

Force Motors invests ₹1k cr on next-gen platform

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Auto slowdown temporary, says Firodia

Pune: City-based commercial vehicle and engine maker Force Motors has invested Rs 1,000 crore over the last four years to develop a new platform for its next generation of BS-VI commercial as well as electric vehicles.

"The platform has been built to enter more sophisticated markets where the regulations are more stringent... the existing platforms will also continue," Abhay Firodia, chairman, Force Motors, said.

Prasan Firodia, mana-

The current slowdown in the auto sector was temporary and should settle in another three quarters, Abhay Firodia said, adding that the sudden change from the BS-IV to BS-VI regime, lack of financing options due to the NBFC crisis were the main reasons why customer interest was not getting converted into sales.

"I must admit that the government is doing a lot of things right, but it should not be doing

giving director, Force Motors, said the company's aspiration was to get significantly into the global markets with this "modular platform" and bring more vehicles on the

business and leave it to industry to do it. For example, they should sell their stakes in the public sector banks and bring that money to help the industry prosper," he said.

There will obviously be opposition, he said, from the trade unions and others who would try and protect their comfort zone. "But why should the government protect the non-performers," he asked, while citing the example of Air India.

platform in the future.

The vehicles will be launched on the platform by the end of the year, when the company will reveal the technical specifications and the pri-

cing.

The company said it would target markets in the middle east, Africa, ASEAN and South America, besides India.