

**Dr. Abhay Firodia, Chairman, Force Motors Ltd., honoured with the “Order of Merit” of the
Federal Republic of Germany**

February 16, 2012, Pune: Dr. Abhay Firodia, Chairman, Force Motors Ltd., was conferred with the “Order of Merit” of the Federal Republic of Germany by Dr. Leopold Theodor Heldman, Consul General, Mumbai, at an award ceremony organized on February 16, 2012 at the Indo-German Chamber of Commerce in Pune.

The “Order of Merit” is the highest honour awarded to individuals for their exemplary services to the Federal Republic of Germany. Individuals who have made significant contributions in social, intellectual, economic or political realms are honoured with this award. Previous recipients of this award include Chancellor Helmut Kohl, Mr. Subrato Haldar, Mr. B.G. Roy, Sister Mary Prema; Superior General of the Missionaries of Charity of Calcutta, and Amha Selassie; Emperor of Ethiopia.

Speaking on this occasion, Dr. Abhay Firodia said, “It is a great honour and privilege to be recognized by Federal Republic of Germany with the “Order of Merit”. I would like to thank all members associated with this award. Force Motors’ relationship with Germany dates back to 1950 when Shri. N.K. Firodia partnered with Vidal & Sohn Tempo Werke Germany to manufacture the HANSEAT 3 wheelers. Our association and collaboration has grown steadily over the past five decades with business and technical alliances with global leaders like Daimler, MAN, ZF and other leading companies.”

Dr. Abhay Firodia is the Chairman of Force Motors Ltd and has been leading the group companies since 1987. Under his guidance Force Motors has created a strong engineering infrastructure, and Research and Development facility. His leadership continues to guide the company in manufacture of utilitarian, cost effective, and quality products especially suited for Indian economy and rural conditions. Force Motors’ half a century of active collaborations with German companies has been enhanced by Dr. Abhay Firodia with new alliances and partnerships in the last decade.

Dr. Abhay Firodia has been the President of the Indo-German Chamber of Commerce (IGCC), the President of the Society of Indian Automobiles Manufacturers (SIAM), President of the Automotive Research Association of India (ARAI), and also the President of the Automotive Component Manufacturers Association of India (ACMA). Dr. Abhay Firodia is currently the President of the Mahratta Chamber of Commerce, Industries and Agriculture.

About Force Motors:

Force Motors Ltd is a complete vertically integrated automobile company focused on customer satisfaction with high quality, high utility, and technologically superior products. Force Motors offers world class product design, production engineering, hi-tech manufacturing and innovative marketing across commercial and personal vehicles segments.

Incorporated in 1958 as Bajaj Tempo Ltd., the company was promoted by late Shri. N.K Firodia; a dedicated Gandhian and a visionary industrialist. As the Founder and Managing Director of the company, he established the concept of low cost public transport- the “autorickshaw”. Force Motors has been a pioneer in the Light Commercial Vehicles (LCV) industry and has given India iconic brands like Tempo, Matador and Traveller.

Force Motors is a leading player in the Small Commercial Vehicle (SCV), Multi Utility Vehicle (MUV), Light Commercial Vehicle (LCV), and Agricultural Tractor segments.

With the launch of FORCE ONE; an innovative offering in the Personal Vehicles Segment, Force Motors Ltd. now provides customers technologically advanced and indigenously designed SUVs backed by years of excellence and reliability.

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