

Mahindra Powerol participates in INTEC exhibition in Coimbatore

Mahindra Powerol recently participated in an exhibition **INTEC 2013**, the 14th International Industrial Trade Fair in Coimbatore, Tamil Nadu from 6th to 10th June'13 to create awareness for business opportunities. Coimbatore being an important industrial & trading hub of Tamil Nadu is a strategic location for Powerol to promote their higher kVA generator sets. The nearby garment manufacturing center Tiruppur is a potential area for higher kVA generators where few Powerol higher kVA gensets are running successfully. Based on this success factor Powerol is now focusing on this area to capture this high potential market.



The exhibition witnessed good participation from the local industrial area, which showcased some of the latest trends in automation, metering, generation and alternate energy sources. Mahindra Powerol displayed two DG Sets; 250kVA Scania Powered Powerol Gensets & New Leaf DG.



Our local dealers actively participated in the exhibition which has generated over 250 queries.

Mr. Palaniappan, Sr. VP & Business Head, Powerol, visited the stall on 7th June'13 along with the Scania Team.

Overall, the response of the show was positive with Mahindra Powerol products getting good visibility and recognition from the business communities & Industries. The success of its first time participation in INTEC encourages Mahindra Powerol to participate in similar, large scale trade shows.



INTEC: The International Industrial Trade Fair INTEC 2013 is organized by CODISSIA - The Coimbatore District Small Industries Association, it brings together the very best in technological advancement. INTEC is a congregation of various Industries exhibiting their finest innovations and services.