

Mahindra Powerol's Colourful Leaf Diesel Generators expands to new markets – now in UP West

March'14: Mahindra Powerol's range of colourful leaf shaped diesel generators has now reached the northern markets of India with its launch in Uttar Pradesh. The launch took place in 5 locations on a single day in **Dehradun, Meerut, Rudrapur, Bareilly & Moradabad.** Open invitations to witness the launch were published in India's leading dailies as a result of which over 500 potential customers were attended the launch.

These DG sets is available in five colour and graphic variants – Green, Blue, Yellow, Red and Grey- with unique features like patented Leaf Shaped canopy design, visually impactful colors and graphic options, glossy finish powder coating, leaf shaped suction louvers. Apart from the design improvement, this diesel generator also provides a reduction in the total footprint (up to 0.4M³) and a reduction in the noise levels up to 2.5dBA.

The inception of this concept originated from the fact that due to poor aesthetics, customers generally placed the diesel generators in locations hidden from the public eye. Now, customers can proudly showcase their diesel generators in front of their homes and other outlets in the colour of their choice. Mahindra Powerol's new leaf diesel generator will aim to lead the way in the power back up industry in which customers will consider at the aesthetic value of the diesel generator prior to its purchase.

We thank our Retail Sales Team from North & our OEM Perfect Generator Technologies Ltd. for organising such a large scale successful launch program.



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 2.5kVA 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.