

Mahindra Powerol participates in the BAUMA CONEXPO India 2013

Event: Bauma Conexpo India

Venue: Bandra Kurla Complex, Mumbai

Date: 5th – 8th February 2013



Mahindra Powerol participated in the 2nd edition of Bauma ConExpo Show. BC India is an international trade fair for construction machinery, building material machines, mining machines and construction vehicles. It attracted more than 28,000 visitors with 710 exhibitors present from 33 countries.



Mahindra Group Pavilion

Mahindra Powerol participated in the expo along with other group companies Mahindra Navistar Engines Pvt. Ltd., Mahindra Construction Equipment & Mahindra Navistar. Together, the Mahindra pavilion sprawled across 1260 sq. Mtrs. of the 150,000 sq mtrs of exhibition space. The synergy of these different businesses successfully presented the part of Mahindra's diverse product portfolio.

At its designated area, Mahindra Powerol exhibited its **15kVA** and **125kVA** Diesel Generator sets, a **4 cylinder 4795 NEF engine** and a **275 DI engine**. Mahindra Powerol's participation was well received by the visitors with many of them coming to view the products.



Mahindra Powerol Stall inside Mahindra Pavillion at BC India

On the third day of the BAUMA exhibition, Dr. Pawan Goenka visited the Mahindra Pavillion. Dr. Goenka appreciated Mahindra Powerol's display of engines & personally evaluated each product.



Dr. Pawan Goenka, President AFS, with Mahindra Powerol team

Overall, the response of the show was positive with Mahindra Powerol products getting good visibility and recognition and the business generating a fair amount of leads. This success of its first time participation in BAUMA encourages Mahindra Powerol to participate in similar, large scale trade shows.