

Mahindra Powerol participates in CII's Biz Bridge exhibition in Kolkata.

Mahindra Powerol recently participated in an exhibition organized by **CII, Biz Bridge Engineering & Manufacturing Expo 2013**, in Kolkata from 13th to 16th November'13, to create awareness for business opportunities. Kolkata being an important industrial & trading hub for the entire Eastern & North Eastern States is a strategic location for Powerol to promote their lower & higher kVA generator sets.

The exhibition witnessed good participation from the local business communities and visitors from the entire Eastern States. The exhibition showcased some of the latest trends in engineering, manufacturing and alternate energy sources. Mahindra Powerol displayed a higher range Genset. **Our local OEM GSP Power Projects partnered with us for this exhibition.**

Overall, the response of the show was positive with Mahindra Powerol products getting good visibility and recognition from the business communities & Industries. The success of its first time participation in BIZ Bridge encourages Mahindra Powerol to participate in similar & large scale trade shows.

CII BIZ BRIDGE:

The fourth edition of Biz-Bridge, the Flagship Event of CII - Eastern Region, organized for the first time in 2008, is a comprehensive international B2B fair. The sectors which are highlighted in this exhibition are Metals & Minerals, Power & Energy, Infrastructure, Machine Tools, Instrumentation and Automation, Oil & Gas, Defence, MSME and Material Handling System, since the region has emerged as major destination for these industries.

