

Force Motors Reports 62% Growth in Domestic Wholesales in August 2026 Driven by Strong Market Response Across Key Products

	Aug-26	Aug-25	YOY Growth
Domestic	3,721	2,295	62%



Pune, 1st September 2026: Force Motors Limited, India's largest van maker and a leading automotive manufacturer, reported total domestic sales of 3,721 units in August 2026, registering a strong 62% growth compared to 2,295 units sold in August 2025. The strong growth reflects healthy demand across the company's vehicle segments, with customers responding positively to its diverse product portfolio.

A key highlight of the recent period has been the introduction of the **new Force Traveller N and Urbania Deluxe**, both of which have received an encouraging response from the market. Following the initial scale-up of these new offerings, volumes have stabilised since launch, enabling the company to meet market demand with greater consistency. The Traveller N builds on the strong legacy of the Traveller, while the Urbania Deluxe further strengthens Force Motors' presence in the premium shared mobility segment.

Commenting on the performance, **Mr. Prasan Firodia, Managing Director, Force Motors Limited**, said, "The strong growth in August is encouraging and reflects the positive response we are seeing across our portfolio. The recent introduction of the Traveller N and Urbania Deluxe has further strengthened our product offering, and we are pleased with the response from our customers.

We will continue to stay close to our customers, understand their needs and keep improving our products to serve them better. As we build on this momentum, our focus will remain on delivering the right products and experiences, while continuing to execute with consistency."

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 its Chairman, 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 over 25+ countries including 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 & 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 facility at Chakan in 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 Ltd. 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 N and Trax ranges leading their respective segments. Building on the legacy of the Traveller, the new **Traveller N** range sets new benchmarks in efficiency, reliability, comfort and safety, while the rugged **Trax** caters to challenging terrains and demanding operating conditions.

Urbania is Force Motors' next-generation modular monocoque passenger vehicle platform that has redefined premium shared passenger mobility in India. Having established a new segment in the market, the Urbania platform has built a strong presence across domestic and international markets, setting new benchmarks in passenger comfort, safety and performance. Building on this success, Force Motors recently introduced the **Urbania Deluxe**, further elevating the platform's proposition with enhanced features, comfort and premium appeal.

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.

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