

New Era for Commercial Mobility as FAMCO Qatar Officially Launches Ashok Leyland in Doha, Powering Qatar's Growth



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- **FAMCO Qatar introduces Ashok Leyland's full range of commercial vehicles, including the innovative Electric Bus and Pick-up Truck for the first time**

- **New alliance leverages Al-Futtaim's proven regional leadership and FAMCO Qatar's**

robust aftersales network, ensuring reliable uptime, genuine parts, and dedicated service excellence for Qatari businesses

Doha, Qatar – November 18, 2025 – FAMCO Qatar, a newly established entity under the Al-Futtaim Group, today officially launched Ashok Leyland’s full spectrum of commercial vehicles in the Qatari market. A significant milestone in Qatar’s commercial mobility landscape, announced at a high-profile event held at the Doha Exhibition and Convention Centre, the launch delivers a trusted global brand, with a legacy of over 75 years across India and the Middle East, which is known for its robust and reliable transport solutions.

This strategic introduction underscores Al-Futtaim’s vision to deepen its presence in high-growth GCC markets and aligns with Qatar’s ambitious national growth priorities. FAMCO Qatar will deliver Ashok Leyland’s comprehensive portfolio, addressing the nation’s evolving mobility, infrastructure, and logistics requirements.

The launch of FAMCO Qatar builds on the successful market entry of Ashok Leyland in Saudi Arabia in 2024 under FAMCO KSA, demonstrating the strength of the partnership between Al-Futtaim and Ashok Leyland, the Indian flagship of the Hinduja Group.

FAMCO Qatar will launch a variety of Ashok Leyland vehicles, including the well-known Falcon and Oyster buses, which are praised for their dependability, comfort, and safety. The line-up will also include the adaptable Boss and Partner light and medium-duty trucks.

Notably, the launch highlights the availability of the innovative Ashok Leyland Electric Bus, and Pick-up truck for the first time, signalling a commitment to sustainable and diverse transport solutions. The product line-up is tailored for Qatar's commercial landscape, from cargo transport to staff transport, school buses and public mobility, and is specifically engineered for performance in demanding environments to deliver optimal fuel efficiency, operational durability, and lower total cost of ownership, which are the key advantages for Qatar's expanding transport and logistics ecosystem.

Mr. Ramez Hamdan, Managing Director of Al-Futtaim Industrial Equipment, stated at the launch event: "When we speak about Ashok Leyland, we speak about a brand that has earned trust through decades of purpose, progress, and partnership. Following our success in Saudi Arabia, we are proud to bring that impact to Qatar – a nation investing in its infrastructure, its people, and its future. With Ashok Leyland's trusted range, including the new Electric Bus and Pick-up truck, and today's debut of FAMCO Qatar, we are helping shape a more connected, more sustainable tomorrow for Qatar's businesses and communities."

Mr. Rajesh R, Head of International Operations, Ashok Leyland, commented: “Today’s launch marks an important milestone for Ashok Leyland as we enter the Qatari market with our full range of best-in-class commercial vehicles. We are immensely confident in FAMCO Qatar’s focused commitment and agility, paired with Al-Futtaim’s proven leadership, and a promise to deliver lasting value through robust after-sales and service excellence. Our products are renowned for reliability, innovation, and performance, and will, together with FAMCO Qatar, contribute meaningfully to shaping the growth of Qatar’s transport and logistics sector.”

The launch of Ashok Leyland by FAMCO Qatar offers businesses in Qatar competitively priced vehicles with a low total cost of ownership, supported by FAMCO Qatar’s extensive service network and fleet support. This partnership ensures reliable uptime, local service responsiveness, and complete lifecycle solutions for operators, unlocking new possibilities for fleet owners, SMEs, logistics providers, and transport contractors across key sectors.

Following the Successful Launch: Exclusive Interview with Mr. Ramez Hamdan

By Haroon Rashid Qureshi

With the launch event concluded, we spoke exclusively with Mr. Ramez Hamdan, Managing Director of Al-Futtaim Industrial Equipment, to learn more about FAMCO Qatar’s strategy, vision,

and dedication to transforming commercial mobility in Qatar.

Q: Can you tell us about yourself and your role?

Ramez Hamdan: I lead Al-Futtaim Industrial Equipment across the UAE, Saudi Arabia, Bahrain, and Qatar, based in Dubai, and I frequently travel to Qatar to oversee operations and witness the market's growth firsthand.

Q: Why did you choose to expand your business in Qatar now?

Ramez Hamdan: We strongly believe in the Qatari market. Over the past two years, even after the World Cup, our performance has been excellent. We see strong opportunities, especially in oil and gas and logistics, fully aligned with the government's long-term development plans.

Q: What makes FAMCO Qatar stand out from other Ashok Leyland operators?

Ramez Hamdan: We are now the exclusive dealer for Ashok Leyland in Qatar. Our promise is exceptional after-sales service, robust technical support, and keeping vehicles running efficiently. We have a dedicated local team and are hiring top experts to set a new standard in the commercial vehicle sector.

Q: Are your electric buses capable of handling heavy loads?

Ramez Hamdan: Absolutely. Qatar has pioneered electric mobility, operating over 700 electric

buses during the World Cup. We are extending this approach to Ashok Leyland electric buses for labor and public transport, fully supporting Qatar's sustainability vision.

Q: How is Al-Futtaim supporting this new launch?

Ramez Hamdan: We are making significant investments in the dealership. Our presence spans multiple sectors, including automotive, retail, and now buses and trucks. We are committed to supporting our customers and continuously investing in their success.

Q: How strong is your after-sales service?

Ramez Hamdan: Service is our top priority. We are hiring skilled technicians, conducting training programs, and hosting recruitment days. Robust after-sales support ensures long-term customer satisfaction and drives future growth.

Q: Any final thoughts?

Ramez Hamdan: Thank you for your support. We look forward to welcoming everyone at future events.