

Force Motors Launches Force iPulse- its Intelligent Platform for AI-Driven Fleet Intelligence and Predictive Diagnostics

- *Factory-fitted, intelligent vehicle platform iPulse will be available across Force Motors' commercial range of vehicles*
- *Designed to transform fleet operations through real-time insights, predictive diagnostics and enhanced driver comfort and safety*
- *Accessible via both desktop and mobile applications, allowing for seamless, on-the-go visibility and control*

Pune, 5th August 2025 – **Force Motors Limited**, a key automotive player and India's largest van manufacturer has announced the launch of **Force iPulse**, a next-generation connected vehicle platform that introduces a new standard in operational intelligence and vehicle lifecycle management. Developed in collaboration with **Intangles**, a global pioneer in AI-powered predictive analytics, Force iPulse brings **state-of-the-art artificial intelligence and proprietary hybrid analytics** to the core of vehicle operations.

As a flagship offering under **Project DigiForce**, Force iPulse goes beyond a digital upgrade, representing a foundational shift in how vehicle performance, health, and operational behaviors are understood and managed. **The platform continuously ingests and interprets high-resolution vehicular data to power predictive insights**, enabling early detection of performance degradation and preemptive identification of component failures.

Unlike conventional monitoring solutions, Force iPulse does not just report anomalies; it understands their context. The system performs root-cause analysis across key subsystems, including **engine, powertrain, electrical and thermal systems**, allowing for **proactive interventions that prevent escalation and unplanned downtime**. Its ability to distinguish between surface-level symptoms and systemic issues empowers fleet operators to act precisely, not reactively.

"At Force Motors, we believe in value-driven innovation, and this launch is yet another step in our mission to deliver superior, intelligent mobility solutions. Force iPulse is more than just a technological solution—it is a business enabler for our customers. It brings in transparency, improves efficiency, and ensures safety across operations, thereby equipping our customers with complete control over their fleet operations. We are confident that this new initiative will be well appreciated by both our customers as well as our partners and help take us another step forward in delivering our promise of customer delight." said **Mr. Prasan Firodia, Managing Director of Force Motors.**

Built on a **secure, cloud-native architecture**, the platform provides **intuitive access to live and historical vehicle intelligence**, with insights available across mobile and desktop environments. From driver behavior and fuel efficiency to system health and performance benchmarks, **Force iPulse offers a unified operational view** that helps fleet managers **detect inefficiencies, enforce best practices, and optimize total cost of ownership.**

To ensure operational continuity, Force Motors has established a dedicated **Intelligence Command Center** at its Pune headquarters. Staffed by a team of **diagnostics experts and domain specialists**, the center is responsible for remote vehicle monitoring, alert management, and expert-guided resolutions. This capability is further reinforced by a **24/7 support infrastructure**, built to deliver timely assistance and issue resolution across India's dynamic fleet landscape. Force iPulse is now available through Force Motors' **extensive dealership network of more than 300 touchpoints**, with field deployment and support facilitated by both Force Motors and Intangles' integrated service teams.

*"Partnering with Force Motors is an opportunity to bring high-impact technology into the hands of operators who face real-world challenges every day." said **Anup Patil, CEO of Intangles**. "Our goal is to complement Force Motors' product strength with advanced diagnostics and predictive AI that enhance system-level visibility, improve maintenance planning, and enable more confident, data-backed decision-making across the vehicle lifecycle. We are excited to collaborate closely to serve this segment better and advance the next phase of connected mobility."*

Force iPulse will be a standard feature across all new Force Motors commercial vehicles, and is also offered as a certified aftermarket solution through authorized dealerships. With its **adaptive AI engine, continuous learning models, and tight integration into Force Motors' service ecosystem**, Force iPulse is purpose-built to support the evolving needs of modern fleet operators. It serves as a digital foundation for **smarter operations, safer journeys, and a future-ready mobility ecosystem**.

FORCE MOTORS LIMITED: INDIA'S LARGEST VAN MAKER

Founded in 1958 by Shri Navalmal Kundanmal 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.

BMW and Mercedes-Benz assigned Force Motors the responsibility of producing and testing engines for all cars and SUVs manufactured in India. Every Mercedes-Benz vehicle 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 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 Intangles:

Intangles is a global leader in predictive analytics and fleet intelligence, working with some of the world's largest logistics providers, along with OEMs, enterprises, and fleet operators, to bring greater precision, efficiency, and reliability to vehicle operations. With **over 30,000 fleet operators and 15 OEM and enterprise partners across 18 countries**, their platform equips users with **timely, actionable insights that help prevent failures, streamline maintenance, and improve overall vehicle performance**. Their solutions are built to **turn complex vehicle data into usable intelligence** that enhances reliability and service experience along with reducing operational effort and the overall cost of ownership.

For more inquiries, please contact

Ananya Bhattacharjee

Head of Corporate Communications

abhattacharjee@forcemotors.com

Shaillaja Vishen

Sr. Manager – Corporate Communications

svishen@forcemotors.com

Website: www.forcemotors.com