



For immediate release

Force Motors announces Principal sponsorship of Puneri Paltan

- Force Motors is the Principal Sponsor of the local team for Season 7 of Pro Kabaddi
- The company sees a strong connect of the indigenous sport with its customer base

Pune, July 17, 2019: Force Motors, Pune based automotive manufacturer, today announced its Principal Sponsorship for Team Puneri Paltan for Season 7 of the Pro Kabaddi league once again. Puneri Paltan has proven its capabilities and was amongst the top contenders for the title position. This year, the team will be captained by Surjeet Singh and coached by Arjuna awardee Anup Kumar. Under his helm, the Indian kabaddi team won Kabaddi World Cup in 2016 and Asian Gold medal in 2010 and 2014.

This year its power packed team includes star players from Haryana, Maharashtra and Iran. Puneri Paltan plays its first match of this season on July 22 against Haryana Steelers 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 Kargo King range, Shaktiman pick-ups and Sanman, Balwan range of Agricultural Tractors.

Mr. Prasan Firodia, Managing Director Force Motors said, "Kabaddi is an indigenous and popular sport followed by most of our customers in rural India. The association strengthens the common ground of this earthy sport and our product range- Indigenous, Rugged and Agile. Our Kargo King, Shaktiman pick-up and Sanman & Balwan agricultural Tractors resonate these qualities. We are pleased to be the principal partner of our local Pune team- Puneri Paltan. We are hopeful for a spectacular performance and wish all the players very best for this season! "



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About Force Motors Ltd.

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.

Today, Force Motors is a fully vertically integrated automobile company with expertise in the design, development and manufacture of the full range of automotive components, aggregates, vehicles and agricultural tractors. Its **'Traveller'** and **'Trax'** vehicle ranges are **market leaders** in their respective segments.

Force Motors is the flagship of the company group headed by Dr Abhay Firodia which has 15 manufacturing units across the country and a 14,000-strong workforce.

Since 1997, when **Daimler** AG took the decision to manufacture Mercedes cars in India, every engine fitted there has been produced at Force Motors. To date, it has supplied over 96,000 engines to Mercedes Benz India, and 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 exacting standards of BMW by Force Motors in Chennai close to their factory. Till date Force Motors has supplied over 30,000 engines to BMW.

In March 2018, Force Motors has entered into a joint-venture agreement with **Rolls-Royce** Power Systems AG to manufacture in India and supply worldwide, the 10 and 12cylinder, Series 1600 engines (545hp to 1050hp) for power generation and under floor rail applications.

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