



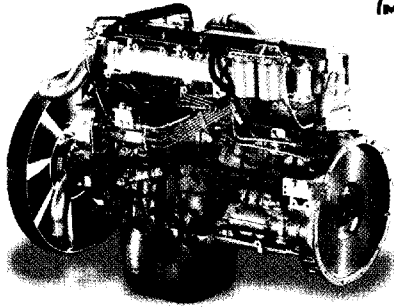
46TH ANNUAL REPORT 2004-2005

FORCE MOTORS LIMITED

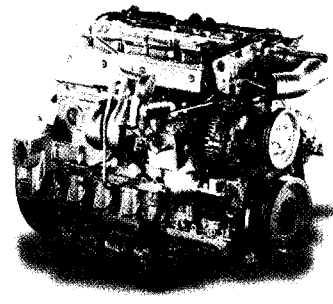
A FIRODIA ENTERPRISE
(Formerly known as Bajaj Tempo Ltd.)

Mumbai-Pune Road, Akurdi, Pune - 411 035, INDIA.

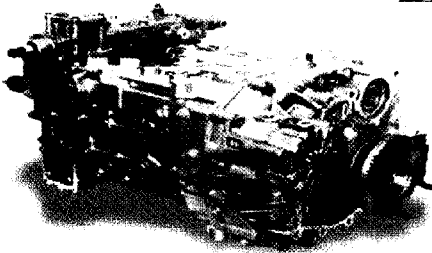
6 Cylinder Engine



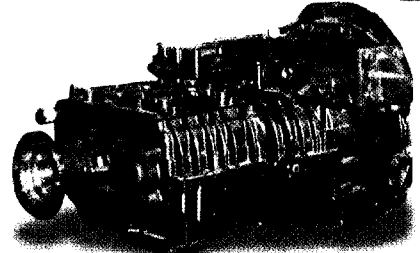
4 Cylinder Engine



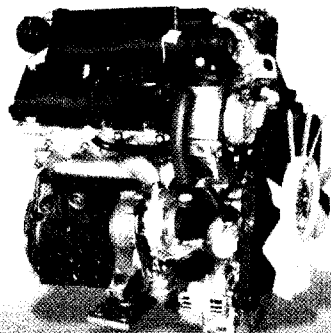
ZF S9 - 1300 Planetary Gear Box



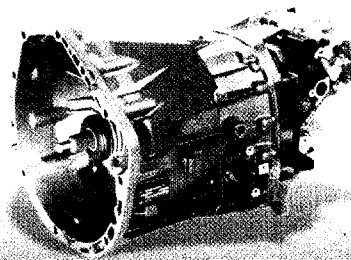
ZF 6S - 850 Gear Box



Planetary Axle



OM 611 C10T 100kW



6C/10 Gear Box



Report  Junction.com

Tempo to **FORCE**

1958 - 2005,

a Force to Reckon with. . .



Shri N. K. Firodia
(1910-1997)

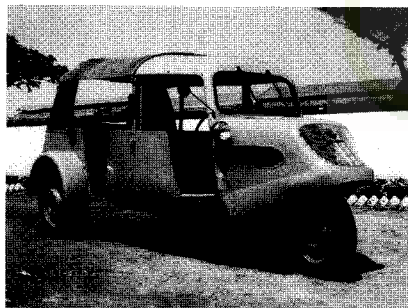
Our Founder, Shri Navalmal Kundanmal Firodia – Freedom Fighter and dedicated Gandhian, participated in the Freedom Struggle, joining the Non-cooperation Movement in 1932 and the Quit India Movement in 1942. He was repeatedly imprisoned. His vision of an independent and industrially strong nation inspired his many achievements. He went on to pioneer the Automotive Industry in India, first founding M/s. Jaya Hind Industries Limited in 1946. Jaya Hind Industries Ltd is the promoter of Bajaj Tempo Ltd – now FORCE MOTORS LTD.

It was he who established the concept of the low cost public transport – the Autorickshaw. In fact the word, 'Autorickshaw' was coined by him – now it is accepted in the English language Dictionaries. It was Shri N.K. Firodia who developed the Autorickshaw and Scooter business of Bachraj Trading Corporation Limited, now Bajaj Auto Limited, as per a joint venture agreement effective from 1st December 1947. He was largely responsible for the gradual growth of Bajaj Auto Ltd. and for the prosperity of that company from the start of the autorickshaw and scooter project, till 1968.

VIDAL+SOHN



Hanseat



1950 : Tempo Hanseat 3 Wheeler
'Autorickshaw'

THE BEGINNING

In 1950, Shri N.K. Firodia had already entered into a separate collaboration with M/s Vidal Sohn of Germany, to import Tempo Hanseat 3 wheeler chassis, and manufacture vehicles with specialized bodies for 3 wheeled Auto Rickshaws and Pick-up trucks.

The Company Bajaj Tempo Ltd. was founded in 1958. A dedicated factory for the production of Tempo Hanseat 3-Wheelers was set up at Goregaon, a suburb of Mumbai.

In the very first year, the company produced 517 vehicles with a total sale value of Rs. 14,29,618.

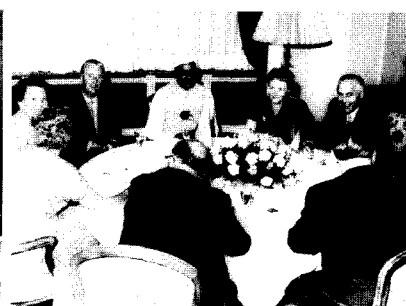
The three-wheeler Tempo Hanseat went on to become an extremely popular, low cost vehicle, in various parts of rural India.



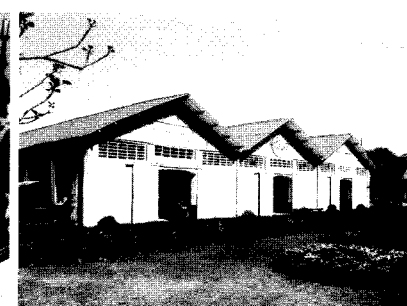
Hamburg 1950 : Shri N. K. Firodia ordering
1st consignment of Hanseat 3-Wheeler



1955 : Mr. Oscar Vidal, Mr. Rolf Bacher Sr.,
Mr. N. K. Firodia



15th Aug., 1957 : Shri-N. K. Firodia in
Hamburg - Collaboration with Vidal

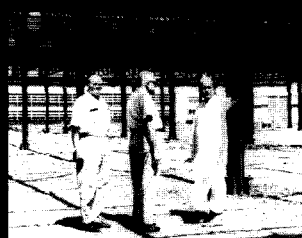


1958 : New Factory for Tempo
'Hanseat' 3 Wheeler in Goregaon, Mumbai

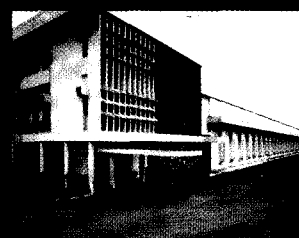


1958 : Tempo Hanseat 3 Wheeler
Assembly Line

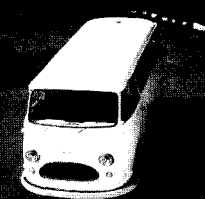
1963 : Akurdi Plant Construction



1964 : Akurdi Plant starts



1964 : Viking Petrol LCV



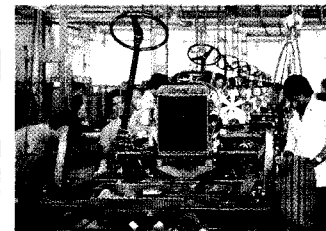
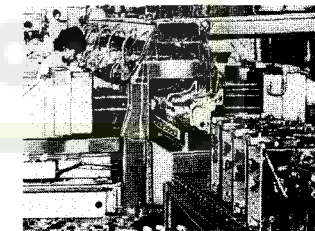
ACCELERATING AHEAD

In the 1950's, in the wave of corporate mergers in Germany, Vidal & Sohn merged with a company called Hanomag. They were later taken over by Henschel, which was ultimately purchased by Daimler Benz, now known as DaimlerChrysler. Thus, we have had close partnerships and technical collaborations, with a number of renowned German companies since 1958.

In 1961, 120 acres of land was acquired for building a modern new plant at Akurdi, near Pune to manufacture Four-wheeled Light Commercial Vehicles (LCVs), for the first time in India. The factory was Contemporary and ahead of its time, with high degree of vertical integration adopted in manufacturing.

The first LCV to be introduced in 1964 was the 2 ton GVW Viking- a petrol engined vehicle. This was followed by the diesel engined 3.5 ton GVW Matador vehicle in 1970. In 1972, the complete machinery for manufacture of D301E2 diesel engine - the 'Matador engine' - was installed. The Matador proved to be the most popular Light Commercial Vehicle in India, serving the nation for 30 years with efficiency and reliability.

Viking
Matador



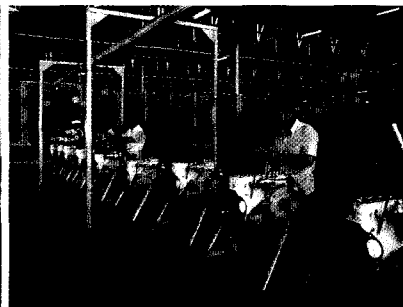
1964 : Modern Factory inaugurated at Akurdi. Production of 'Viking' - 4 Wheeler Commercial Vehicle begins



1970 : Visit of Mr. Rittershaus - Decision to transfer the production of Matador Engine to India



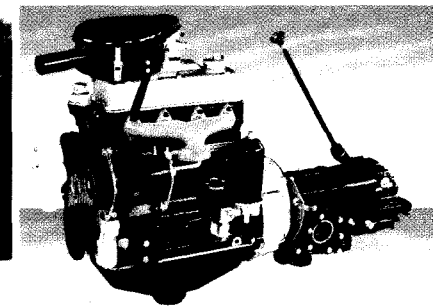
1972 : The Matador - India's First Diesel LCV



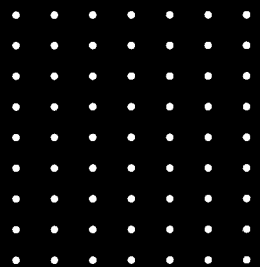
1972 : D-301 Matador Engine Assembly Line



1972 : Visit of Dr. Zahn - Chairman of Daimler Benz. Beginning of close & fruitful relationship of over three decades



1975 : D-301 'Matador' Power pack



Shri H. K. Firodia
(1919-1995)

Matador F-305 Pick-up



HITTING THE HIGHWAY

After the oil shock of 1973, diesel became the fuel of choice for all commercial transportation in India. The Matador diesel vehicle, with its legendary reliability, powered the company to great success.

In 1982, the OM-616 Mercedes engine was introduced. This Mercedes engine, one of the most famous models ever built, gave the company a technological edge and an immense amount of success. The collaboration with Mercedes Benz (Daimler Benz) was strengthened with the signing of the collaboration for the Tempo Traveller in 1986.



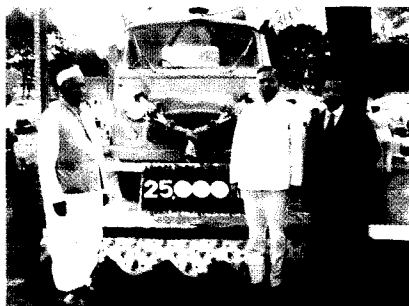
M. G. Chopda



E. Schuman



A. N. Munot



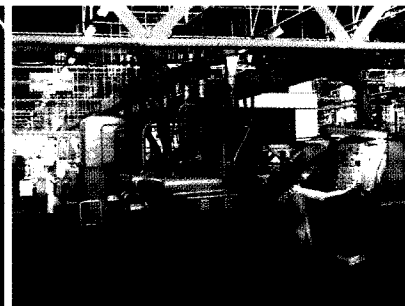
1972 : Roll off of 25,000th Matador



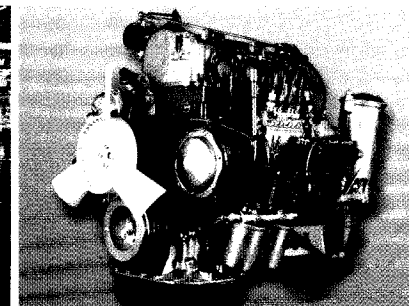
26th Jan., 1975 : Foundry Inauguration



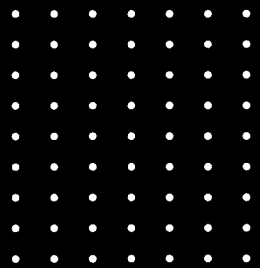
1982 : Dr. Liner, Director of Daimler Benz with Mr. N. K. Firodia - Inauguration of OM-616 production plant



1982 : 137 Station Transfer Line for Machining Cylinder Block of OM-616



1982 : The Famous OM-616 Mercedes Engine



1987 : Tempo Traveller -
the most respected LCV from Europe



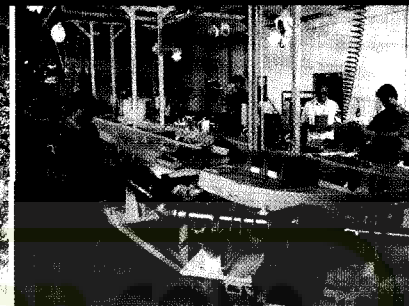
1987 : The highly automated assembly line for the Tempo Traveller



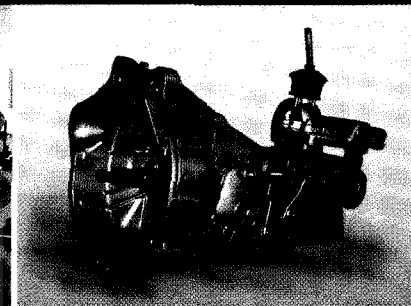
1987 : High Productivity Paint Shop - Phosphating Spray Station



1988 : 'Tempo Trax' Rough Road Vehicle Introduced



1988 : Assembly line for Mercedes HLO axles



G1-18/5 Gear Box

In 1987, the ultra modern Pithampur Plant designed & built to the specification of Mercedes Benz was inaugurated for the production of the Tempo Traveller and the new generation of four-wheelers. This year also witnessed the entry of the Trax, a completely indigenously designed utility vehicle.

Traveller ❖❖❖

TRAX



Pithampur Plant



1987 : Pithampur Plant Inauguration

Abhay Firodia



1992 : Computer Aided Design - New CAD Centre



NEW VISION - NEW PASTURES



S. A. Gundecha



V. M. Mundada



M. Venkataiah

In 1992, the Research & Development activity of the company was entirely computerised. A new Computer Aided Manufacturing (CAM) tool room was inaugurated - the first of its kind in India. This strengthened the engineering capability of the Company, to develop and put to production - new vehicle platforms, the first of which was the Minidor - a new concept in Auto Rickshaws. Later, a full new range of modern tractors, with Horse Power ranging from 25 to 45 HP, was introduced. This too was a result of the strong in-house R&D.



1993 : New CAM - Computer Aided Manufacturing Tool Room

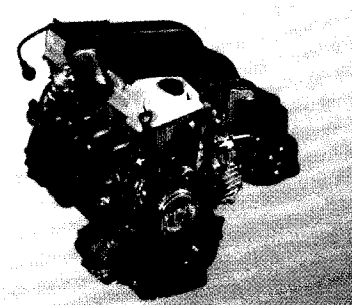
MINIDOR



1996 : Shri N. K. Firodia blesses the 1st Minidor to roll off the line



1996 : Assembly Line for the Minidor



1997 : Production of 'Mercedes' Engines for supply to DaimlerChrysler India Ltd. starts



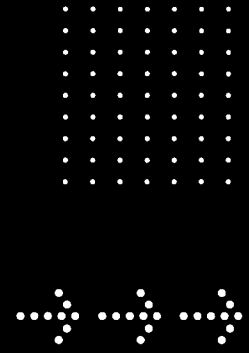
The New Balwan Tractor



1997 : New state-of-the-art factory for Tractors - Inaugurated Sept. 2001.



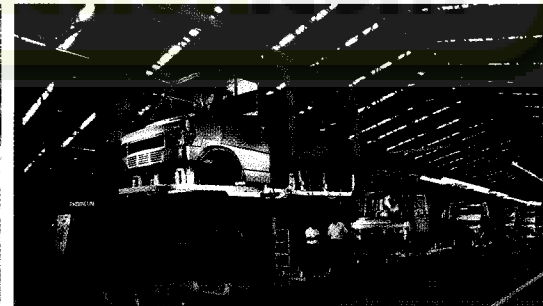
Dr. Rolf Bacher Jr.



The Akurdi plant, built initially for the production of LCVs was fully revamped and remodeled in 1997, to produce the Tractor and the Minidor 3-Wheeler. The company's commitment to maintain and modernise its plants and processes and to simultaneously provide employment to old existing employees, was expressed through this effort.

The year 1999 was a year of achievements and accolades. Mercedes Benz asked the company to produce engines for the production of their Mercedes cars in India. A new plant was set up and was dedicated to the assembly and testing of these machines. To date, over 10,000 engines have been supplied to DaimlerChrysler India, for powering Mercedes cars. This initiative culminated in the company winning the famous Mercedes Quality Award twice.

1999 : Tempo Excel LCV introduced



BALWAN



Electrophoretic Painting of Trax bodies



2000 : Trax Assembly Line



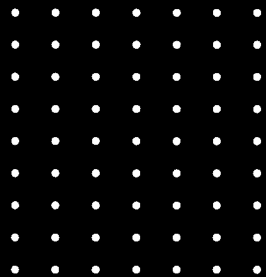
1996 : Press Shop Line Inaugurated



Trax KARGOKING



2000 : BTL wins Mercedes Quality Award



2002 : Dealer Conference

Dealer Show Room

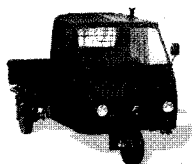


GEARING UP FOR THE FUTURE

At the turn of the millennium, Tempo had established 4 product lines: 3 Wheelers (Minidor), LCVs (Excel and Traveller), MUVs (Trax), & Tractors (Balwan and OX), supported by 4 areas of excellence. The 4 areas of excellence being - Research & Development, Production Engineering, Engine Manufacturing & Vehicle Manufacturing.

Meanwhile by an amicably negotiated arrangement, DaimlerChrysler exited from the share holding in the company, yet continuing the close business relations. We signed new agreements with them, for sourcing technology, for the state-of-the-art common rail (CRDI) engines & modern gear boxes.

4 Product lines



3 Wheelers
Minidor



Light Commercial
Vehicles
Traveller



Utility Vehicles
Trax



Tractors
Balwan

4 Areas of Excellence



Innovation



Engineering



Power Drive



Manufacturing

In 2002, it was decided to add a 5th product line of Heavy Commercial Vehicles to the company's business portfolio, along with a 5th area of excellence in 'Marketing' to strengthen the company for the future.

NEW

5th Product Line



HCV

5th area of Excellence



Marketing

MINIDOR

TRAX

MATADOR

Traveller

Excel

BALWAN