



Force Motors partners with Zoho to power end-to-end digital transformation across its dealer networks

New CRM-DMS platform & AI-powered applications set to elevate customer experience, streamline dealer operations, and drive business growth

Pune, June 24, 2025: Force Motors Limited, a key automotive player and India's largest van manufacturer, has announced a strategic partnership with Zoho Corporation to upgrade its customer experience and dealer management systems. This collaboration marks a major milestone in **Project DigiForce**, Force Motors' digital transformation program aimed at driving innovation, improving productivity and enhancing customer satisfaction through class-leading technologies across the value chain.

As part of this initiative, Zoho's **Advanced Customer Relationship Management (CRM) and Dealer Management System (DMS)**, along with a **suite of 12 AI-powered front-office applications**, will be **deployed across Force Motors' nationwide network**. This integrated, cloud-based solution will replace legacy systems, bringing in cutting-edge capabilities to modernize marketing, sales, service, customer engagement, and internal collaboration. By streamlining dealer operations and creating a unified platform for teams, dealers, and customers, the new solution is set to significantly elevate the overall customer experience at every stage of engagement.

Force Motors operates a vast network of over 200 dealerships, 70 authorized service centers, and 30 parts centers across India, supported by international distributors in more than 25 countries. The new CRM-DMS solution will enable these dealer and distributor partners to operate more efficiently by enhancing sales and service productivity, improving customer satisfaction across every touchpoint and supporting more professional, data-driven business operations.

Talking about the strategic significance of this partnership, **Mr. Prasan Firodia, Managing Director, Force Motors** said, *"Through Project DigiForce and our partnership with Zoho, we are aiming for a significant transformation in the way we deliver customer experience. The technology solutions from Zoho will also enhance the capabilities of our dealers and distribution partners in India as well as in our global markets. Our collaboration with Zoho, a global technology leader rooted in India, aligns perfectly with Force Motors' commitment to advocate innovation and technology development in India."*

"Force Motors has long been a symbol of indigenous engineering excellence, backed by a strong nationwide dealer network and a growing global footprint. With Project DigiForce, they are



complementing that legacy with a forward-looking digital vision to transform customer engagement across the entire lifecycle—from discovery and purchase to service, support, and ownership. This partnership reflects a shared commitment to reimagining customer experience as a strategic driver of growth. Together, we are building a connected ecosystem where technology simplifies operations, strengthens collaboration, and delivers contextual, intelligent engagement at every touchpoint," said Mani Vembu, CEO, Zoho.

"We are thrilled to partner with Force Motors on their digital transformation journey. The Zoho platform brings modularity, vertical depth, and agility to the core of this evolution. It is a collaboration we deeply value as Force Motors enters its next phase of growth." he further added.

This strategic initiative reinforces Force Motors' commitment to delivering exceptional customer experiences while equipping its dealer network with future-ready tools to drive growth and efficiency.

With this collaboration, Force Motors takes a significant step forward in its digital transformation journey, setting a new benchmark for technology adoption in the Indian automotive sector.

ABOUT FORCE MOTORS LIMITED: INDIA'S LARGEST VAN MAKER

Founded in 1958 by Shri N. K. Firodia, Force Motors Limited was established with a vision to provide affordable, reliable, and efficient transportation for the masses. Today, it stands as a fully integrated automobile company specializing in the engineering, development, and manufacture of vehicles, aggregates, and components.

The company operates five state-of-the-art manufacturing units across India, employs over 10,000 people, and is led by Dr. Abhay Firodia. Its advanced R&D center in Pune, supported by a design team of over 1,000 experts, is regarded as one of the finest in the country.

Force Motors is a versatile automotive company with the capability to cater to diverse international markets by offering customized, country-specific solutions. Its formidable product range spans light commercial vehicles and multi-utility vehicles, and its export presence extends to the Middle East and Gulf region, Asia, Latin America, and Africa.

Force Motors has built strong relationships with global automotive leaders by consistently delivering high-quality engines and components.

Mercedes-Benz and BMW assigned Force Motors the responsibility of producing and testing engines for all cars and SUVs manufactured in India. Every Mercedes-Benz car and SUV made in India is powered by an engine produced at Force Motors in Chakan Pune.

Similarly, Force Motors' world-class factory in Chennai, built to BMW's exacting standards, powers every BMW car and SUV made in the country.

Force MTU Power Systems Pvt. Ltd. is a joint venture between Force Motors and Rolls-Royce Power Systems AG. The venture specializes in producing 10 and 12-cylinder Series 1600 engines, ranging from 545 hp to 1050 hp, at its manufacturing facility in Chakan, Pune. These engines are supplied globally for power generation and underfloor rail applications

PRODUCTS AND INNOVATION

Force Motors offers solutions for both passenger and goods transport, with its **Traveller and Trax**



ranges leading their respective segments. The Traveller stands out as a benchmark in efficiency and reliability, while the rugged Trax caters to challenging terrains.

Force Motors has introduced **Urbania**, a new ground-up modular monocoque passenger van platform, marking the beginning of a **Premium Shared Mobility** segment for domestic and export markets. After establishing a strong foothold in India, Urbania is now expanding into key markets across the globe.

The **Force Traveller Monobus** is an efficient mid-size bus designed for safe and reliable passenger travel. Its monocoque body enhances stability, comfort and fuel efficiency, making it a preferred choice for transportation.

The **Force Gurkha** in 3-door and 5-door variants is known for its rugged build and off-road capabilities. It is built to conquer the toughest terrains with ease. Designed for adventure, it delivers durability, power, and unmatched all-terrain performance.

ABOUT ZOH

With over 55 apps across nearly every major business category, Zoho Corporation is one of the world's most prolific technology companies. Headquartered in Chennai, India, Zoho is privately held and profitable, employing more than 18,000 people worldwide. Zoho is committed to user privacy and does not rely on an ad-revenue business model. The company owns and operates its data centres, providing full oversight of customer data privacy and security. Over 100 million users globally—across hundreds of thousands of companies—trust Zoho to run their businesses, including Zoho itself. For more information, visit: www.zoho.com.

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