



FORCE MOTORS APPOINTS MR. NARESH RATTAN AS COO- AVD/ TRACTOR BUSINESS AND PRESIDENT- CORPORATE SALES AND MARKETING

March 16, 2012, Pune: Force Motors; Pune based automotive major announced the appointment of **Mr. Naresh Kumar Rattan** as the Chief Operating Officer- Tractor Business and President - Corporate Sales and Marketing

Mr. Naresh Rattan brings with him a successful career spanning over 25 years in the automobile industry. He has successfully directed business operations, spearheaded Sales and Marketing, and has been actively involved in new Product Development. His rich experience also includes Quality Management in Manufacturing, New and Emerging Market Development, and Overseas Business Development.

Mr. Prasan Firodia, Managing Director Force Motors said, “Force Motors is very happy to bring Naresh on board. We believe his experience, industry knowledge and leadership will help us achieve our long term goals and assist Force on the path to sustained growth.”

“It is very interesting to be a part of an organization that has changed the face of the automobile industry over the past 6 decades. Force Motors is now at a very interesting juncture of its organizational growth and I hope to leverage this expertise and manufacturing strengths to achieve long term success” said Naresh on his appointment.

Naresh joins Force Motors Ltd., from his previous position as Operating Head – Sales, Planning and Marketing, and Corporate Affairs at Honda Motorcycles and Scooter India Ltd. He earned his B. Tech in Agricultural Engineering from College of Engineering; P.A.U- Ludhiana and his Masters in Business Administration (Marketing & Finance) from Lal Bahadur Shastri Management Institute; Lucknow. Naresh also has an International Marketing Degree in Business Management and Marketing.



ABOUT FORCE MOTORS

Force Motors Ltd is a fully vertically integrated and complete automobile company – concentrating on satisfying customers needs with high quality, high utility and high technology products through superior product design, production engineering, hi-tech manufacturing and innovative marketing.

Force Motors Ltd was incorporated in the year 1958 with the name Bajaj Tempo Ltd. The company was promoted by late Shri N.K Firodia; a dedicated Gandhian and visionary industrialist, was the Founder-Managing Director for Force Motors, he established the concept of low cost public transport-the Auto-rickshaw.

Force Motors are the pioneers of the light commercial vehicles (LCV) industry that gave India iconic brands like the Tempo, Matador & Traveller. Force Motors stands on the threshold of a new era in the automobile Industry in India, with a stake in “Five Product segments” – Small Commercial Vehicles (SCV), Multi Utility Vehicle (MUV), Light Commercial Vehicle (LCV), Agricultural Tractors and Heavy Commercial Vehicles (HCV).

FOR MORE INFORMATION CONTACT:

Ms. Mallika Apté
Force Motors Ltd