

Mahindra Powerol felicitated by NIQR for winning Deming Prize 2014 towards TQM

Jan '15: Mahindra Powerol was felicitated by the **National Institute of Quality and Reliability (NIQR)** on the 3rd January 2015 for winning the Deming Prize 2014 for Total Quality Management. **Mr. Palaniappan**, Business Head and Sr. Vice President, represented Mahindra Powerol at this event and was asked to share his insights and experience in the journey towards winning the coveted Deming Prize.



Mr. Palaniappan receiving the award on behalf of Mahindra Powerol from Mr. Santhanam



Mr. Palaniappan addressing the audience

The National Institute of Quality and Reliability (NIQR) is a world class professional Institution dedicated for promotion of Excellence in Quality. NIQR came into existence in July 1987 with the amalgamation of National Institution of Quality Assurance and Indian Association of Quality and Reliability. NIQR provides strategic directions to Quality Movement and enables transformations in the Indian industry and Service Organizations to be globally competitive and socially responsive. This event was conducted to honor the winners of the Deming Prize and

to take away learning from them to inspire other businesses to strive for quality excellence.

Dr. Kazuyuki Suzuki, President of Reliability Engineering Association of Japan (REAJ), was also felicitated for winning the Deming Individual Prize during the ceremony which was presided over by **Mr. Viji Santhanam**, Chairman & Managing Director – Brakes India Ltd., Chennai.

Mahindra Powerol will continue to lay importance on quality and reliability methods that will significantly contribute to our core focus on customer centricity.

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.