



Mahindra Powerol celebrates Mahindra Sustainability Month by planting 50,000 saplings across India and Overseas

June '14: In support of Mahindra's Sustainability Month and World Environment Day, Mahindra Powerol launched its Sustainability Initiative '**Powerol Green Team**'. 'Powerol Green Team' is a group of Powerol employees who have pledged to raise their voice against climate change and participate in the various sustainability driven activities conducted in Powerol, the chief being the **Mega Plantation Drive** across India and Overseas. Over **200 Powerol employees** across India are part of the Mega Plantation Drive was conducted on 14th June 2014.



Esops leader Mr. Palaniappan planting sapling in Bangalore

Mahindra Powerol geared up for this ambitious plan of planting 50,000 saplings across India and in two international locations – UAE and Nepal.

Mr. Palaniappan, Esops Leader, Sr. Vice President and Business Head – Powerol initiated the drive by planting the first sapling in Bangalore.

The Esops champion Mr. Narendra Goyal, General Manager – Powerol Business, led the drive with relentless passion along with the Esops Implementation Committee.



Esops Champion Mr. Goyal



Powerol Green Team from Kandivali participated in Plantation Drive on 14th June'14



Plantation drive in Dubai

Mahindra Powerol invited its channel partners to actively participate in mega plantation initiative. The response was overwhelming and helped Powerol achieve its target of planting **50,000** saplings!

Special thanks to the local coordinators of each location who ensured this drive was successful.

Celebrating Sustainability Month and World Environment Day is about the inspirational power of a few individual actions that collectively become an exponential force for **driving positive change**. Powerol will be organizing more activities as part of its CSR initiatives.

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 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