

Mahindra Powerol participates in 'Saudi Power' in the Kingdom of Saudi Arabia

May '15: Mahindra Powerol recently participated in an exhibition **Saudi Power Exhibition** at the Riyadh International Convention & Exhibition Center, KSA from **11th to 13th May '15** to create awareness for business opportunities in the region.



Team Powerol at the stall in the exhibition displaying the 160 kVA genset.

Saudi Power gathers all the major industry buyers under one roof who are looking for the latest products to service their multi-million dollar projects in Saudi Arabia. Saudi Power showcases the latest equipment, technology and innovative solutions for a variety of industrial applications.

A **surge of mega projects in Saudi Arabia** (including educational institutions, hotels, office spaces, residential areas and expansions of cities) has resulted in a massive

increase in demand for power back up solutions in the region. Increasing affluence, a developing tourism industry and high population growth have also contributed to increased demand thus making it an ideal opportunity to yield Mahindra Powerol's international presence in the lucrative Saudi Arabian market.



Key decision makers from top corporates and trading houses visited the Mahindra Powerol stall.

Mahindra Powerol displayed canopised DG Set of 160kVA. The exhibition witnessed good participation from the energy sector with key decision makers from top corporate & trading houses visiting the stall.

Mahindra Powerol has participated in this exhibition for the 1st time. Mr. Atalkar, Sr. Manager Customer Care IO, Mr. Shelke, Country Manager Middle East, Powerol's local distributors from Jeddah along with the Indian partner GSP were present at the site for catering to the local queries.

Overall, the response of the exhibition was highly positive with Mahindra Powerol products getting good visibility and recognition in the international market. The high number of visitors at the stall was a testimony to the acceptance of customers to Mahindra Powerol and its products. Powerol will continue to leverage such exhibitions to gain dominance in the international markets.

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 Union of Japanese 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.

Mahindra Powerol products are presently available in over 20 Countries across Africa, Middle East & Asia.