



FML: SEC: F- 42 (17)

15th September 2021

The Secretary,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

Scrip Code: 500033

Sub.: Press Release- Force Motors reveals the all New Force Gurkha

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, enclosed herewith is the Press Release to be issued by the Company on the captioned matter.

We request you to take the same on record.

Thanking You,

Yours faithfully,
For **Force Motors Limited**


Kishore P Shah
Company Secretary & Compliance officer

Encl.: A/a.

FORCE MOTORS LIMITED

CIN : L34102PN1958PLC011172

Regd. Office : Mumbai-Pune Road, Akurdi, PUNE - 411 035, INDIA. Tel. : (+91) 20 27476381

Visit us at : www.forcemotors.com



For immediate release

FORCE MOTORS REVEALS THE ALL NEW GURKHA

- **Media Drives in progress**
- **Price to be announced on 27th September**
- **Deliveries to commence on Dussehra day**

Pune, September 15, 2021: Pune based automotive major Force Motors revealed the final avatar of the All-New Gurkha 2021 today on its social media platforms. The brand new Force Gurkha web site is now live featuring its 360 degrees exterior and interior panoramic views.

The Gurkha 2021 is built on a ground up modular architecture platform with an all new wider and longer body, full new interiors, a new crash compliant, high strength C-in-C chassis, new coil spring suspension on all four wheels fine-tuned to achieve the right balance and offer best in class ride quality on multiple surfaces viz., tarmac, rough rural roads and off the road. The only carry over from the previous generation Gurkha is the Mercedes G-Wagen inspired looks and imposing stance.

The branding of the All-new Gurkha has also undergone a major change with GURKHA logo replacing the F-Logo on the front grill giving it a distinct character and reinforcing the brand GURKHA. On the sides a new mnemonic is added signifying its all-terrain and all-weather capability across mountains, rivers, deserts and jungles in all four seasons. The Khukri on the Brand logo has been moved from the left to the right and aligned at the same angle as the air intake snorkel, in line with the new, more contemporary and aesthetic brand identity.

Gurkha 2021 is the only vehicle in its class that features full L.E.D Force Pro Edge headlamps (pilot lamp, low-beam and high-beam), jewel like, broken circle DRLs and fender mounted L.E.D indicators offering unmatched road presence, highest illumination and excellent night time visibility.

The Gurkha 2021 now comes with Air bag for driver and co-passenger. It is the only vehicle in this category with full metal top offering best in class security and safety. All three passenger seats are ISOFIX compatible seats. ABS and EBD is now offered as standard fitment.

The new 2.6 litre 91bhp Mercedes derived common rail, direct injection, turbocharged diesel engine has ample power to cruise at triple digit figures on the highways and sufficient low end torque (250Nm @1400 – 2400 rpm) to negotiate slopes of 35 degrees in 4x4 low first gear in the crawl mode, and also wade through streams of up to 700mm depth. The new power train meets the BS6 norms using Lean NOX trap thereby



For immediate release

eliminating the need for Ad Blue. The 5-speed Mercedes G-28 transmission with cable shift and the hydraulically activated clutch with booster ensure effortless gear changes. It also offers best in class maneuverability with the shortest turning circle radius of just 5.65m.

The longer and wider body enables Gurkha 2021 to offer the roomiest cabin in its class with captain seats for all four occupants, best in class leg room, head room and elbow room plus over 500 litres of boot space. The rear passenger seats with arm rest are reclining type offering unmatched seating comfort. The Gurkha 2021 offers the highest driving position and best in class all round visibility with maximum window glass area. Gurkha 2021 continues to be the most capable off-roader in its class with the air intake snorkel and manually operated, positive locking, mechanical differential locks on all four wheels being offered as a standard fitment.

Speaking on the occasion, Mr. Prasan Firodia, Managing Director, Force Motors said, "Aligning with the changing customer expectations and aspirations, we have designed and developed the All-New Gurkha on a ground up, modular architecture platform and are confident that we shall now be able to appeal to a much wider audience who wish to own a vehicle that is suitable for both daily commutes as well as adventure trips."

Gurkha 2021 comes with new smart midnight black interiors complete with android and apple play compatible touch screen infotainment and navigation with true mirroring via USB. Charging ports are provided for all four occupants. It has a host of other convenience features offered for the first time on a Gurkha like steering column with tilt and telescopic adjustment, power windows, central locking, speed sensing door locks, rear parking sensors, single piece rear door with wipers, variable intermittent speed front wipers, tyre pressure monitoring system, cornering lamps, lead me home and lead me to Gurkha.

All new Gurkha will be available in five colours red, orange, green, grey and white. The price announcement shall be made in the last week of September post which dealers shall start taking bookings. The vehicles are expected to reach the dealerships in the first week of October and the first deliveries to customers are planned on Dussehra day. Initially the All-new Gurkha will be available at select locations in the key markets. Thereafter, the footprint shall be expanded in a phased manner. The Gurkha 2021 comes with category best warranty of 1.5 lakh km/3 year and 4 free services. Force Motors has also tied up with Auto Europa India, which has over 6,200 touch points for on road assistance. Also on offer are a host of custom-made accessories and merchandise to make each Gurkha distinctive and ensure the adventure trips are safe and memorable.

The Gurkha 2021 shall now appeal to all those with an adventurous streak in them. They will find it the ideal vehicle that can be used for their daily commute, and exploring the countryside in the regular course of their



For immediate release

profession or for bonding with their family by making overland trips to scenic locations and heritage sites tucked away in remote corners of our vast and diverse country.

About Force Motors Limited

Force Motors, was established in 1958 by Shri N. K. Firodia, with the vision to provide affordable commercial transport for the masses by harnessing the best available technology and offering economical, reliable and efficient products.

Today, Force Motors is a fully vertically integrated automobile company with expertise in the design, development and manufacture of the full range of automotive components, aggregates, vehicles and agricultural tractors. Its **'Traveller'** and **'Trax'** vehicle ranges are **market leaders** in their respective segments.

Force Motors is the flagship of the company group headed by Dr. Abhay Firodia which has 15 manufacturing units across the country and a 12,000-strong workforce.

Since 1997, when **Daimler** AG took the decision to manufacture Mercedes cars in India, every engine fitted there has been produced at Force Motors. To date, it has supplied over 125,000 engines and 100,000 axles to Mercedes Benz India, and has a state-of-the-art dedicated facility in Chakan, Pune.

In 2015, **BMW** assigned Force Motors to produce and test the engines for all cars and SUVs to be made in India. A state of the art factory has been built to the exacting standards of BMW by Force Motors in Chennai close to their factory. Till date Force Motors has supplied over 50,000 engines to BMW.

In March 2018, Force Motors has entered into a joint-venture agreement with **Rolls-Royce** Power Systems AG to manufacture in India and supply worldwide, the 10 and 12-cylinder, Series 1600 engines (545hp to 1050hp) for power generation and under floor rail applications. This factory which is the only factory in the world to produce the Series 1600 MTU engines is now ready and functioning. Several generating sets have already been delivered to reputed organizations requiring fail-safe backup for their critical operations.

FOR MORE INFORMATION CONTACT:

Mohsina Faiz, Corporate Communications & PR
Email: mfaiz@forcemotors.com, Mobile : 88050 08702