

Force Motors launches Chennai plant to make engines for BMW

OUR BUREAU

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Force Motors has said its engine and power transmission supply business – which caters to auto manufacturers – will triple over the next couple of years.

The company's MD Prasan Firodia told media persons after the formal inauguration of a ₹200-crore factory, that its engine and power train business, which is now at about ₹1,000 crore, will triple over the next few years with new plants going on stream.

The new plant, inaugurated on Tuesday at Mahindra World City near Chennai, will make engines exclusively for luxury automaker BMW, which also has a plant located in the vicinity. The Force plant started supplying engines to the German car manufacturer in January, and has



Plant launch Force Motors Chairman Abhay Firodia, Union Minister Anant Geete, Videocon co-promoter Rajkumar Dhoot and Force Motors MD Prasan Firodia at the inauguration of a new facility at Mahindra World City, near Chennai on Tuesday **BIJOY GHOSH**

already supplied over 3,000 engines. It has the capacity to make over 20,000 BMW engines a year with a provision to expand to over 50,000 units. Force, which also makes power trains and axles for Mercedes at a plant near Pune, is expanding capacities with a new plant coming up at Chakan.

The company will also invest in a second factory in Chennai for aluminium die-cast auto components to cater to a wide range of OEMs.

Union Minister for Heavy Industries Anant Geete, who participated in the inaugural function, said the Centre is keen to nurture the automobile sector.