

LIGHT IS RIGHT

As EVs rise in popularity and regulators push for cleaner ICE vehicles, the auto industry is compelled to think out-of-the-box to deliver lighter vehicles

M&M'S DOUBLE PLAY

Commits Rs 27,000 cr to develop both ICE and EV models

GROWING GLOBAL

Sona Comstar's new Mexican plant to cater to US EV market

LUXURY LOANS

Merc offers tailormade financing options to entice new buyers





CASE FOR BULLETPROOF VEHICLES AHEAD OF AND DURING ELECTIONS

Rushank Doshi of JCBL Armouring Solutions, a JCBL Group Company, says that as the political atmosphere heats up, the demand for safer vehicles goes up.

CONCERNS ABOUT SAFETY and security can often overshadow the anticipation and excitement surrounding elections. In such times, ensuring personal protection becomes paramount, especially for individuals involved in political activities or residing in areas prone to unrest.

One effective measure that addresses these concerns is bulletproofing vehicles.

These vehicles have extra security features and are made strong to withstand attacks. They're becoming essential tools for politicians who want to stay safe in the rough world of politics.

GROWING DEMAND

The market size for armoured vehicles has experienced significant growth in recent years. It grew from USD 12.78 billion in 2023 to USD 13.73 billion in 2024, at a compounded annual growth rate (CAGR) of 7.5%. It is expected to reach USD 16.86 billion in 2028, at a CAGR rate of 5.3%.

Political candidates, government officials, diplomats, and other influential personalities are increasingly turning to armoured vehicles to mitigate the risks associated with their roles in public life. The perceived threat of targeted attacks and assassination attempts has heightened the need for enhanced security measures, thus driving the demand for bulletproof vehicles.

FACTORS TO CONSIDER IN BULLETPROOF VEHICLES

When selecting a bulletproof vehicle, customers need to take various factors into consideration.

Level of Protection: Different vehicles offer varying levels of ballistic protection, ranging from basic armour to advanced features capable of withstanding high-calibre ammunition. Individuals assess their security needs and choose the necessary level of protection based on the potential threats they may encounter.

Comfort and functionality: Despite the emphasis on security, individuals also prioritise comfort and functionality when selecting a bulletproof car. They look for vehicles that offer a smooth ride, spacious interiors, and modern amenities to ensure a comfortable travel experience, especially during long campaign tours.

Discreet Appearance: While security is paramount,

popular models like the armoured Toyota Land Cruiser has earned a reputation for its exceptional reliability and durability, making it a top choice for various organisations operating in challenging environments. Its ability to withstand extreme temperatures and navigate rugged terrains with ease has made it a preferred vehicle for NGOs, government agencies, VIPs, and security operators.

preference is for vehicles that do not attract undue attention. Bulletproof cars are designed to blend in with regular vehicles, maintaining a low profile while providing maximum protection, thereby minimising the risk of being targeted by potential threats.

THE BENEFITS

The advantages of bulletproof vehicles extend beyond mere physical protection. These vehicles offer peace of mind to individuals operating in high-risk environments like elections, enabling them to carry out their duties with confidence and assurance. Moreover, the presence of armoured vehicles can serve as a deterrent to potential





Stock or factory production vehicles undergo structural engineering with special grade ballistic steel reinforcements, besides other functional areas like windows, tyre and wheels.

attackers, reducing the likelihood of security breaches and violent incidents. Bulletproof vehicles provide a means of secure transportation in hostile environments, allowing occupants to travel safely from one location to another.

FACTORS DRIVING DEMAND

Several factors contribute to the growing demand for bulletproof vehicles in the lead-up to elections. Primary among these is the escalating threat of violence and intimidation targeted at the electoral candidates and public figures. In many regions, electoral campaigns are marred by incidents of violence, including bombings, shootings, and assassinations, prompting individuals to seek out armoured protection. Additionally, the proliferation of armed extremist groups and militant factions further exacerbates security concerns, necessitating the use of armoured vehicles as a precautionary measure.

EVALUATING LIMITATIONS OF BULLETPROOF VEHICLES

While bulletproof vehicles offer enhanced protection and security for individuals, they also come with limitations. One significant limitation is their high cost, which makes them inaccessible to individuals with limited financial resources. Additionally, the added weight from the armour can affect the vehicle's fuel efficiency and overall performance, potentially leading to increased maintenance costs. Moreover, while bulletproof vehicles are designed to withstand ballistic attacks, they may not be impervious to all forms of threats, such as explosives or highly sophisticated weapons.

Furthermore, the increased level of protection provided by these vehicles may create a false sense of security, leading individuals to take unnecessary risks or neglect other security measures. Overall, while bulletproof vehicles offer valuable protection, it's essential to recognise their limitations and supplement them with comprehensive security strategies.

The high cost of purchasing and maintaining armoured vehicles can be prohibitive for many potential buyers, particularly in cases where economic resources are limited. Moreover, the conspicuous nature of these vehicles can attract unwanted attention and potentially escalate security risks, particularly in environments

TOP 5 BULLETPROOF CARS FOR CIVILIANS

TOYOTA FORTUNER

Toyota Fortuner is one of the most preferred vehicles for armoring. There is a huge demand for this dynamic SUV due to its unmatched looks and powerful engine. Fortuner is secured with bulletproof glass and thick ballistic steel plates to enhance the safe drive experience. Armoring this premium SUV brings numerous safety features. It is one of the best bulletproof cars that provides best-in-class comfort and high-end safety.

TOYOTA INNOVA CRYSTA

Toyota Innova Crysta is a tough MUV in India. The modernised look, vibrant features, and luxurious interiors become more precious when it is turned into an armoured vehicle.

InnovaCrysta connects comfort and safety features to guarantee a safe travelling experience. Enhancements to suspension, brake pads, and tires are made to keep it powerful even after an extra load of armoring. InnovaCrysta is preferred by people who want phenomenal performance while driving and additional security.

BMW 7-SERIES

Civilians with a good budget prefer to get a BMW 7-Series armoured for extra security. The armoured version of the BMW 7-Series offers seventh-heaven comfort while travelling. The powerful engine, strong body, and exceptional

technology elevate the distinctive character of this armoured sedan. The BMW 7-Series ensures strong driving dynamics to enhance safe and sound travelling experiences. The high-quality technology delivers unsurpassed safety and security from life-threatening circumstances.

MERCEDES-BENZ GLE 350 d

Mercedes-Benz GLE 350 d is one of the best vehicles with sophisticated luxury equipment and an all-terrain-ready body to have comfort even during off-roading rides. Turning Mercedes-Benz GLE 350 d into an armoured car takes things to a new level of advancement.

One can avail luxuriousness and comfort with additional safety in this car if it gets armoured. Additional bullet catcher-like features make it safer, and performance enhancements make it move smoothly.

RANGE ROVER EVOQUE

Range Rover Evoque is engineered to provide class-leading standards, and its armoured version goes higher than the standards.

It fulfils the desire of having a strong vehicle without compromising on an excellent luxury interior and great appearance. It is one of the high-performance SUVs in the list of top preferred luxury armoured cars for civilians in India.

where discretion is paramount. Additionally, the arms race between security forces and potential adversaries means that no vehicle can offer absolute protection against all threats. As tactics evolve and new weapons emerge, armoured vehicle manufacturers must continually innovate to stay ahead of the curve and provide their clients with the highest level of security possible.

CONCLUSION

As elections approach and political tensions escalate, the demand for bulletproof vehicles continues to rise, reflecting the climate of uncertainty and insecurity. These vehicles are vital for ensuring the safety and security of individuals involved in the electoral process, enabling them to confidently navigate potentially dangerous environments. The importance of armoured protection in safeguarding democratic institutions and preserving political stability cannot be overstated, underscoring the critical role that bulletproof vehicles play in today's increasingly volatile world. ■

Rushank Doshi is the CEO of JCBL Armoring Solutions, a JCBL Group Company.