



PRESS RELEASE:

Force Motors Limited to supply over 2,900 Force Gurkha vehicles to the Indian Defence Forces

Pune, 27th March 2025 – Force Motors Limited, a leading manufacturer of rugged and reliable vehicles, proudly announces a landmark order of 2,978 vehicles from the Indian Defence Forces. This significant order underscores Force Motors' enduring commitment to supporting India's defence capabilities through its robust range of General Service Vehicles. This association is a matter of pride for the organization, reinforcing the longstanding partnership with the Indian Defence Sector.

These vehicles are tailored to meet the diverse operational requirements of both the Indian Army and the Indian Air Force, showcasing Force Motors' capability to deliver mission-ready vehicles designed to perform in demanding defence environments.

Force Motors has been catering to the defence sector for many years through its **Gurkha LSV** (Light Strike Vehicle) a vehicle renowned for its durability, off-road prowess, and adaptability. The **Force Gurkha**, in particular, has been engineered to excel in the most extreme environments, offering unparalleled performance, superior ground clearance, the highest water wading capacity in its class, and exceptional maneuverability. Its robust build, reliable drivetrain, and advanced 4x4 capabilities make it the ideal choice for the armed forces, ensuring mission readiness in diverse terrains ranging from deserts to mountainous regions.

“We are honored to continue our association with the Indian Defence Forces through this substantial order,” said **Mr. Prasan Firodia**, Managing Director, Force Motors. “Our vehicles are designed with focus on quality, reliability, ruggedness, and performance, aligning perfectly with the operational needs of our defence personnel. This order is a testament to the trust and confidence Indian Defence Forces place in Force Motors.”

Force Motors remains dedicated to enhancing its offerings for the defence sector, continuously innovating to meet evolving requirements. This order not only strengthens the company's position as a key partner to India's defence infrastructure but also highlights its unwavering commitment to national security.



FORCE MOTORS LIMITED: INDIA'S LEADING VAN MAKER

Founded in 1958 by Shri N. K. Firodia, Force Motors Limited was established with a vision to provide affordable, reliable, and efficient transportation for the masses. Today, it stands as a fully integrated automobile company specializing in the engineering, development, and manufacture of vehicles, aggregates, and components.

The company operates five state-of-the-art manufacturing units across India, employs over 10,000 people, and is led by Dr. Abhay Firodia. Its advanced R&D center in Pune, supported by a design team of over 1,000 experts, is regarded as one of the finest in the country.

Force Motors is a versatile automotive company with the capability to cater to diverse international markets by offering customized, country-specific solutions. Its formidable product range spans light commercial vehicles and multi-utility vehicles, and its export presence extends to the Middle East and Gulf region, Asia, Latin America, and Africa.

Force Motors has built strong relationships with global automotive leaders by consistently delivering high-quality engines and components.

Mercedes-Benz and BMW assigned Force Motors the responsibility of producing and testing engines for all cars and SUVs manufactured in India. Every Mercedes-Benz vehicle made in India is powered by an engine produced at Force Motors in Chakan Pune.

Similarly, Force Motors' world-class factory in Chennai, built to BMW's exacting standards, powers every BMW car and SUV made in the country.

Force MTU Power Systems Pvt. Ltd. is a joint venture between Force Motors and Rolls-Royce Power Systems AG. The venture specializes in producing 10 and 12-cylinder Series 1600 engines, ranging from 545 hp to 1050 hp, at its manufacturing facility in Chakan, Pune. These engines are supplied globally for power generation and underfloor rail applications

PRODUCTS AND INNOVATION

Force Motors offers solutions for both passenger and goods transport, with its **Traveller and Trax** ranges leading their respective segments. The Traveller stands out as a benchmark in efficiency and reliability, while the rugged Trax caters to challenging terrains.

Force Motors has introduced **Urbania**, a new ground-up modular monocoque passenger van platform, marking the beginning of a **Premium Shared Mobility** segment for domestic and export markets. After establishing a strong foothold in India, Urbania is now expanding into key markets across the globe.

The **Force Traveller Monobus** is an efficient mid-size bus designed for safe and reliable passenger travel. Its monocoque body enhances stability, comfort and fuel efficiency, making it a preferred choice for transportation.

The **Force Gurkha** in 3-door and 5-door variants is known for its rugged build and off-road capabilities. It is built to conquer the toughest terrains with ease. Designed for adventure, it delivers durability, power, and unmatched all-terrain performance.

For more inquiries, please contact

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