

FROST & SULLIVAN VOICE OF CUSTOMER AWARD

Mahindra Powerol recently won the prestigious **'Voice of Customer'** award for the most preferred **Genset Brand in telecom segment**.

The award which was announced by Frost & Sullivan in a glittering ceremony at Bangalore on 5th December'07 amidst an august gathering of some of the leading top corporate officials cites an example of Mahindra Powerol's customer centric approach.



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. Out of these parameters Mahindra Powerol got the maximum rating amongst the other leading market players and was declared winner.

The award stands for Mahindra's commitment, dedication and endeavor to focus on meeting customers' needs and deriving satisfaction to an optimum level in the industry, which enabled them to get recognition for being the most preferred brand in telecom segment today.