

## Mahindra Powerol recognized with HERO Award by Indus Towers Ltd.

**June '14:** In a glittering ceremony that was conducted in Gurgaon, Mahindra Powerol was honoured with HERO Award from its long term business associate Indus Towers Ltd. for its participation in the HERO (Height, Electricity, Road and Others) Safety Week that was conducted by Indus Towers Ltd.

With a portfolio of more than 1,12,936 towers, Indus is the largest telecom tower company in the world. It is truly an honour for Powerol to be consistently recognized by this Telecom major for its efforts to promote on site safety.

HERO Safety week was celebrated with the objective to bring about safety awareness amongst technicians while on site working in order to reduce accidents and fatalities. All Indus Employees as well as its Business Partners like DG SME, Sites O&M and site technicians participated in this initiative.

This award has recognized Powerol for various activities like on site safety trainings conducted as part of the HERO Safety Week. Powerol's Punjab and Haryana Dealers along with their teams and Powerol's Customer Care Managers

Team Powerol was elated as these awards are reiterate Powerol's strive to deliver superfluous agility in all their operations.

Over the years, Powerol has secured the no. 1 partner position for Indus Towers and has also been their strategic partner in new products and maintenance services. Powerol will continue to deliver performance par excellence and will continue to strive to retain its top position in future.



**Harpreet Singh Sethi from Powerol receiving award from Indus Tower**

### **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.

The product 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.