

## Mahindra Powerol launches it's new look Leaf DG

**August '13:** Taking forward the rise pillar of alternative thinking, Mahindra Powerol broke the conventional box-shaped design to launch the first-of-its-kind, stylish new leaf shaped diesel generator. The inception of the concept was triggered by the senior management team for a new design which is contemporary and not an old box design.

Further studies revealed the fact that due to poor aesthetics, customers generally placed the diesel generators in the backside of the building or in the backyard. Considering all factors, Powerol decided to come up with a new design by which customers could proudly showcase their diesel generator in front of their homes, buildings and outlets.



The elementary designs came from the contest which Powerol had organised in the prestigious design institute NID, Ahmedabad. The winning design was then further enhanced by our in-house team before it was sent for volume production.

The new leaf diesel generator has the following unique features:

- Change from Box type shape design to new leaf shaped enclosure (now patented)
- Introduced graphics on the enclosure body to improve aesthetics.
- Glossy finish powder coating
- Leaf shape suction louvers

Apart from the design improvement, this diesel generator was also manufactured with a reduction in the total footprint (up to 0.4M<sup>3</sup>) and a reduction in the noise levels up to 2.5dBA.

Mahindra Powerol's new leaf diesel generator proved to be an innovative design in the power back up industry which opened up new markets. Now customers consider the aesthetic value besides the utility value of the diesel generator prior to its purchase. It will give an edge to Powerol in future.

