

Ford Motor launches third centre at Coimbatore

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Ford Business Solutions (FBS) India, the global capability centre (GCC) arm of automotive major Ford Motor, has launched a new centre at Coimbatore in Tamil Nadu. This is the company's third centre in India after large operations in Chennai and a smaller centre in Bengaluru that it opened recently.

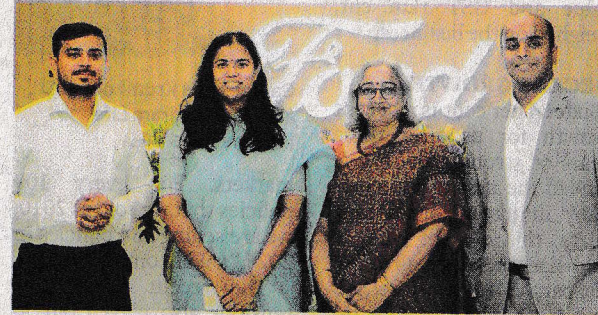
The 800-seat centre in Coimbatore will predominantly house the company's accounting, financing (Ford Credit) and other business operations.

Speaking to *businessline*, Gangapriya Chakraverti, In-

dia Site Head and Managing Director, FBS, said that the office is being built as a business continuity hub designed to ensure critical operations continue in case the company's primary GCC in Chennai is disrupted.

LOCAL TALENT

"We earlier operated a centre in Coimbatore, which we closed during the Covid pandemic. We have had positive experience with the local talent pool here, especially in terms of quality and the range of talent across commercial, operational and engineering operations," she said. Beyond backup operations, some accounting teams will actually be led out of Coimbatore, she added.



(from left) Pavankumar G Giriappanavar, Coimbatore Collector; S Keerthana, TN Minister for Industries; Gangapriya Chakraverti, India Site Head and Managing Director, FBS; and Deepak Jacob, MD & CEO, Guidance Tamil Nadu

The Coimbatore facility spans over 82,000 sq ft.

"There is a lot of change that is happening within Ford with a lot of new systems being put in place, par-

ticularly in the accounting and Ford Credit teams that are going to be significant operators from Coimbatore. So, we have to assess how that impacts our workforce

and whether it will reflect in higher numbers here," Chakraverti said.

Though Ford currently has no intent to expand the centre's scope into engineering or technology teams, she did not rule out the possibility given the strong automotive ecosystem and availability of good engineering talent in Coimbatore.

Keerthana Sampath, Minister of Industries, Investment Promotion & Commerce, Government of Tamil Nadu, said in a statement that Ford's decision to open this centre in Coimbatore is a strong endorsement of Tamil Nadu's standing as a destination for global capability and knowledge-based industries.