

Mahindra Powerol participates in Middle East Electricity exhibition in Dubai

Mahindra Powerol recently participated in an exhibition “**Middle East Electricity**” at the Dubai Exhibition Centre, Dubai, UAE from 11th to 13th Feb’14 to create awareness for business opportunities in the region. The exhibition witnessed good participation from the energy sector, which showcased some of the latest trends in distribution, generation and alternate energy sources. Dubai, which is the main trading hub and business centre for GCC (Saudi Arabia, Kuwait, Qatar, Bahrain, Oman and UAE) and African countries, is the potential market for Mahindra Powerol’s International Business. Mahindra Powerol displayed DG Set of 3 Cylinder Engine (15kVA) and a 4 cylinder engine model.



Key decision makers from top corporate & trading houses visited our stall.

Mahindra Powerol has participated in this exhibition for the 5th time. Our local distributors from GCC were present at the site for catering to the local queries.



Mr. Palaniappan, Sr.VP, Mr. Sandeep Daniel, DGM & Mr. Krunal Shelke from International Business team along with Mr. Joy Ghosh were present at the stall.

Middle East Electricity (MEE) has been running for 39 years and is considered as the #1 show for the Power sector in the Middle East & Africa region. The show encompassed over 1000 exhibitors across the globe showcasing their products and services in the power, lighting, new and renewable energy, nuclear and water sectors.

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.