

Mahindra Powerol participates in the EXCON Expo 2013, Bengaluru

Event: EXCON 2013

Venue: Bangalore International Exhibition Center, Bengaluru

Date: 20th – 24th November 2013



Mahindra Powerol participated in the 7th edition of the South Asia's largest construction equipment event, EXCON 2013. EXCON 2013 was organized by Confederation of Indian Industry (CII), in partnership with Indian Construction Equipment Manufacturers' Association (ICEMA), Builders Association of India (BAI) and the Government of Karnataka. The exhibition attracted more than 30,000 visitors with 715 exhibitors present from various countries.

Mahindra Powerol participated in this expo along with its group companies **CE** and **MTBL**. Together, the Mahindra pavilion sprawled across 931 sq. mtrs. of the 220,000 sq. mtrs. of exhibition space.

At the designated area, Mahindra Powerol displayed its **stylish new Leaf shaped 15 kVA diesel generator** along with a **4 cylinder 4795 NEF engine** and a **275 DI engine**. Mahindra Powerol's participation was well received by the visitors at the exhibition with many visitors coming to witness the products.



Overall, the response of the show was highly positive with Mahindra Powerol products getting good visibility and recognition and the business generating about 100 leads. The crowd at the pavilion was a testimony to the acceptance of customers to the new shaped diesel generator and robust engines.



The synergy of these different businesses successfully presented part of Mahindra's diverse product portfolio. The exhibition was also used by the teams to foster new relationships with customers who were also participating at the exhibition. Mahindra Powerol will continue to participate in such exhibitions to showcase its products.