Mahindra Powerol’s growth journey is now a case-study at IIM Bangalore

Sept ‘14: The growth story of Powerol business has been captured as case-study by the Indian Institute of Management – Bangalore (IIM-B). The Powerol business which started in 2002, as an adjacency to the tractor business, has today become a significant player in the Indian Diesel Generator (DG) set industry.

The case-study titled, ‘Mahindra Powerol: Powering entrepreneurial growth within a corporate group’ has been prepared by Professor R Srinivasan of IIM-B. It focuses on Powerol’s quick response to the dynamic market scenario, particularly its success in addressing the sudden boom in the Telecom segment in India. It also highlights Powerol’s highly successful ‘Lean Asset Model’ of manufacturing. The case study then lists the various diversification actions taken by Powerol by leveraging its strong partnerships to counter the drop in Telecom demand.

The case-study was discussed for the first time on 26th September 2014, as part of the course on strategy under the theme of ‘Diversification Strategy’. Mr. P. Palaniappan, Sr. Vice President and Business Head – Mahindra Powerol, was invited to participate in the discussion and to answer the queries by the students.

This is a truly overwhelming and momentous achievement for Mahindra Powerol and an opportunity to influence the business leaders of tomorrow.

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