

## MAHINDRA POWEROL WINS TWO FROST & SULLIVAN VOICE OF CUSTOMER AWARDS

**June '13:** Mahindra Powerol has won **two** prestigious **“VOICE OF CUSTOMER”** awards for the **Most Preferred Genset Brand** in telecom segment & for **Customer Value Enhancement**.

The award which was announced by Frost & Sullivan in a ceremony at The Leela Hotel, Gurgaon on 12<sup>th</sup> June'13 amidst an august gathering of some of the leading top corporate officials. This is another example of Mahindra Powerol's dominance & customer centric approach in the Powergen industry.

**Frost & Sullivan** award for “Most preferred brand in telecom segment” was presented to Powerol for gaining the confidence of users leading to considerable brand loyalty. Familiarity with the brand through usage and satisfaction with its performance play a key role in development of an affinity with a given brand. Our Telecom partners have bestowed their trust in us for the **third** time in succession which would motivate us further in our approach inclined towards customer centricity.

**Frost & Sullivan** award for “Customer Value Enhancement” given to the company that has responded to the Voice of Customer in creating value for money for its customers. Powerol was honoured for offering competitive commercial terms which proved to aid its customers in achieving profitability through lower cost of ownership. The performance was measured through Product Price, Spare parts price, Maintenance Costs, Operating / Running costs & Payment terms.

The award nomination process by Frost & Sullivan involved evaluation of the genset players on parameters like Industry penetration, Up-time, trouble free performance, overall satisfaction, likelihood of buying for future requirement & likely recommendation to others.

This award will stand for Mahindra Powerol's commitment, dedication and its endeavor to focus on meeting customers' needs and deriving satisfaction to an optimum level in the industry.



Mr. P Palaniappan, Sr. VP & Business Head, Powerol & Mr. Sanjeev Narula, Sr. GM Telecom Sales receiving award from Mr. Krishna Srinivasan, Global President & Managing Partner F&S



Mr. P Palaniappan & Mr. Joy Ghosh, Sr. Manager, Brand receiving award from Mr. Y S Shashidhar, Managing Director - Middle East, North Africa & South Asia, F&S