

# **1 DAY, 33 LOCATIONS, 5000 ATTENDEES & 260 RISE STORIES:** **MAHINDRA POWEROL'S UNIQUE WAY OF CELEBRATING 'Rise'** **17<sup>th</sup> JAN 2013**

## **Key highlights:**

- 17<sup>th</sup> Jan'13 celebrated as Mega Rise Day
- 32 Locations in India & 1 in Dhaka, Bangladesh
- Around 5000 attendees participated
- 260 inspiring Rise Stories shared in a single day



## **Event Objective:**

To re-affirm the commitment and to re-align the channel partners with the Rise philosophy.

## **Rise Day Celebration at Mahindra Powerol:**

On the day of Mahindra Rise anniversary, by breaking barriers and conventional thinking, Mahindra Powerol organized its first ever Rise day celebrations on a single day across 33 locations in India and internationally.

This monumental event was conducted to spread the message of Rise amongst all its stakeholders and ensure their involvement to help foster a bond with Mahindra Powerol.

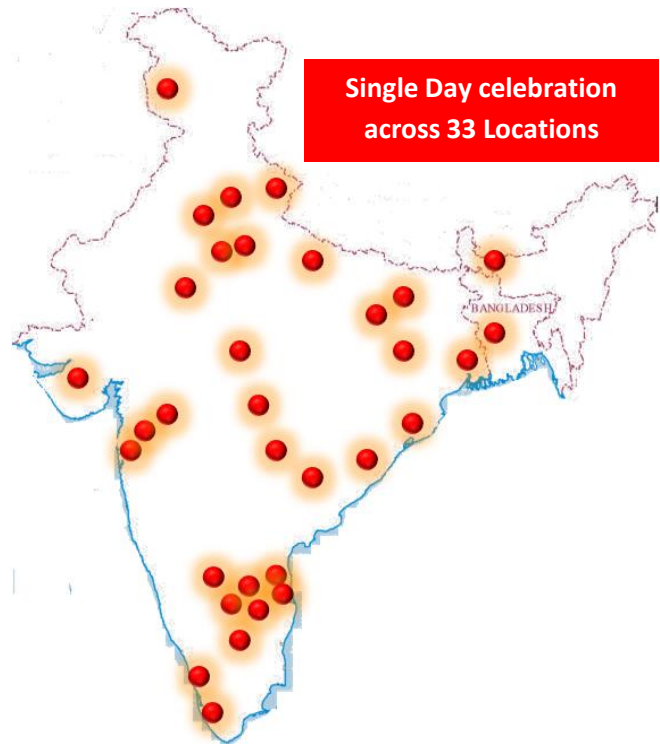
The purpose of this celebration was to bring all the internal as well as external members of Mahindra Powerol together under a single umbrella of Rise. In this day the team also recognized excellence within them that translates into their daily working life.

The mega event was held at **33 locations** with around **5000 attendees** and overall **260 Rise stories** were shared by channel partners & their staffs related to Mahindra Powerol business.

All the attendees wore T-shirts with Rise Logo badges that were specially designed for the occasion.

Also emphasis was given to prominently display of Rise Pillars in the form of standees/banners along with the common backdrop at each location. In each of the 33 locations there was a chief guest & a coordinator nominated from the Powerol team. All the chief guests made presentation on Rise which was in the form of AV to ensure uniformity of message. The AV explaining Rise, the Rise pillars and what Rise means to the people in their daily lives. The chief guests of the specific locations then further explained and presented the Rise philosophy to the gathering.

In all the 33 locations attendees presented their Rise stories on how they implemented the philosophy of Rise to improve their work & personal life and thus its overall impact on them.



The top 3 presentations, evaluated by the respective chief guests of each location were felicitated with gifts & certificates at the event. The top 99 shortlisted presentation would further be evaluated and only the top 3 presentation/presenters are going to be invited for the annual conference on 3<sup>rd</sup> May'2013 to present in front of the team.

In many locations Blood Donation Camps, service awards, quiz contest, cricket match and other activities were organized.

Overall the Rise day celebration proved to be an astounding success with the Mahindra Powerol staff and channel partners deeply appreciating the motivation and inspiration they received during this event. The attendees vowed to continue to use the RISE philosophy in all their endeavors and to continuously look for new ways upgrade and improve existing processes answering to their **call to ACTION**.

### **Rise day celebration at International Location, Dhaka, Bangladesh:**

The only location outside India was Dhaka where Powerol's distributor M/s ElectroCom Ideas & Technologies actively participated in the Rise day celebration. More than 30 participants attended the program and presented 7 Rise stories. They have also pledged to continue sharing the Rise stories on quarterly basis.

### **Participants:**

Mahindra Powerol employees from HO, AO, Plants, OEMS, MAGIECS and Sales Dealers.

## **GLIMPSES OF RISE DAY CELEBRATION:**



**CHENNAI: HIGHEST ATTENDANCE OF 250 OFFICIALS BEING GUIDED BY MR. PALANIAPPAN, BUSINESS HEAD, POWEROL**

**GLIMPSES OF RISE DAY CELEBRATION:**



**ENDURING SUB ZERO TEMPERATURE: THAT'S RISE FROM SRINAGAR**



**BLOOD DONATION CAMP AT BHOPAL**



**CRICKET TOURNAMENT AT RAJKOT**