

## Force Motors appoints DY Works to design brand and experience strategy for Gurkha

The Gurkha is BS6 compliant and completely revamped.



The vehicle is set to be launched at the end of the year. PUNE: Force Motors has brought onboard DY Works to design the brand and experience for their new generation offroader Force Gurkha.

Showcased at the Auto Expo 2020, the Gurkha is BS6 compliant and completely revamped.

The vehicle is set to be launched at the end of the year.

Managing director of Force Motors, Prasan Firodia, said, "There has been huge excitement and anticipation since the new Gurkha was revealed at the Auto Expo earlier this year. Our vision for the Gurkha is to make it the most capable and enjoyable off-roader/recreation vehicle in India. We wanted to collaborate with a partner who understood our vision and could help us unlock the next growth story for Gurkha. DY's approach matched our ambition perfectly. I look forward to creating an exciting story for Gurkha and its tribe with their team."

<https://auto.economictimes.indiatimes.com/news/passenger-vehicle/uv/force-motors-appoints-dy-works-to-design-brand-and-experience-strategy-for-gurkha/77823960>