



Mahindra powerol

powered efficiently

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Vice President : Mr. Palaniappan

Established : Mahindra & Mahindra Ltd. is a 60 years old global organization. But Mahindra Powerol Business, of which I am representing, was started in 2001. Set up to sell engines and DG's for the power back up industry.

diesel generators for telecom industries. Out of the three hundred and fifty thousand towers in India more than 2000 towers are using

Achievements: Yes, it is the diesel generator business. Diesel generator business is on for 40-50 years. We started just about 10 years back and already we achieved leadership in DG set for the telecom industry. We are a well known player in the in lower KVA Gen sets. Within 7-8 years we could compete very well with players with more than 40-50 years in this business. Today Mahindra Powerol is a brand well known in generator industry also, so we are proud of the fact a new business can compete it such established players.



INVERTER

Products: Mahindra & Mahindra Ltd is a big group and it is brought to the market tractors and many other products. In Mahindra Powerol we make diesel generator from 5 KVA to 500 KVA. And home UPS (invertors used in homes) from 250 VA to 1500 VA.

History: Mahindra Powerol is a one of the businesses with Mahindra & Mahindra Ltd. Mahindra Powerol was established to make use of tractor engines to make diesel generators. We started with the small DG sets and currently our range goes upto 500 KVA. Our DG sets are used in many industries like telecom, banking, source care industries and at homes. We are the market leaders for the





Marketing strategies: Not only do we sell to the telecom sector, we also sell generators for domestic use. So promoting generators as a consumer durable was different from other competitors. To promote generators as a consumer durable product we display in showrooms where customer can come, touch and feel the generators, as well as see how it operates. We have displayed generators in airports, brand campaign on buses etc.

Recent developments: Powerol initially we started only with 5 KVA to 40 KVA. Slowly we are expanding our range. This year we expanded our range to 500 KVA. We have introduced 38 KVA and 500 KVA in diesel generators. But the most important development for Mahindra Powerol is entering the home set up. Now we have identified power backup as our business. As power backup generator is not only the heavy power backup but also home backups. We have already launched in South India and Bihar. This is first time Mahindra group is entered a consumer durable which is just Rs 4000 - 5000 product and is a giant step into home backups ups.

Brand value: Mahindra Powerol is a part of Mahindra group. Mahindra brand is a well known brand. Mahindra brand is into diverse fields as mobiles, tractors, and holiday resorts.

Expansion plans: In generators we want to go upto 750 KVA in the near future and eventually our range should cover all the higher KVA DG's. In home UPS our plan is to extend the range upto 5 KVA and extend our reach geographically to all over India.



Donating DG Sets to Crocodile Bank at Chennai



DG in Defence

Corporate Social Activities: We have ESOP's – Employee Social Option Programme. All our employees are involved in it from top management to the layman. They have got separate teams. Our main activity for ESOP's is to help poor girl get education. People across the company help in different programmes, which in turn helps in the education of the poor girl child. That is one of the many programmes. Regularly we also hold blood donation camps.



Telecom Site, Kenya

Facilities for staff: Mahindra Powerol is a part of Mahindra & Mahindra Ltd. a corporate group. So we have all facilities, whether it is a canteen, whether it is recreation facilities. We have got facilities which any organization can boast for its employees.

Mantras to become a successful: Our success comes from three factors. First the basic engine fuel consumption. In this business, the less the diesel required the better it is for the consumer. We have more than 1050 service networks across the country. Nobody else has a similar set up. Because of geographical spread we are able to provide service much faster than any of our competitors. Third is the ability to make new business, and the hungry for growth. We are able to provide solution to our customers at a very fast pace, be it product or service. These are the three mantras for Powerol's success. But as a group Mahindra is a now launched a philosophy, called Mahindra rise. Mahindra rise is a philosophy where we help the customers not only by giving products but also giving them opportunities. So Mahindra rise will be our guiding principal for growth.

Salient features: The most important quality which I see in myself is humility. I believe that the more you are open in life, the more humble you get. I think humility is my strength.