

Mahindra Powerol participates in Middle East Electricity exhibition in Dubai

Mahindra Powerol recently participated in an exhibition “**Middle East Electricity**” at the Dubai Exhibition Centre, Dubai, UAE from 7th to 9th Feb’12 to create awareness for export opportunities. 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, is a good market for Mahindra Powerol in its bid to export Gensets & Engines. Mahindra Powerol displayed DG Set of 20kVA & a 3 Cylinder Engine (15kVA). This earmarks the beginning of our Middle East foray in a focused way.



Visitors from GCC & African countries visited the Mahindra Powerol stall. There were several enquiries for dealerships/ Trading Partners and Assemblers. Mahindra Powerol has participated in this exhibition for the 3rd time. Our local distributor was present at the site for catering to the local queries.

Mr. Palaniappan, Sr.VP, Mr. Shashank Watane, DGM & Mr. Shravan Sapre from International Business team along with Mr. Joy Ghosh were present at the stall.



Middle East Electricity (MEE) has been running for 35 years and is considered as the #1 show for the Power sector in the Middle East & Africa region. MEE show which was just concluded was hailed as a great success and was the biggest ever show that was organized.