



For immediate Release

Force Motors embarks on a strategic enterprise wide cost optimization initiative for its vehicles business, selects EY

Delhi, 17 August 2020: The Indian economy and the auto sector in particular have been facing significant headwinds with muted demand, the BS VI transition and the COVID 19 crisis adding to the sectors woes. Force Motors is aware of these challenges but is looking at this crisis as a unique opportunity to help build business resilience and adapt to the “new normal” with a focus on efficiency & cost management.

Force Motors is thus embarking on a journey of enterprise wide cost optimization in all areas of its vehicle business. The key focus is to build business resilience by looking at all aspects of costs straddling material, manufacturing, logistics and support cost elements. The multi-year program titled “Accelerate” will help Force Motors realign its cost structure while strengthening the businesses ability to react to the volatile environment at both ends of the value chain. Force Motors is excited to undertake this journey along with EY, a leading business consulting firm who will be the strategic partner for this key initiative.

Force Motors Managing Director Prasan Firodia says “Project Accelerate marks the beginning of our journey towards achieving business resilience in a post COVID world by implementing and sustaining an efficient cost structure. Our aim is to leverage value engineering, collaboration and rationalization levers while delivering exceptional product performance and customer experience.”

About Force Motors Limited

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 manufacturing 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. Force Motors is the only company in the world that produces engines for both Mercedes and BMW. In March 2018, it entered into a JV with Rolls-Royce Power Systems AG to manufacture in India and supply worldwide



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their 10/12 cylinder S1600 engines (545 to 1050hp) for power generation and under floor rail applications.

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