

Mahindra Powerol conducts 'Green Building' seminar to promote eco-friendly initiatives in the Real Estate Segment

Hyderabad, July '13: The success of the previous 'Green Building' seminars paved the way for Powerol to conduct yet another seminar on promoting sustainable ways in the Real Estate Segment. This seminar was conducted to upgrade the thought process of builders to help them lean towards utilizing natural resources in their building processes. Over **155 builders** attended the event, which was conducted at The Fern Hotel, in Hyderabad.

Mahindra Powerol along with its channel partner M/s Serwell Power Systems, conducted the seminar. The seminar gave an overview on the new trend of *Green Buildings* where the participants gained first-hand knowledge of the concept and allowed them to interact with experts in the industry.

All 155 builders were enthusiastic to learn about the sustainable initiatives and were keen to implement them in their on-going constructions. They pledged towards sustainability and were grateful to be part of a greater cause.

Through this initiative, Powerol gained **50 hot enquiries** for its diesel generators and successfully implanted the image of the brand that represents and promotes sustainability by driving positive change in the society.



The speaker welcoming the builders to the seminar.



(Above) Mahindra Powerol's diesel generator on display.

(Right) Auspicious lighting of the lamp. (Right)



Green Building Seminar is an initiative taken by Powerol CRM team to promote DG Sets in Real Estate Segment.