

Mahindra Powerol participated in Middle East Electricity Exhibition 2017

Mahindra Powerol participated in the Middle East Electricity Exhibition held at Dubai World Trade Centre, UAE from 14th to 16th Feb, 2017 to create awareness for business opportunities in the region.

Hosted by the UAE Ministry of Energy Middle East Electricity is the largest international trade event for the power industry, covering the generation, transmission and distribution of electricity, the renewable and nuclear energy sectors and the lighting industry.

The exhibition witnessed good participation from the energy sector, which showcased some of the latest trends in distribution, generation and alternate energy sources. Dubai, which is the main trading hub and business centre for GCC (Saudi Arabia, Kuwait, Qatar, Bahrain, Oman and UAE) and African countries, are the potential markets for Mahindra Powerol's International Business.

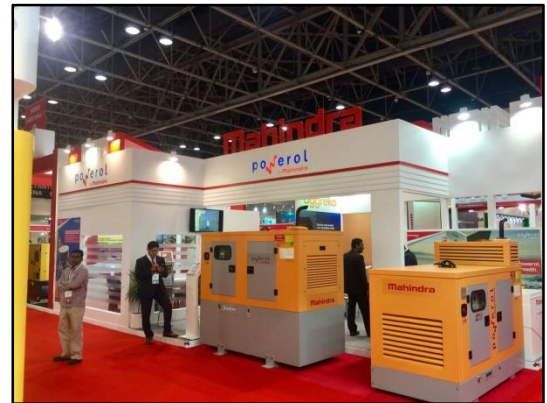
Like every year this time also more than 1,500 international exhibiting companies and over 21,000 senior level industry decision makers from 130 different countries visited the exhibition.

Mahindra Powerol showcased the new 125kVA DG set, 20kVA DG set focussed on the telecom business and 20kVA DG for the retail segment. All the product displayed were well appreciated by the visitors and good no. of enquiries generated during the show.

About Mahindra Powerol:

Mahindra Powerol business is a part of US\$ 17.8 billion Mahindra Group's Automotive & Farm Equipment Sectors (AFS). The company entered the field of Power Generation in 2001-02. Starting FY 2002, the business has grown exponentially to become Rs. 1,000 crore business in FY 2009-10. Today, engines from Mahindra Powerol are powering Diesel Generating sets from 5kVA to 500 kVA.

Since inception, Mahindra Powerol has made rapid strides in the Indian genset industry within a very short span of time. Mahindra Powerol DG sets are the first choice of Telecom majors across India & globally.



Mahindra Powerol has been awarded with the prestigious Deming Prize in 2014. The Deming Prize is a global quality award instituted by Union of Japanese Scientists & Engineers (JUSE) that recognizes businesses that have successfully implemented Total Quality Management (TQM).

Mahindra Powerol won various awards like Frost & Sullivan “Voice of Customer” award, Master Brand, Power Brand & the latest being the SuperBrand.

Besides Telecom, Mahindra Powerol DG sets are powering customers from a diverse cross-section of industries and segments like Banks, Building & Construction, Public Sector Units, Hospitals, Hotels, Homes and Manufacturing units in India & in Global markets.