



For Immediate Release

Force Motors and Puneri Paltan join hands again

- Force Motors is the Principal Sponsor of the local team for Season 5 of Pro Kabaddi
- The company sees a strong connect of the indigenous sport with its customer base

Pune, July 12, 2017: Force Motors, Pune based automotive manufacturer, today announced its Principal Sponsorship for Team Puneri Paltan for Season 5 of the Pro Kabaddi league. The popularity of Pro Kabaddi series is growing with every season. Puneri Paltan has proven its capabilities and was amongst the top contenders for the title position last year. This year, the team will be captained by last year's Top Raider Deepak Niwas Hooda and coached by B.C. Ramesh. Deepak Hooda has also represented the nation in the Kabaddi World Cup 2016.

The team plays their first game of this season on July 28, 2017 against U Mumba in Hyderabad.

Force Motors' sponsorship of this indigenous sport is based on the common characteristics shared by this earthy sport and its rugged, reliable and proven vehicles like Trax range of Multi Utility Vehicles and Balwan agricultural Tractors.

Mr. Ashutosh Khosla, President Sales and Marketing Force Motors said, "Kabaddi is an indigenous and popular sport followed by many of our customers in rural India. Power, agility and teamwork form the three pillars of this sport. Our Trax range of Multi Utility Vehicles and Balwan agricultural Tractors resonate the qualities that make this team a top level contender. We are pleased to be the principal sponsors of our local Pune team- Puneri Paltan. Given the team's track record, we are hopeful for a spectacular performance. I wish all the players very best for this season! "



ABOUT FORCE MOTORS

Force Motors, was established in 1958 by Shri N. K. Firodia, with the vision to provide affordable commercial transport for the masses by harnessing the best available technology and offering economical, reliable and efficient products.

Force Motors (then known as Bajaj Tempo) started production of HANSEAT 3-wheelers in collaboration with Vidal & Sohn Tempo Werke Germany. The company continued to pioneer the auto industry in India with the iconic brands like the **Tempo**, the **Matador** and the **Traveller**.

Today, Force Motors is a fully vertically integrated automobile company, with expertise in design, development and manufacture of the full spectrum of automotive components, aggregates and vehicles. Its range includes Traveller light commercial vehicles, Trax multi-utility and cross country vehicles, Trump small commercial vehicles, and the Balwan range of Agricultural Tractors. The company continues in the founder's vision of providing efficient, utilitarian vehicles that empower the individual entrepreneur to meet his and country's ever changing needs.

In 1997, fully aware of the strength of Force Motors, in terms of engineering infrastructure and capabilities, Daimler asked it to set up a dedicated facility for producing and testing engines for Mercedes passenger cars and SUVs to be made in India. Till date Force Motors has supplied over 60,000 engines. This portfolio has grown to include the front and rear axles of the C, E, S and M class passenger cars and SUVs.

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 exacting standards of BMW by Force Motors in Chennai close to the BMW car factory. This plant has a capacity to build and test 20,000 engines per year.

For Media Queries please contact:

Mr. C. Jacob

+91 9850992180

cjacob@forcemotors.com