

Mahindra Powerol participates in CEEAMATECH – 2015 in Pune

Jan '15: To further spread its reach in the consultant segment, Mahindra Powerol participated in an exhibition “CEEAMATECH” at Auto Cluster Chinchwad Pune, from 16th to 18th January 2015.



The objective is to create awareness for business opportunities in the Consulting Electrical Engineer Associations of Maharashtra. The exhibition witnessed good participation from the energy sector, which showcased some of the latest trends in distribution, generation and alternate energy sources.

Key decision makers and Influencers across Maharashtra visited our stall. Mahindra Powerol has participated in this exhibition for the 2nd time.

Mr. Shashank Kotwal, Deputy General Manager Business Planning – Mahindra Powerol & Mr. Ajay Asutkar, Manager CRM, from Mahindra Powerol was present at the stall.

This exhibition showed how greatly interested the audience was in the products and services of Powerol with majority of the inquiries received from the HkVA (Higher ratings) segment. Powerol would continue to participate in such forums to strengthen its presence in the retail DG business.

About Mahindra Powerol:

Mahindra group, the tractor & multi-utility vehicles major in India, forayed into Power Generation in 2002. Today, Mahindra engines with the brand name Mahindra Powerol are powering over 300,000 Diesel generating sets in India & in global markets. Powerol comes with the rating from 5kVA to 500kVA.

It offers several advantages like: Fuel Efficiency, Better load acceptance, Minimal vibration, Low noise levels, and Low maintenance costs.

Apart from Diesel Generators, Powerol also deals in Industrial Engines across India & Home Inverters in selected markets.

Recently, Mahindra Powerol won the prestigious Deming Prize for 2014 instituted by the Japanese Union for Scientists & Engineers (JUSE).

Mahindra Powerol is also the winner of:

- Frost & Sullivan “Voice of Customer” award for the most preferred Genset Brand in the telecom segment and in the Customer Enhancement category.
- Power Brand 2011, Master Brand 2012 & Most Valuable Brand 2014.

Mahindra Powerol products are presently available in over 20 Countries across Africa, Middle East & Asia..