

Mahindra Powerol Drives Positive Change to celebrate World Health Day

Apr '13: In lieu of World Health Day on the 7th April'13, Mahindra Powerol conducted a free Health check up camp at Dr. Ram Manohar Lohia Park, Lucknow. The motto of this camp was: 'Together We Work for Health – Good Health adds Life to Years.'

A team of 5 specialized doctors from various hospitals were present to conduct free general check up like blood sugar levels, blood pressure etc. The drive proved to be highly successful with around 300 people benefitting from this initiative.



In today's fast moving world, health usually takes a back seat. Mahindra Powerol showed the people the importance of maintaining a healthy lifestyle. In addition to the check up, the doctors provided free consultation and advised the patients on how small changes to their lifestyles could go a long way.

Powerol as a business also benefited from the initiative. A branded van was placed outside the park to educate the

patients about Powerol's product offerings. 11 hot leads were gained with one of those leads converting into an immediate order!

Special thanks to M/s. G.S. Autofab Ltd. and Powerol Lucknow's Retail Team for being the driving force behind this initiative.

Social responsibilities are an important part of Powerol's business functioning and it will continue to strive towards living up to the **Rise** philosophy in every way it can. Plans for similar CSR activities in every business pocket are in the pipeline.

Glimpses of the Health Drive:

