

Force Motors Registers 62% Growth in Domestic Wholesales in September 2026

Reports Robust Demand Across Key Vehicle Segments

	Sep-26	Sep-25	YOY Growth
Domestic	4,027	2,486	62%



Pune, 30th September 2026: Force Motors Limited, India's largest van maker and a leading automotive manufacturer, reported total domestic wholesales of 4,027 units in September 2026, registering a strong 62% growth compared to 2,486 units sold in September 2025.

The strong performance was supported by a positive response across key products. The new Force Traveller N Range has gained strong market acceptance since its launch, while the Urbania Deluxe is gaining significant traction in the premium shared mobility segment. The Trax is also clocking strong volumes, reflecting healthy demand across diverse passenger mobility applications.

Commenting on the performance, **Mr. Prasan Firodia, Managing Director, Force Motors Limited** said, "September has been a positive month for us, with healthy demand across our key products. The new Traveller N Range is witnessing encouraging market acceptance, while the new Urbania Deluxe continues to gain traction.

These trends reinforce our confidence in the strength of our product portfolio and our understanding of customer needs. As we enter the festive season, we look forward to building on this momentum and continuing to serve our customers with products that meet their evolving 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 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.

For more inquiries, please contact:

Ms. Ananya Bhattacharjee- Head of Corporate Communications at abhattacharjee@forcemotors.com

Website: www.forcemotors.com