An inter shop competition was held at Pithampur. The participating lines were Body shop, Powertrain shop and Paint shop. In order to ensure all the shops and lines work as seamlessly as possible, it is customary at Force Motors to hold such team spirit building competitions on a regular basis. The objective of this competition was to encourage all employees to strive for continuous improvement.

The criteria for assessment were based on the following: line being operator friendly, having a lean layout, operators having knowledge about each stage of the assembly, displays being placed appropriately and whether the SQDCM benefits are clearly understood. The Winner of this competition was Team Body Shop.



SAFETY MINDSET !

At Force Motors ensuring highest level of Safety has become a way of life. To keep improving upon our existing safety standards many initiatives are taken throughout the year. Employees enthusiastically participate in these events conducted on a particular theme to ensure they are always alert and no unwanted safety threats go unnoticed.

Last quarter, a safety quiz competition was also held at Pithampur. The theme of the event was “Safety Quiz competition on emergency preparedness and response”. Each line had over 90% participation and the competition was a mega success. An award ceremony was held to felicitate the winners.



MECHANICAL PRESS UP GRADATION @ PITHAMPUR

A major activity concluded in the last quarter at the Press Shop was the mechanical and system up gradation of 11 presses with an investment of several crores of rupees. These presses which were being operated using RLC viz., Relay logic controller system were upgraded to PLC viz., Programmable Logic Controllers. In addition from DC Motors and DC drives we have switched to AC induction motors and VFD (Variable Frequency Drive). This up gradation improves accuracy, increases flexibility and reduces both maintenance cost (up to 70%) as well as time required for maintenance (up to 95%). The machines will now have digital displays of faults if any and all the presses can now be monitored in the SCADA (Supervisory Control and Data Acquisition) system.



CHAKAN PLANT

Force Motors Chakan plant has a plant nursery. Saplings from this nursery are distributed to employees on their birthdays and also as a token of appreciation on their outstanding performance.



CVD VEHICLES - TRAVELLER MONOBUS IN KASHMIR

The Force Traveller spread across the country is unmatched, right from Kanyakumari to Kashmir one can spot the Traveller everywhere. In comparison, the visibility of the Traveller Monobus is not as much especially in Kashmir. The sales team along with the local dealer organized a select operator's meet to showcase the unique features of the Monobus namely, the first 33 / 41-seater monocoque bus in the country, the first bus in the segment having disk brakes on all four wheels with a new more effective uni-booster braking system, highest fuel efficiency in the segment and best in class ride quality with least NVH (Noise, vibrations and harshness). In addition, the Traveller Monobus has the smallest turning circle diameter of less than 14 metres in the segment. The operators were taken on a test drive in the Traveller Monobus, so that they appreciate its unique features. The field sales team and dealer revealed that some of the leading operators are actively considering purchase of the Traveller Monobus in the near future.



BULK ORDER FROM INDORE PUBLIC SCHOOL

IPS Indore has a fleet of over 95 vehicles of various competing brands. Our sales team came to know that they were considering replacement of 40 of these 95 vehicles and immediately swung into action. With dedicated efforts and continuous product benefit articulation they were able to convince the Indore Public School management to decide in our favour. They placed an order for two dozen Monobuses followed by a dozen T1 and T2 vehicles.



PRESTIGIOUS AND BULK DEALS OF THE QUARTER



1. Adani Roadways purchased a couple of Traveller Ambulances under NHAI 1033 tender, some of them will be deployed in Andhra Pradesh and some in Jharkhand.

2. Queen Elizabeth foundation of UK has decided to utilise their CSR funds fully with Force Motors Ambulances. Their plan is to deploy hundreds of ambulances pan India. The first lot of over a couple of dozen vehicles has already been delivered and the next lot is under finalization.

3. Bajaj Allianz - India's biggest private insurance company has signed up with Force Motors for utilising their CSR fund and we have already delivered multiple Traveller Ambulances to them.

4. Over a hundred Traveller Ambulances were delivered in Andhra Pradesh under MP/MLA CSR fund utilization scheme. All these vehicles shall be deployed across the state.

5. Jet Airways commissioned multiple Cardiac Traveller Ambulances in Bangalore, Gurgaon and Hyderabad.

6. Several Traveller Ambulances have been delivered ICI Foundation in Odisha and Ladakh. In addition, some numbers of Traveller Mono buses deal has also been finalised in Belgaum under their CSR activity for differently abled students.



PRESTIGIOUS AND BULK DEALS OF THE QUARTER

7. Several hundred Ambulances have already been delivered to Hansa Foundation for use in different parts of the country. Hansa Foundation has placed an order for many more Ambulances for use in Jammu, Kashmir and Punjab.

8. Janani Travels, Bangalore the largest fleet operator in Bangalore added almost a hundred Force Travellers to its fleet.



AVD - PARTICIPATION AT DHARWAD KRISHI MELA

The Dharwad Krishi Mela is an extremely popular annual exhibition that attracts lakhs of people from across North Karnataka and neighbouring states. This time, it had 184 hi-tech stalls, 364 general stalls, 21 farm machinery stalls, 27 and 54 livestock display stalls. The Dharwad Krishi Mela was being held after a gap of two years on account of COVID-19 related restrictions from 17th to 20th September 2022.

Force Motors is a regular participant and was present this year also showcasing its latest offerings. This exhibition provided us a platform to connect with agriculturists, educationists and technologists to understand the latest developments in the field.

People travel long distances to attend this Krishi Mela as it provides them with an opportunity to update their knowledge about agricultural operations equipment, tractors, harvesting machines, etc. The attractive stall put up by Force Motors with its range of tractors was appreciated by the farmers and received good footfall. Our Sales and Service teams were at hand to provide information and assistance to the visitors.



OX-25 ORCHARD 4x4 TRACTOR LAUNCH

Force Motors introduced the 4x4 version of the OX-25 Orchard tractors recently. The two wheel drive version of our OX-25 Orchard tractor has already proved itself to be one of the sturdiest and most versatile orchard tractors in the country.

We have a sizable market share in the states of Maharashtra, Karnataka and Kashmir. With the introduction of the 4x4 version, we shall be in a position to address and appeal to a much larger market. The initial feedback of the performance is very positive and we look forward to the 4x4 OX-25 increasing our sales volumes and further improve our share in the Orchard Tractor market.

The 4x4 OX-25 is a full service narrow track Orchard Tractor powered by the proven, heavy duty Mercedes derived 27hp, 3 cylinder, direct injection, overhead camshaft engine delivering unmatched fuel efficiency without getting over heated. It comes with maintenance free fully oil immersed multi-plate sealed disk brakes for sure stop braking. It is the only tractor that has a separate lever to operate the PTO clutch independently thereby save valuable fuel as well as pesticides during spraying operations.



ZERO MAINTENANCE SCHEME

To build confidence amongst farmers North Karnataka dealers took an initiative wherein they have offered Zero Maintenance scheme to the buyers with the theme, "Chalo Technology ke Dum pe, 2 saal ka kharcha hum pe" on all Sanman models.

Under this scheme the maintenance expenses for the first 2 years would be borne by the dealers and there is no cost to farmers who purchase our Sanman tractors during festive month of October 2022.

The scheme drew very positive response from the prospective buyers and we could deliver 16 Sanman tractors during Oct'22 through this scheme.

**2 ವರ್ಷಗಳ ಕಾಲ
ರಿಯೇರೂ ಮೆಂಟನೆಸ್ಸ್
(ಪ್ರಿವೆಂಟ್ ಮೇಯಿನ್ ಟೆನ್ಷನ್, ಐವನ್
ಇವರ್ ಸೇವಿಸಿಂಗ್ ಗಳು)**

ಎಂಪ್ಲಾ 400, 40HP
Rs. 5,95,000 ಎಡ್ಜ್



**ಮೆ||ಕೆ.ಕೆ. ಮೋಟಾರ್ಸ್
ಹಾವೇರಿ - ಹಾನಗಲ್ಲ**

ಎಂಪ್ಲಾ 6000, 50HP
Rs. 7,99,399 ಎಡ್ಜ್



**FORCE
MOTORS**

ಎಂಪ್ಲಾ 5000, 45 HP
Rs. 7,25,999 ಎಡ್ಜ್



* ಡ್ರಾಕ್ಟರ್ ಇನ್ಸೂರೆನ್ಸ್ ಮನ್ಯು ರಿಲಾನ್ಸ್ ಇನ್ ಸೆವಿಸಿಂಗ್. * ಈ ಸೆವಿಸಿಂಗ್ ಎಲ್ಲೆಡೆಗೆ ವಾಪಾಸಾಗಿ ಇನ್ಸೂರೆನ್ಸ್ ಮನ್ಯು. * ಡ್ರಾಕ್ಟರ್ ಸಾಂ ಸೌಕರ್ಯವನ್ನು ಕುರಿತು ಸಹಾಯಕಿ ಡ್ರಾಕ್ಟರ್ ಕುರಿತು ಸಹಾಯಕಿ ಡ್ರಾಕ್ಟರ್.

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ಕೆ.ಎಂ. ಗ್ರೇಡ್ ವಿಮೆಂಗೆ, ಎ.ಎ.ರೋಡ್, ಹಾವೇರಿ
ಮೊ: 8105940199, 7483188735, 7483107980.

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**ತೆಕ್ನಾಲೊಜಿ
ಕೆ ದಮ ಪೆ**

**2 ಸಾಲ್ ಸಾರಾ
ಖರ್ಚಾ ಹಮ ಪೆ**

**0 ಮೇನ್ಟನೆಸ್
ಪೂರಿ ವಚತ್**

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AZADI KA AMRUT MAHOTSAVA SCHEME

Azadi Ka Amrit Mahotsav was an initiative of the Government of India to celebrate and commemorate 75 years of independence and the glorious history of our country, its culture and achievements.

Carrying forward the spirit of Amrit Mahotsav, the AVD dealers of Karnataka got together and offered a flat discount of Rs. 75,000 on every Sanman tractor purchased from August 15 to August 31, 2022.

This initiative received overwhelming response and 21 Sanman tractors were delivered in Karnataka under this scheme.

**FORCE KA TASHN
AZADI KA JASHN**

Force Ki Dumdaar Tractor Range Par Payen

₹75,000
Ka Akarshak Discount!

Is Swatantrata Diwas Ke Anar Par Kisano Ke Liye Khushkhabari! Force Motors Ki Dumdaar Tractor Range Par Payen Rs.75,000/- Ka Akarshak Discount. Nayi Sadi Ki Technology Wale Force Tractors Ko Apnayen Aur Azadi Ka Jashn Manayen.

Model	Price
Force 4500	₹16,96,501
Force 4500	₹17,91,244
Force 4500	₹18,27,027
Force 4500	₹17,52,027
Force 4500	₹16,36,807
Force 4500	₹17,40,002
Force 4500	₹16,86,800
Force 4500	₹15,82,400
Force 4500	₹17,29,101
Force 4500	₹17,04,101

For Topical Force Tractor Dealership For Karnataka For
And In Karnataka Dealers For Karnataka Region

* RTD & Insurance extra | Offer Valid Sanman Ke Liye

1800-2233-200



SERVICE ACTIVITIES

The Force Motors Service Team is always at hand to provide the best After-Sales Service experience to customers. This, they ensure with company trained technicians, ample stock of spare parts and commitment to provide quick turnaround and best-in-class care for the vehicle.

“Be where the customer is” is our motto and our tractor service team organized several Remote Service Camps, Mechanic and Customer Meets in multiple states where we are present through Authorized Dealers and Authorized Service Centres. These activities help us to connect with our customers and also receive product feedback.

The tractors were inspected absolutely free of cost and a special discount was given on spare parts and lubricants purchased during the camp.

In addition, The Service team conducted classroom sessions for the Tractor operators. This helped educate the operators on the upkeep and preventive maintenance of tractors.

Our service team attended over 2957 tractors and sold Spare part worth Rs. 11.76 Lakhs under this initiative



LUCKY DRAW SCHEME

Lucky Draw campaigns are one of the classic consumer promotion tools utilized across industries. They grab attention of consumers and influence purchase decisions for sure.

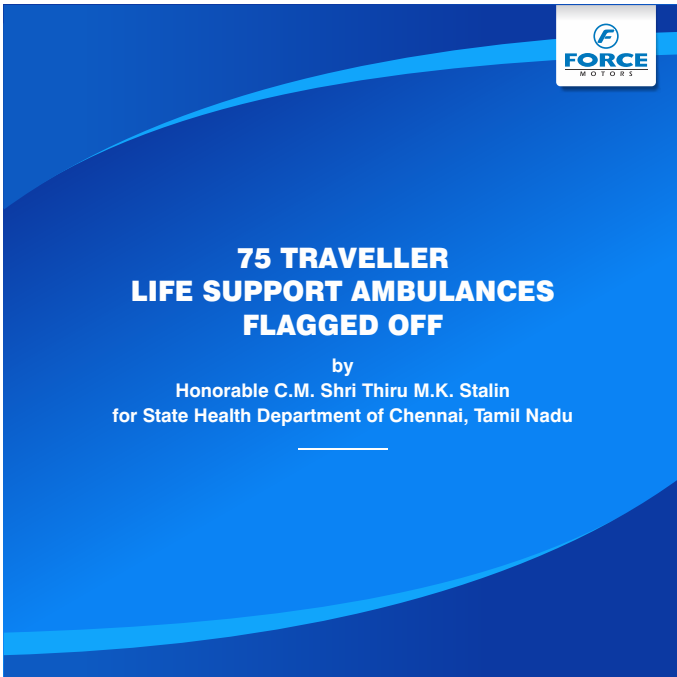
Our dealer M/s. Shri Ganesh Agro, Ashti , District-Beed had taken initiative to offered Lucky Draw Scheme to customers during Vijayadashmi and Diwali Festival.

The Prizes offered to customers were Motorcycle, Flour mill, Cultivator and Spray Pumps.

The dealer managed to sell 15 Tractors through this scheme.



SOCIAL MEDIA POSTS



SOCIAL MEDIA POSTS



Force Motors is delighted that the URBANIA shall be ferrying guests of Royal family



His Highness Lakshyaraj Singh Mewar of Udaipur took delivery of 2 Force URBANIA vehicles

SOCIAL MEDIA TESTIMONIAL

www.forcemotors.com



MR. MAKARAND KANADE
- President (Engineering & Corp. Quality)

“

My journey at Force Motors began 34 years ago, as a GET and today I head the R&D, Projects and Quality functions as President. During my tenure I had the opportunity to work across different functions like Production, Quality Control, Service, Spare Parts and now in R&D for the full range of commercial vehicles and agricultural tractors.

The Management is supportive to those who take initiative, work diligently and shoulder responsibilities. Force Motors is the place to be to acquire advanced automotive engineering expertise. ”

www.forcemotors.com



MR. PRAVEEN KARNAVAT
- President (Corp. Materials)

“

Dreamwork is only possible through Teamwork. Collaboration inspires the teamwork. At Force Motors, we try to navigate it through seamless co-ordination between our suppliers & internal customers. Force Motors offers many opportunities to create success stories and keep the motivation at a very high level for all the stakeholders, especially for our Supplier Partners.

Success of our business largely relies on the team that is who are working on Ground Zero. ”



MR. JAYESH BANKAR
- Manager (International Business)

“

It has been an enriching experience working in the International Business department for over a decade. Besides gaining expertise there are ample opportunities to have cross functional learning's that accelerate career growth.

The camaraderie amongst all employees to strive for a common objective creates an energetic and professionally enriching work environment.

For dedicated and ambitious candidates the opportunities are limitless. ”



MR. SANJAY KHACHANE
- Dy Div. Manager (ADD Purchase)

“

My association with Force Motors began 14 years ago. My domain knowledge and expertise increased multifold during this tenure. But, my most professionally gratifying experience came very recently. Leading the Ambulance project co-ordination & supply chain issues during the pandemic was my most unique experience.

It was personally a very emotionally overwhelming experience when our Ambulances were seen transporting people and helping them during their emergencies.

My dedication increased immensely, when I saw how my role contributed to the society at large. ”



MS. PURVI DESAI
- Sr. Manager (Finance)

“

I joined FML as a Fresh CA and climbed the hierarchy by contributing in various areas of Finance and Accounts. This decade long journey has allowed me to focus on my personal and professional goals simultaneously.

I have been able to maintain good work life balance as the work place is friendly and highly conducive. In conclusion, I'd say authentic and genuine employees are always acknowledged, appreciated and awarded here. I'm sure my future is bright in this organization. ”

MEDIA MENTIONS



MONEY CONTROL :

<https://www.moneycontrol.com/news/business/force-motors-starts-production-of-urbania-9574831.html>



AUTO CAR PROFESSIONAL :

<https://www.autocarpro.in/news/force-motors-unveils-next-gen-van-urbania-to-dealers-in-indore-launch-within-a-month-113402>



ZEE NEWS :

<https://zeenews.india.com/auto/force-urbania-van-production-commences-in-india-launch-next-month-watch-2538370.html>



THE FINANCIAL EXPRESS :

<https://www.financialexpress.com/express-mobility/industry-express-mobility/force-motors-unveils-urbania-van-developed-with-rs-1000-crore/2879156/>



THE ECONOMIC TIMES :

<https://auto.economictimes.indiatimes.com/news/passenger-vehicle/force-motors-launches-urbania-van-price-starts-at-inr-28-99-lakh/95700846>



NEWS 18 : <https://www.news18.com/photogallery/auto/force-urbania-van-in-pics-see-design-interior-features-and-more-in-detail-6505777.html>



AAJ TAK :

<https://www.aajtak.in/auto/news/story/force-urbania-van-with-17-seats-launched-in-india-price-28-99-lakh-features-mileage-detail-1581874-2022-11-23>

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