

Mahindra Powerol celebrates Rise Day with Blood Donation Drive

Mahindra Powerol strives to spread positive impact and aims to be recognized for creating a better world and hence imbining the Rise philosophy.



Thus to commemorate the anniversary of the Rise Day, which is celebrated on the 17th January each year, Mahindra Powerol organised two blood donation camps. Rise Day celebrations at Mahindra Powerol are conducted in tandem with our channel partners, to re-affirm their commitment to the Rise philosophy.

Mahindra Powerol organized its third Rise day celebrations to spread the message of Rise amongst all its stakeholders and ensure their involvement to help foster a bond with Mahindra Powerol. Mahindra Powerol employees from AO, Plants, OEMS, MAGIECS and Sales Dealers participated in the event.



The purpose of this celebration was to bring all the internal as well as external members of Mahindra Powerol together under a single umbrella of Rise recognizing the excellence within them that translates into their daily working life.

Overall the Rise day celebration proved to be a success with the Mahindra Powerol staff and channel partners not only donating blood but also managing

to raise a monetary collection towards the Nahni Kali Foundation. The attendees vowed to continue to use the RISE philosophy in all their endeavours and to continuously look for new ways upgrade and improve existing processes answering to their **call to ACTION**.

Glimpses of the event:



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.