

Mahindra Powerol showcases offerings in Saudi Power Exhibition, Riyadh

Mahindra Powerol recently participated in the Saudi Power Exhibition held at the Riyadh International Convention & Exhibition Centre (RICEC), Riyadh from 9th to 11th May, 2016 to create awareness for business opportunities in the region.

Saudi Arabia is one the world's largest market for power and energy sector where per capita consumption of electricity is three times of world's average and continues to grow. Saudi Power, established in 1997, is a trade exhibition for the power, solar and lighting sectors in the Saudi Arabian market. It covers all sectors of the power industry including power generation, transmission and distribution, solar energy technologies and services, modern lighting products and technologies.

Mahindra Powerol, with its distributor for the Jeddah region, Intermodal group, showcased the 20kVA DG set focussed on the telecom business and the 60kVA DG for the construction segment. Over 150 exhibitors were part of the exhibition. More than 3500 visitors, key decision makers from top corporates & trading houses visited the exhibition.

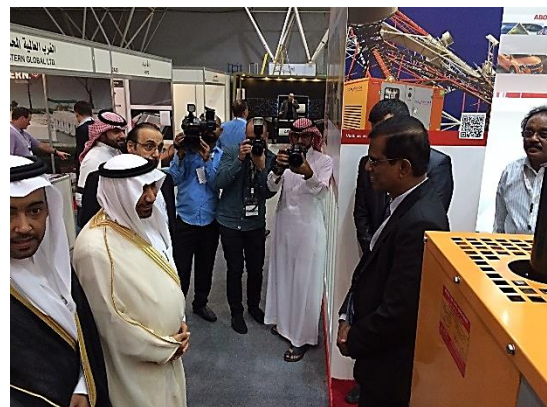
The Powerol stall was also visited by His Excellency, the Deputy Minister for Electricity **Dr. Saleh Bin Hussein Al Awaji** and during his interaction with **Mr. P. Palaniappan**, Business Head & Senior Vice President, briefed him about Powerol operations & future plans in Saudi Arabia.

The participation was successful with a good number of enquires being generated and was also covered in leading dailies like the Saudi Gazette.

Some glimpses of the event:



Mahindra Powerol stall showcasing the 20kVA and 60kVA DG sets



His Excellency, Deputy Minister for Electricity, Dr. Saleh Bin Hussein Al Awaji visiting the Mahindra Powerol stall.

About Mahindra Powerol:

Mahindra Powerol is part of the newly formed Mahindra Powertrain Division, under US\$ 16.9 billion Mahindra Group's Automotive & Farm Equipment Sectors (AFS). The company entered the field of Power Generation in 2001-02. Starting FY 2002, the business has grown exponentially to become a *Rs. 1,000 crore* business in FY 2009-10. Today, engines from Mahindra Powerol are powering Diesel Generating sets from 5kVA to 200 kVA.

Since inception, Mahindra Powerol has made rapid strides in the Indian genset industry within a very short span of time. Mahindra Powerol DG sets are the first choice of Telecom majors across India & globally.

Mahindra Powerol has recently been awarded with the prestigious Deming Prize in 2014. The Deming Prize is a global quality award instituted by Union of Japanese Scientists & Engineers (JUSE) that recognizes businesses that have successfully implemented Total Quality Management (TQM).

Mahindra Powerol won various awards like Frost & Sullivan "Voice of Customer" award, Master Brand, Power Brand & the latest being the Superbrand.

Besides Telecom, Mahindra Powerol DG sets are powering customers from a diverse cross-section of industries and segments like Banks, Building & Construction, Public Sector Units, Hospitals, Hotels, Homes and Manufacturing units in India & in Global markets.