

Force Makes Global Van to Go Deeper into Markets Abroad

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Mumbai: Having captured over 60% share in the country's mid-size van market, Force Motors, the maker of Tempo Traveller, has set itself an ambitious target to grab 10% of the global van market in the coming three to five years.

Having engaged KPMG to define the future blueprint and strategy, Force Motors decided to expand into global geography three years back instead of diversifying its product portfolio into new segments.

Sticking to its niche of eight- to 26-seater people-mover vans, the Pune-based company led by the Firodias has invested ₹1,000 crore to develop a global van with an eye on doubling the volumes from 20,000 to over 40,000 units in the coming 3-5 years. The new generation global van called T1N will come in both diesel and electric avatars and different seating configurations.

Speaking about this next big step, Firodia told ET that shared mobility is key strand on which "our future path has been defined. The next step is to ride on domestic leadership

Road to Growth

₹1,000 cr

Force Motors has invested in developing **T1N**, a van for global markets

60%

Market share of Force Motors in mid-size vans in India

10%

Share it eyes in global van market

20K Units

Global volumes of Force



Half a million
No. of mid-size vans sold globally

with a global play."

"This is the best time to be in people transportation business. There is an increased emphasis from the government of India to push for public transportation with rising congestion; and on the other hand, there are many new shared mobility plat-

forms springing up in India, creating new demand. That along with global markets, with new gen products, we are looking at easily doubling or tripling our volumes," added Firodia.

Force Motors said as a market leader, the company felt it was its responsibility to up the bar in people-mover space. With the T1N platform, it will not only create a new premium people-carrier category, but the products out of these platforms have been designed benchmarking some key international brands and requirements in over a dozen markets of Middle East, Africa, South Africa, South East Asia and Latin America.

To be sure, close to half a million mid-size Vans are sold globally with the likes of Mercedes Benz Sprinter, Ford Transit and Renault Trafic as leading players. Force Motors has a limited presence with 4-5% of the global share. With T1N and three derivatives expected on it, Firodia says the aspiration is to touch 10% global share. "There is a big gap between products offered by Mercedes Benz, Ford or Renault in the global markets and the Chinese, our endeavor is to bridge the sweet spot by offering premium product at an attractive price," added Firodia.

Firodia says it is the biggest project delivered by the company in the last one decade.