

## Force Motors Posts 20% Domestic Sales Growth in FY 2025–26, Driven by Strong Execution Across Segments

FY 2025-2026 Domestic Sales			
Period	2025	2026	Growth (%)
March	3606	4126	14%
YTD (Apr 2025 to Mar 2026)	30,531	36,536	20%

**Pune, 1<sup>st</sup> April 2026:** Force Motors Limited, India’s largest van maker and a leading automotive manufacturer, **reported total domestic wholesales of 36,536 units in FY 2025–26, registering a 20% growth compared to 30,531 units in FY 2024–25.** The year witnessed growth across the portfolio, owing to strong demand in both urban and rural passenger mobility segments and continued strength in institutional and defence businesses.

The company’s flagship, **Force Traveller, maintains its leadership in the light commercial vehicle segment, with over 70% market share,** reflecting strong customer trust and widespread use across applications, including school and ambulance segments.

A key highlight of the year was the strong performance of **Urbania, which recorded over 100% growth in volumes, further strengthening its position in the premium passenger mobility category.** The product continues to see increasing adoption across fleet operators, staff mobility, and institutional buyers, while also emerging as a preferred choice among end users, supported by its differentiated offering in comfort, safety and total cost of ownership.

**The Trax platform also delivered a standout performance, registering over 70% increase in volumes during the year.** The strong performance reflects the model’s growing traction across Tier-2 and Tier-3 markets, supported by improved affordability and accessibility, also aided by GST rationalisation, enabling deeper penetration across segments where demand for reliable and rugged transport solutions remains strong.

The Special Vehicle Division aided in demonstrating the company’s strength across its product offerings, including supply of **its first lot of 600 units of the Gurkha to the Indian Army during the year.** This reinforces Force Motors’

longstanding association with defence forces and its capability to deliver purpose-built vehicles for demanding terrains and applications.

Commenting on the year's performance, **Mr. Prasan Firodia, Managing Director- Force Motors Limited** said, "Our performance this year reflects the way we are steadily shaping the business—being more focused, disciplined, and aligned to the segments where we know and believe that we can lead.

The Force Urbania is setting new benchmarks in premium shared mobility, while the Trax platform is helping improve connectivity across the country. Our Traveller range continues to anchor our presence in the segment, with its market leadership reflecting the deep trust customers place in the brand. At the same time, our continued work with the defence sector reflects the strength of our engineering and our ability to deliver in demanding conditions.

We also saw steady growth in our export business, with overall exports growing by 13% (*4-wheelers only*). Given our strong exports' presence in Gulf markets, we remain mindful of the evolving geopolitical situation and are closely monitoring the developments.

As we look ahead, staying close to our customers and paying close attention to their needs & shaping our products and solutions accordingly—will remain a key focus for us. We will continue to build on our strengths with consistency, while staying responsive to evolving market needs".

### **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.

**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 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.

**For more inquiries, please contact:**

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