



# DRIVING **FORCE**

ISSUE - I, APR. 2024

## From MD's Desk

Dear Colleagues,

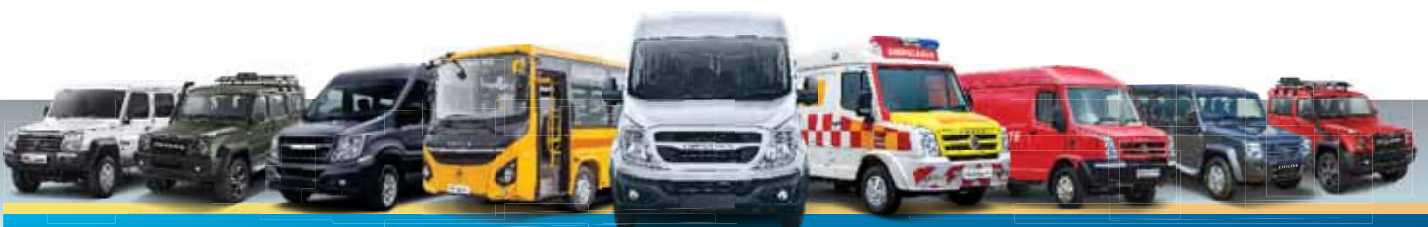
Season's greetings to all our valued employees and stakeholders. I hope this message finds you and your loved ones in good health and high spirits.

As we transition into the spring season, a time of growth and renewal, I would like to take a moment to acknowledge our collective efforts and the remarkable journey we have undertaken, so far this year. It has been a great year indeed. Our performance in the last three quarters has been exemplary, with a focus on building our top line while maintaining a healthy and efficient bottom line. This success is a testament to the hard work, resilience, and commitment of each and every member of our team. Your dedication and passion have reenergized us and inspired us to take on new challenges with renewed vigour and enthusiasm.

I am pleased to note that we have been able to retain our market share across all segments, a testament to our strong brand presence and customer trust. As we move ahead, we will continue to focus on key areas such as sustainability, digital transformation, and employee engagement.

Together, as an innovative and motivated team, I am confident that we will overcome challenges and achieve greater success in the days to come. Let us continue to innovate, collaborate, and lead with excellence as we pave the way for a brighter future for Force Motors.

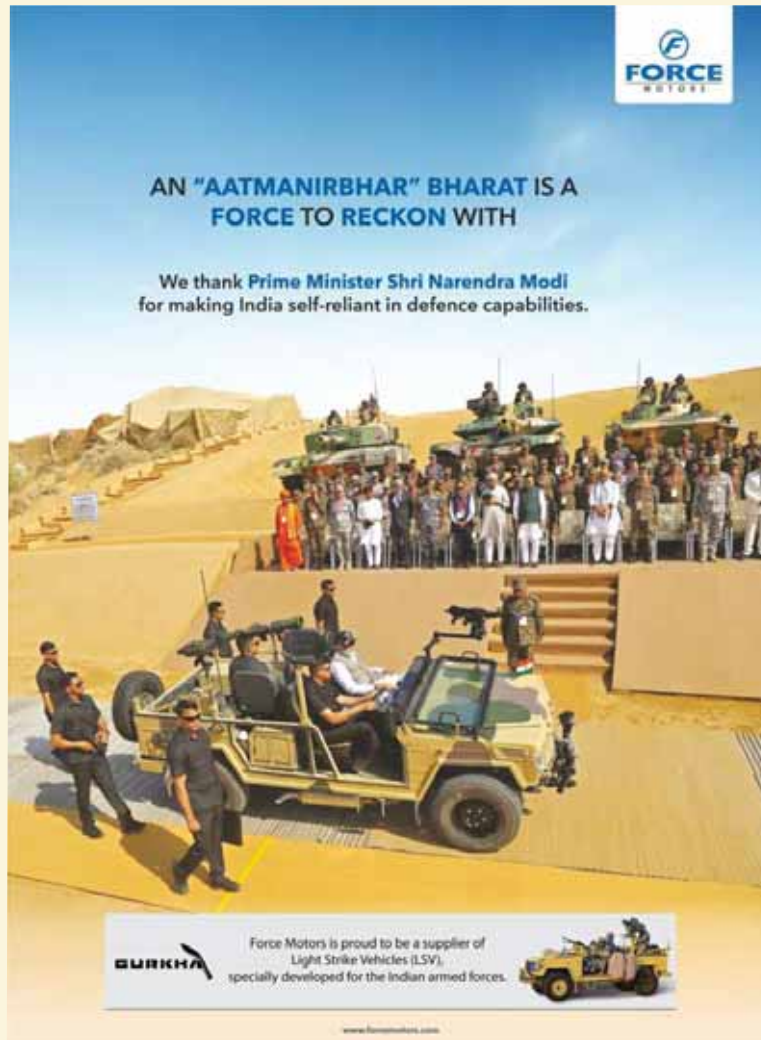
With Best Wishes,  
**Prasan Firodia**



## GLIMPSE OF THE PM IN A GURKHA LIGHT STRIKE VEHICLE

Honorable Prime Minister Shri Narendra Modi observed the impressive display of indigenous defence capabilities during a Tri-Services Live Fire & Manoeuvre Exercise 'Bharat Shakti' at Pokhran. Here's a glimpse of the PM in a Gurkha Light Strike vehicle, witnessing the strength and prowess of our armed forces.

#BharatShakti #TriServiceFirepower #IndianArmedForces #NarendraModi #Pokhran #LightStrikeVehicle #LSV #ForceMotors #ForceGurkha



Thrilled to have honourable Prime Minister take a seat in our vehicle! He graciously posted the above story via his official social media handle.



## FORCE URBANIA WINS CV OF THE YEAR AWARD

Force Motors bagged the prestigious "CV of the Year" & "Van of the Year - People Mover" awards at the 15th Apollo CV Awards, 2024 recently held in Mumbai

These recognitions underscore our commitment to innovation, quality, and excellence in the automotive industry.

Over the years, Force Motors has strived to deliver cutting-edge solutions that meet the evolving needs of our customers. These awards are a testament to the hard work, dedication, and passion of our entire team, who consistently go above and beyond to drive success and create value for our stakeholders.



## 30 URBANIA DEPLOYED AT BOEING INDIA, BENGALURU



Our dealer M/s Khivraj Motors bagged a notable order for Urbania vehicles from M/s Infant's Travels, which is one of the top Tours & Travels operator in Bengaluru owning a fleet size of 2000+ vehicles. 30 Urbania vehicles have been deployed at M/s Boeing India for their staff transportation. The visibility of Urbania has significantly improved in the city with this seeding of 1st lot of 30 Urbania vehicles with M/s Boeing India.

The honourable Prime Minister Mr Narendra Modi inaugurated the state-of-the-art Boeing India Engineering and Technology Center (BIETC) in Bengaluru which was built with an investment of ₹1,600 crore. It is located in a 43-acre campus, and is the American aerospace major's largest investment outside the U.S.



The Boeing India technical team opted for the Urbania, considering various distinct features such as its international styling, segment-first features, spacious seating layout, low NVH inside the passenger area, best in class fit & finish, unmatched travel comfort and end-user friendly convenience features.



## 650 FORCE TRAX AMBULANCES DELIVERED TO ASSAM HEALTH DEPARTMENT

In a significant development aimed at fortifying emergency healthcare services in Assam, the state has received a substantial boost with the delivery of 649 Force Trax ambulances. This initiative, driven by the vision of the Chief Minister of Assam, Shri. Himanta Biswa Sarma Ji underscores the government's commitment to enhancing medical services and ensuring timely access to healthcare for all citizens.

The provision of these ambulances is part of a comprehensive strategy to strengthen the healthcare infrastructure across Assam, particularly in remote and underserved areas. These ambulances are equipped with state-of-the-art features to provide critical medical assistance during transit.

Force Trax ambulances are renowned for their reliability, ruggedness, and versatility, making them ideal for navigating diverse terrains and reaching patients in need, even in the most challenging environments.

As the Force Trax ambulances are deployed across Assam, they symbolize a significant step forward in enhancing emergency healthcare services and promoting the well-being of communities. The delivery of these ambulances reflects a shared commitment to improving healthcare outcomes and addressing the evolving healthcare needs of the region.





# FORCE MOTORS RANKED AS ONE OF THE BEST SUPPLY CHAIN IN THE AUTO SECTOR

Heartiest congratulations to the Supply chain team!

The Institute of Supply Chain Management (ISCM) research team evaluated more than 50 Auto, Auto component and Tyre manufacturers for their supply chain efficiency based on information from the annual reports and publicly available sources. In addition, ISCM invited several un-listed firms to share their data and included them in the ranking process. Force Motors has been ranked amongst the top automotive companies.

ISCM presented Force Motors with a special Citation at the 2nd Auto Supply Chain Summit in January 2024. The award was received by Mr Amit Doshi – Head Supply Chain and Mr Narendra Kulkarni - Urbania Anciliary Development at the hands of Dr Rakesh Singh Chairman - ISCM.

Our relentless focus on operational excellence, technology adoption, and strategic partnerships has enabled us to streamline our supply chain operations, minimize costs, reduce lead times, and enhance overall customer satisfaction.

This recognition as one of the top supply chains in the auto sector is a testament to the hard work, dedication, and collaborative efforts of our entire team.



## FML CHENNAI TEAM ACHIEVED RECORD PRODUCTION AND DISPATCH MILESTONES

In the calendar year 2023-2024, the FML Chennai Team demonstrated exceptional performance by significantly increasing production volumes. The team nearly doubled up production of Engines per day, employing staggered shift schedules to meet customer demand effectively. This concerted effort resulted in a cumulative dispatch of 13,000+ Engines in one year, marking the highest volume achieved to date.

Furthermore, in January 2024, we celebrated a significant milestone by surpassing the mark of 82,000 Engines dispatched to the BMW India Car plant. This accomplishment underscores our commitment to delivering excellence and meeting the needs of our valued customers.

These achievements highlight the dedication, hard work, and efficiency of the FML Chennai Team, reflecting our ongoing pursuit of operational excellence and customer satisfaction.





## HUMANITARIAN GESTURE IN UGANDA

In a heartfelt gesture, the Ministry of External Affairs of India has donated a fleet of Traveller Ambulance to the Government of Uganda on the sidelines of the 3rd South Summit of esteemed G-77 Bloc. Held in Kampala, Uganda, from January 21–23, 2024, the summit's theme of "Leaving No One Behind" resonates with our commitment to humanitarian causes. Through our distributor, Tata Automotive Holdings Limited, Force Motors aims to support Uganda in enhancing its healthcare infrastructure, reinforcing our brand's goodwill and presence in the market.

These developments reflect our ongoing efforts to expand our global footprint, deliver excellence, and make a positive impact in the communities we serve. Stay tuned for more updates as we continue to innovate and grow.



## FORCE MOTORS EXPANDS PRESENCE IN SOUTH AND CENTRAL AMERICA

In a significant milestone, Force Motors has inaugurated its first exclusive dealership in the South and Central American region. M/s Electrostart, appointed as the exclusive dealer by Alpha Motors, our authorized distributor in Guatemala, will operate the dealership in Santa Cruz del Quiche. This strategic move underscores our dedication to providing market oriented and region specific products and services to customers in new territories, with a focus on the sale and service of our Minidor model.





## EXPANDING HORIZONS: URBANIA'S JOURNEY INTO NEPAL

Force Motors in yet another milestone in Urbania's global journey, delivered a fleet of Urbania (17+D) vehicles to Kavya International School, in Kathmandu, Nepal.

As we venture into the beautiful landscapes of Nepal, it is important to note that Urbania has already made its mark in countries like Mauritius, Papua New Guinea, South Africa, and Uganda, where our vehicles have transformed urban transportation and garnered positive feedback from communities and users alike.

Now, with a fleet of Urbania vehicles deployed in Nepal, we are excited to bring the same level of convenience, efficiency, and sustainability to the bustling streets of Kathmandu and beyond. Our vehicles are designed to navigate challenging terrains with ease while providing passengers with a comfortable and enjoyable ride.

The decision to foray into Nepal aligns perfectly with Urbania's vision of creating smarter, greener, and more accessible cities worldwide.



## FORCE MTU POWER SYSTEMS LAUNCHES 12V+ ENGINE FOR EXPORT MARKET

Force MTU Power Systems Private Limited proudly announced the latest addition to its product portfolio: the remarkable 12V+ Engine. This twelve-cylinder diesel engine boasts a power range of up to nearly 1000 kilowatts, offering our global customers cutting-edge technology for reliable and sustainable stationary power generation.

### Key Features of the 12V+ Engine include:

- **Powerful Performance:** The 12V+ engine, exemplified by the 12V1600 model, delivers up to 996 kWm, showcasing the highest power density in its class. This ensures optimal performance and efficiency for a wide range of applications.
- **Environmental Sustainability:** With a focus on sustainability, the 12V+ engine offers up to 90% CO2 reduction when paired with renewable diesel. This eco-friendly approach aligns with our commitment to reducing environmental impact and promoting cleaner energy solutions.
- **Flexibility and Reliability:** Designed to meet the demands of critical applications such as data centers, airports, and hospitals, the 12V+ engine offers unparalleled flexibility and reliability. With load factors of up to 100%, it is well-suited for emergency power supply, ensuring uninterrupted operations even during unforeseen circumstances.
- In addition to its application in critical sectors, the Series 1600 engine is also ideal for power plants in remote locations without access to the public grid, such as remote construction sites or mines. This versatility makes the 12V+ engine a valuable asset for various industries, enhancing efficiency and productivity in diverse operating environments.



The introduction of this new generation 12-cylinder Series 1600 diesel engine sets the standard for performance, flexibility, life-cycle costs, and environmental sustainability. We are confident that this innovative engine will meet and exceed the expectations of our customers, driving progress and sustainability in the global power generation sector.



**FORCE MTU  
POWER SYSTEMS  
PRIVATE LIMITED  
LAUNCHED  
1000 KVA GENSET  
FOR INDIA +  
MARKET OFFERING  
A WIDER PRODUCT  
RANGE**

With this addition, now the range varies from 450kVA to 1000kVA. The company is already offering Gensets in popular nodes i.e. 450kVA, 500kVA, 600kVA, 650kVA enclosed sets & open sets for India+ market. The Genset offered by Force MTU is designed & developed locally in India & manufactured with over 60% local parts meeting the exacting standards of Rolls Royce.

Genset Design, Development to SOP (dispatch of 1st Genset to customer) is achieved in record time of 5 months.

**The unique features of new 1000 kVA Gensets are –**

1. Full authority CRDI engine with Industry leading average load factor
2. Silencer placement inside enclosure
3. Digital voltage & frequency regulation
4. Longer maintenance interval 500 hrs or 2 years
5. Major service points on one side of the system
6. Remote monitoring & diagnosis



## SUSTAINABILITY PROJECTS : CONDENSED WATER REUSE INITIATIVE

In our ongoing commitment to sustainability, we have implemented a pioneering project at FML Chennai focussed on the reuse of condensed water from our main chillers. Previously, this water was discharged into the municipal waste disposal drain line, contributing to water wastage and environmental concerns.

Our team established a system to collect and store the condensed water in underground storage tanks. Subsequently, this water is utilized for internal purposes such as in washrooms and toilets, effectively repurposing a valuable resource. This initiative has resulted in significant water conservation, with an estimated saving of 35 kiloliters per month. Additionally, the project is projected to yield cost savings of upto Rs. 40,000 per year.



## GROUNDWATER RECYCLING INITIATIVE

Previously, groundwater generated on-site would flow into the municipal waste disposal drain line, leading to resource wastage and environmental concerns. Through our innovative approach at FML Chennai, we have redirected this groundwater to our rainwater harvesting tank, where it undergoes treatment and purification. The recycled water is then utilized for gardening purposes, effectively closing the loop and minimizing water wastage.

This initiative has resulted in significant conservation of resources, with an estimated saving of 500 kilolitres of water per month. In addition to conserving water, the project is projected to yield cost savings of upto Rs. 6,00,000 per year.

By adopting sustainable practices such as groundwater recycling, we are not only reducing our environmental footprint but also demonstrating our commitment to responsible resource management.





## PUNERI PALTAN CLINCHES HISTORIC VICTORY : SECURES FIRST PRO KABADDI LEAGUE TITLE!



In a thrilling finale to the Pro Kabaddi League 2024, Puneri Paltan emerged victorious, etching their name in the annals of history as champions for the first time ever. As Principal Partner of the team for nearly a decade, Force Motors shares in the jubilation of this remarkable achievement. Throughout the season, Puneri Paltan exhibited unparalleled dominance, maintaining their position at the summit of the leaderboard. Their journey to glory was marked by resilience, skill, and an unwavering determination to succeed.

Under the astute leadership of Arjuna awardee Coach BC Ramesh and Captain Aslam, the team showcased exceptional teamwork and strategic prowess. Their diverse squad, hailing from various corners of the country and even beyond, contributed to their success. With players representing different regions and cultures, Puneri Paltan epitomized unity in diversity, harnessing the strength of their collective talents to overcome formidable opponents. The culmination of their efforts came in the championship final, where Puneri Paltan delivered a stellar performance, emerging victorious after a fiercely contested battle. This triumph is not just a testament to their skill on the kabaddi mat but also a celebration of the spirit of sportsmanship and camaraderie that defines the Pro Kabaddi League.

As Puneri Paltan basks in the glory of their historic win, we extend our heartfelt congratulations to the team, the coaching staff, and everyone involved in this remarkable journey. May this victory inspire future generations of kabaddi enthusiasts and serve as a shining example of what can be achieved through dedication, teamwork, and perseverance.

## PUNERI PALTAN MEET & GREET EVENT

Force Motors engaged in a series of dynamic marketing activities centered around our partnership with Puneri Paltan, the champions of Pro Kabaddi League 2024.

As part of our efforts to enhance awareness and engagement, we strategically utilized various marketing channels. Social media played a pivotal role, with creative campaigns highlighting our collaboration with Puneri Paltan, reaching out to a wide audience and generating buzz. Additionally, eye-catching posters were dispatched to all our dealers across the nation, further amplifying the visibility of our association.

To deepen the connection with our loyal customers, we organized exclusive Meet and Greet events in key cities such as Pune, Hyderabad, and Delhi. These events provided a unique platform for our customers to interact with their favorite Puneri Paltan star players up close and personal.





# CELEBRATING QUALITY EXCELLENCE : A RECAP OF QUALITY MONTH

In November 2023, our organization embarked on a journey to celebrate Quality Month with fervor and enthusiasm.

One of the highlights of the Quality Month celebration was the active participation of our technicians, who wholeheartedly embraced the spirit of the event. With 100% participation, our technicians demonstrated their dedication to upholding the highest standards of quality in every aspect of their work.

As part of the festivities, various activities were organized to engage and inspire our team members including-slogan competition, essay writing & poster making competition, allowing participants to showcase their artistic talents while conveying key messages about the significance of quality in our organization.

Through these initiatives, we aim to foster a culture of quality consciousness and empower our team members to play an active role in maintaining and enhancing quality standards across the organization.



**QUALITY  
AWARENESS  
CAMPAIGN  
FML  
CHAKAN  
PLANT**





# ANNUAL SAFETY AWARENESS CAMPAIGN

**FORCE  
MOTORS  
AKURDI  
PLANT**

## **NATIONAL SAFETY WEEK**

4<sup>th</sup> March to 10<sup>th</sup> March



**Focus on Safety Leadership  
for ESG Excellence**



**FORCE  
MTU  
CHAKAN  
PLANT**





## FORCE PREMIER LEAGUE : EXCITING CRICKET TOURNAMENT AT FML PITHAMPUR PLANT



The grounds at FML Pithampur were buzzing with excitement as teams from different departments clashed in the highly anticipated Force Premier League cricket tournament. Organized to foster camaraderie, teamwork, and a spirit of healthy competition, the tournament witnessed thrilling matches and memorable moments.



In the Semi-Final matches, the T-3 Shop Team faced off against the Maintenance Team in a gripping showdown. The T-3 Shop Team set a formidable target of 99 runs for the Maintenance Team, showcasing their batting prowess. In response, the Maintenance Team displayed resilience but fell short, scoring 63 runs in their allotted 10 overs. The T-3 Shop Team emerged victorious with a 36-run margin, securing their spot in the Final.





## FORCE PREMIER LEAGUE : EXCITING CRICKET TOURNAMENT AT FML PITHAMPUR PLANT



On the other side, the Urbania Team and Paint Shop Team clashed in a closely contested Semi-Final match. The Paint Shop Team showcased their bowling strength, restricting the Urbania Team to 49 runs in 9.5 overs. With a target of 60 runs, the Paint Shop Team held their nerve and emerged victorious by a narrow margin of 10 runs, earning their place in the Final.

The Grand Final saw an intense battle between the T-3 Shop Team and the Paint Shop Team. In a low-scoring thriller, the T-3 Shop Team batted first and posted a total of 60 runs in their 10 overs. The Paint Shop Team put up a valiant effort but fell short by just 2 runs, scoring 58 runs in their 10 overs. The T-3 Shop Team clinched the championship title with a thrilling victory, showcasing their skills under pressure.

The tournament not only showcased the cricketing talents of our teams but also highlighted the spirit of sportsmanship, teamwork, and camaraderie that defines Force Motors. Congratulations to all the teams for their outstanding performances, and a special salute to the T-3 Shop Team for emerging as the champions of the Force Premier League.





## CELEBRATING WOMEN'S DAY AT FORCE MOTORS : EMPOWERING AND INSPIRING WOMEN



At Force Motors, Women's Day is not just a celebration but a reaffirmation of our commitment to empower and support the incredible women who contribute immensely to our success and growth. This year's Women's Day festivities were marked by heart-warming celebrations and meaningful initiatives across our facilities.

Adding to the cake-cutting festivities were fun games and activities organized to create a joyful and engaging atmosphere. Laughter and camaraderie filled the air as teams participated in friendly competitions and bonding activities, strengthening the spirit of unity and collaboration.



At FML Akurdi plant, a special presentation was organized, shedding light on the importance of early detection, prevention, and support for those affected by Breast Cancer. The presentation served as a reminder of the critical role education and awareness play in combating health challenges and promoting overall well-being. It was a moment of learning, reflection, and solidarity as we stood together in support of Breast Cancer awareness and women's health.

As we celebrate Women's Day, let us continue to champion gender equality, diversity, and inclusion in the workplace and beyond.





## KITE FLYING FESTIVAL ORGANIZED AT FML CHAKAN

In a mark of fun team-building exercise, Kite Flying Festival was organized at FML Chakan.

Employees participated with their families and got an opportunity to celebrate, and showcase their kite-flying skills.

Here's what some of our colleagues had to say about the event :

- The Kite Flying Festival was a refreshing break from our routine. It was great to see everyone enjoying and bonding over such a fun activity.
- I loved the kite flying event ! It brought out the creative side of our team, and the results were truly impressive.
- The event helped me connect with colleagues in a different setting. It was a fantastic way to build relationships within the company.

