

Mahindra Powerol conducts distributors' meet for Middle East Partners



Event: Powerol Partners' Meet

Date: 13th February 2014

Venue: JW Marriott, Dubai

Mahindra Powerol organized its second **Partners' Meet** in Dubai on 13th February 2014 for its business partners from the Middle Eastern region. Powerol partners from UAE, Bahrain, Qatar, Saudi Arabia, Kuwait & Oman attended this event with full enthusiasm.

The partners were personally welcomed by Mr. Palaniappan, (Sr. Vice President & Business Head Powerol Business) & Mr. Sandeep Daniel (Deputy General Manager of International Business). Personal interactions among the Powerol partners set the tone for an exciting evening ahead.



Mr. Krunal Shelke, Country Manager for the Middle Eastern Region, inaugurated the event with a presentation that covered Powerol's perspectives, objectives and strategies for the region. Like last year Mr. Palaniappan emphasised on the Rise philosophy and the core values of Mahindra. He also announced Rise awards for partners in lines with the 3 pillars of Rise. The Powerol partners showed keen interest in coming forth and sharing their personal experiences and information about their respective organisations. Mr. Sandeep Daniel concluded the meet with a vote of thanks for the turnout and the overwhelming participation of the partners. This was followed by a friendly dinner.

Overall, the partners wholeheartedly appreciated the initiative and were enthusiastic about future plans. Mahindra Powerol will continue to focus on the Middle Eastern region to develop their DG Set business.

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.