

## Mahindra Powerol wins Most Valuable Brand Award 2014

**Dec'14:** Mahindra Powerol has won the award for **100 Most Valuable Brands**.

At a glittering ceremony held at Hotel Palladium in Mumbai, World Consulting & Research Corporation (WCRC) announced the **100 Most Valuable Brands 2014**.

**World Consulting & Research Corporation (WCRC)** is Asia's leading brand rating & ranking company. WCRC specializes in Asia level brand audit and research and is the only brand rating company working with top consulting & auditing companies in the world as process advisors & evaluators.



The award was received by Mr. Sachin Nijhawan, Head Retail & International Business, Mahindra Powerol & Mr. Joy Ghosh, DGM Brand Management.

The Most Valuable Brands is a project that highlights the achievements of the highly successful brands. The Most Valuable Brands is an attempt at recognizing and acknowledging "The Most Valuable Brands".

Most Valuable Brands is a brand project where the entire process is validated – advised and evaluated – **by KPMG in India**, thus truly representing the most credible, transparent and differentiated standard of brand research and undertaking. The listing would be conducted through rigorous research parameters involving secondary as well as primary research.

Along with the award, **Mr. P Palaniappan**, Business Head & Sr. VP, Mahindra Powerol was chosen for the **Marketing Excellence Award for 2014**. The jury acknowledged Mahindra Powerol's strategy to market Powerol DG Sets in a unique way & also for its success in the B2B segment over the last few years.

Such awards will keep Mahindra Powerol



Mr. Nijhawan & Mr. Ghosh receiving award from Ms. Anjali Bhagwat- Professional Indian Shooter & Mr. Vivek Dutta- Group CEO, WCRC.



Mr. Palaniappan receiving award from Mr. Abhimanyu Ghosh, Chairman & Editor in Chief, WCRC.

brand at the top in the competitive market and motivate its stakeholders to achieve more.

### **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 300,000 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 Deming Prize for 2014 instituted by the Japanese Union for Scientists & Engineers (JUSE).

Mahindra Powerol is also the winner of:

- Frost & Sullivan “Voice of Customer” award for the most preferred Genset Brand in the telecom segment and in the Customer Enhancement category.
- Power Brand 2011 & Master Brand 2012.

Mahindra Powerol products are presently available in over 20 Countries across Africa, Middle East & Asia.