



PROJECT DIGIFORCE - DIGITAL TRANSFORMATION PROJECT

PRESS RELEASE

Force Motors partners with EY Parthenon India to embark on an organization-wide digital transformation program – Project DigiForce

Pune, 24th June 2024: Force Motors Limited, a key automotive player and India's leading van manufacturer has embarked on a groundbreaking digital transformation project, Project DigiForce, to boost innovation and productivity across its value chain and deliver high customer satisfaction in all aspects of its front facing operations. EY Parthenon, a leading strategy consulting firm, has been engaged to support Force Motors in this transformative program.

Force Motors, having delivered a strong business turnaround in the last two years, grew its topline by 38% YoY in FY24, with the after-tax profits growing at more than 1000%. To continue this growth momentum, sustain its leadership position and to ensure that the company continues to deliver a superior value proposition to its customers, Force Motors has embarked on this journey. The digital technologies and innovative solutions introduced in this 2-year program will help build a future ready organization.

Mr. Prasan Firodia, Managing Director at Force Motors Limited, emphasized the strategic significance of this initiative, stating, *"Digital transformation is integral to our growth strategy, and Project DigiForce will bring in a transformational shift in the way we work and compete in the market. At the core of this initiative lies our steadfast commitment to creating and delivering best-in-class shared passenger mobility solutions that have been the hallmark of Force Motors for more than six decades. In addition to bringing in gains through productivity and operational efficiency, Project DigiForce will also spur innovation and creativity throughout the organization."*

The crucial milestones in this partnership with EY-P include redesigning of Force Motors' Digital landscape, implementing advanced digital platforms, technologies & solutions for customers, and boosting capabilities & security for Force Motors. EY Parthenon's expertise will be vital in ensuring that Force Motors navigates through the digital transformation process seamlessly, maintaining its competitive edge in the constantly evolving automotive industry. Project DigiForce also includes focused Change management, training, and development programs to support employees and dealers during this transition.

Vinay Raghunath, Partner, Automotive & Mobility Sector Leader, EY Parthenon India stated *"Digital transformation should be viewed as a continuous journey rather than a one-time activity or destination. Organizations must be able to quantify value extraction from their digital transformation roadmap and embrace a culture of constant learning and adoption"*

Force Motors is also partnering with leading IT firms to seamlessly integrate systems and empower employees through focused training programs. With a commitment to operational excellence and customer-centric innovation, Force Motors is poised to solidify its leadership in the evolving marketplace and deliver unparalleled value to stakeholders.

About Force Motors

Force Motors, the largest van manufacturer in India was founded in 1958 by Shri N. K. Firodia to provide economical, dependable, and efficient products while utilizing the most advanced technology to enable affordable commercial transportation for the general public.

Force Motors is the flagship company of the group led by Dr. Abhay Firodia, which has nine manufacturing facilities across the country and employs a 10,000-plus strong workforce. The manufacturing facilities are at Akurdi and Chakan (Maharashtra), Pithampur (Madhya Pradesh) & Chennai (Tamil Nadu).

This legacy has been bolstered by successful partnerships with leading German technology players and market leaders for the past decades.

Since 1997, when Daimler AG took the decision to manufacture Mercedes cars in India, every engine fitted there has been produced at Force Motors. Till date, Force Motors has supplied over 152,000 engines and 140,000 axles to Mercedes Benz India for which it has a state-of-the-art dedicated facility in Chakan, Pune.

In 2015, BMW assigned Force Motors to produce and test the engines for all cars and SUVs to be made in India. A state-of-the-art factory has been built to the exact standards of BMW by Force Motors in Chennai close to their factory. Till date Force Motors has supplied over 70,000 engines to BMW.

In March 2018, Force Motors entered into a joint-venture agreement with Rolls-Royce Power Systems AG. This venture named "Force MTU Power Systems Pvt. Ltd." manufactures in India and supplies worldwide, the 10 and 12 cylinder, Series 1600 engines (545hp to 1050hp) for power generation and under floor rail applications. Several generating sets have already been delivered to reputed organizations requiring fail safe backup for their critical operations.

In 2022 Force Motors introduced URBANIA - India's first fully ground-up, next generation modular monocoque panel van platform. It is the first in segment to comply with crash, rollover and pedestrian safety regulations with driver and co-driver airbag. Also first in segment to provide independent front suspension with transverse springs for best in class passenger ride, and handling characteristics and first to offer all wheel disc brakes and ESP, ABS, EBD and ETDC.

Recently, Force Motors launched the all-new Force Gurkha in 3-door & 5-door variants. The 2024 All-new Force Gurkha is now powered by a 2.6 litre turbocharged inter-cooled diesel engine delivering 140PS and peak torque of 320Nm over a wide band from 1400 to 2600rpm. The All-new Force Gurkha's capability has received a serious boost with a class-leading ground clearance of 233mm, 18-inch wheels, 35-degree gradeability, and 700mm water-wading capability with the unique factory-fitted air intake snorkel. The Force Gurkha is a testament to commitment towards providing an unparalleled driving experience by combining our legacy of robust engineering and manufacturing excellence.

Force Motors is a versatile automotive company that has the capability to cater to different types of International Markets, by providing customized 'country specific' solutions and has a formidable product range in all segments, be it small commercial vehicles, light commercial vehicles, multi utility vehicles and agricultural tractors. Force provides appropriate solutions for transport – both goods, as well as passenger - rugged, reliable and efficient transport solutions for every need - rural or urban, long distance or local, over good city roads or rough rural roads. It's Traveller and Trax vehicle ranges are market leaders in their respective segments. The company exports its range of products to various countries in Middle East, Asia, Latin America and Africa.

About EY Parthenon

With over 6,500 EY Parthenon professionals and 750+ partners across the globe, EY Parthenon is one of the largest strategy consultancies in the world. EY-P help CEOs and business leaders design and deliver transformative strategies across the entire enterprise, to help build long-term value to all stakeholders. With a result-oriented approach, EY-P teams bring experience and scale to each client, helping them to realize their strategies. By connecting teams and technologies from within EY-P and the broader EY ecosystem,

EY-P can provide clients with corporate, transaction and turnaround strategies that are actionable and impactful and that help deliver long-term, sustainable value.

Whether it's digital transformation, sector convergence and dislocation, or financial and operational complexities, EY-P teams bring data analytics, leading technology, and digital capabilities to a CEO's toughest strategic issues. In doing so, EY Parthenon teams can move quickly from idea to implementation to help clients realize their strategy with speed and certainty; we call this Strategy Realized.

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