

## Mahindra Powerol organizes the second Value Business Partner Cricket Cup

**Jan '14:** Mahindra Powerol, in its attempt to be closer to its customers, organized a friendly cricket match with one of its major customers Bharti Infratel Limited (BIL). This 2 match series was held on the 11<sup>th</sup> of January '14 in Chandigarh. The team of Mahindra Powerol's Haryana and Punjab office played against Bharti Infratel's Haryana and Punjab circle. Both teams fought it out on the field with senior members of BIL actively cheering on their team throughout the day. The Mahindra Powerol team took the cup with a 2-0 win. The team was felicitated at the awards ceremony.



**Mr. Harpreet Sethi felicitating the senior management of BIL.**

Mahindra Powerol also organized a group lunch over which both teams networked with each other.

Special thanks to Harpreet Sethi, Sr. Area Manager, for initiating and organizing this event along with Jagdeep and Ishwar of Powerol's Mohali Area Office.

This initiative helped strengthen the relationship between Mahindra Powerol and one of its biggest telecom customers. The customers greatly appreciated this initiative and look forward to



**Winning Team: Mahindra Powerol**



**Runners Up: Bharti Infratel Limited**

### 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 270,000 Diesel generating sets in India & in global markets. Powerol comes with the rating from 2.5kVA 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 Frost & Sullivan "Voice of Customer" award for the most preferred Genset Brand in the telecom segment and in the Customer Enhancement category. 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.