

Mahindra Powerol wins the Deming Prize for 2014

Oct 7, 2014: Mahindra Powerol, Mahindra Group's off grid power generation and energy solutions business, was awarded the prestigious Deming Prize for the year 2014. **This makes Powerol the first off grid energy company in the world to win this prestigious prize.**

The Deming Prize is a global quality award that recognizes both individuals for their contributions to the field of Total Quality Management (TQM) and businesses that have successfully implemented TQM. It is the oldest and most widely recognized quality award in the world.



Mahindra's Powerol division was established in 2002 and provides a wide range of off grid energy products and energy management solutions. With over 270,000 Diesel generator sets across the world ranging from 5kVA to 500kVA, Powerol is the market leader powering over 60% of India's telecom towers and establishing a strong presence in the Retail segment in the past few years. It is also the largest Telecom Infrastructure Maintenance Company with more than 13,000 towers under its management. Powerol also recently ventured into the Energy Management Solutions and has quickly established a leadership position in this segment. Powerol is also known for its innovative product designs and service initiatives.



Mahindra Powerol is also recognized as Power Brand 2011 & Master Brand 2012. Mahindra Powerol products are presently available in over 20 Countries across Africa, Middle East & Asia.

In 2014, Mahindra Powerol achieved the 1st position in the Customer Satisfaction Index surpassing more established players like Cummins and Kirloskar and its success story has recently been taken up as a case study at the Indian Institute of Management, Bangalore.

The Deming Prize is a culmination of a long journey in Customer centricity, Quality Focus, Change Management, and alignment of stakeholders within and outside the organisation. It is a testament to Powerol's agility and ability to respond quickly to the dynamic market scenario, particularly its success in leveraging the sudden boom of the Telecom segment in India and then diversifying just as quickly when the segment started de-growing dramatically. It also highlights Powerol's highly successful 'Lean Asset Model' of manufacturing and vindicates the Total Quality Management principles that the business has been practising since 2007.

With this award, Powerol joins the illustrious company of Mahindra Tractor Division and Swaraj Division that have won the Deming Prize in 2003 and 2012 respectively. The Award ceremony will take place in Tokyo Japan on November 11th, 2014. Mr. Ashok Sharma, Chief Executive, Agri & Allied Businesses will be accepting the award on behalf of the entire Powerol and Mahindra Team.