



Despite power still being a deficient commodity, the strides this sector has taken and the enormous responsibility it has shouldered of playing catch-up with rapidly escalating demand has been very impressive. It is on the back of this deficiency that the parallel power generation regime of diesel-powered generator sets has evolved. Today, this is a well-organised industry bristling with competition and boosted by sectors such as infrastructure, telecommunications, information technology and IT-enabled services. Adding a huge punch to this market is Mahindra Powerol, a company that has enlivened this segment and converted what was substantially being treated like a business-to-business product to one with a distinctly consumer durable experience.

### Market

On 31st December 1947 – months after gaining Independence – India's installed power generation capacity, comprising coal, hydro, nuclear and renewable energy was a mere 1362 mega watts (MW). On 31st March 2015 it had surged to 242,926 MW – an impressive 17,835% growth over 68 years (Source: Central Electricity Authority, May 2015). In the process, India is now

the third largest producer of electric power in the world, having surpassed Japan and Russia in 2013.

On the face of it, it would seem that India would be power surplus and, if not for minor outages, everyone would have access to electricity. The truth, of course, is that India is still power deficient with the South Zone by as much as 11.30%. The chronic deficiency and the poor quality of electric supply have resulted in the development of a parallel power generation regime of diesel-operated generator sets. Today, this is a well-organised and a highly competitive industry, driven partly by power shortages and boosted substantially by the rise of industry, infrastructure, telecommunications, information technology and IT-enabled services. It is estimated that this market will continue to grow at a compounded annual growth rate (CAGR) of 10.10% (Source: Frost & Sullivan, an overview of the diesel generator set market in India).

There are several diesel generator set manufacturers in India. Of these, Mahindra Powerol is a distinct brand that differentiates itself by several features unique to it. Apart from the domestic market, where it has established a powerful representation, the brand has journeyed across Asia, the Middle East and several countries in Africa.

### Achievements

Young by business standards, Mahindra Powerol has evolved gradually, building a fine presence and considerable influence, especially in the rapidly growing telecommunications

segment. Thanks to continuous innovation and a well-laid out corporate strategy, it has gained recognition and won honours at different forums.

Mahindra Powerol was awarded the prestigious Deming Prize in 2014. The Deming Prize is a global quality award instituted by the Union of Japanese Scientists and Engineers (JUSE) that recognises businesses that have successfully implemented Total Quality Management (TQM).

It also won the influential Frost & Sullivan Voice of Customer award for the Most Preferred Genset Brand in the telecom segment and for providing the best bang for the buck in India. The award takes into account industry penetration, up-time, trouble-free performance, levels of overall satisfaction, the likelihood of buying for future requirements and likely referrals to other customers.

### History

Mahindra Powerol entered the diesel generator sets market in 2001. Backed by the powerful and hugely diversified industrial house of Mahindra & Mahindra it soon set new benchmarks for the industry. Using the group's expertise in the development and manufacture of internal combustion engines, it extended this franchise to manufacture stationary engines for domestic and industrial use.

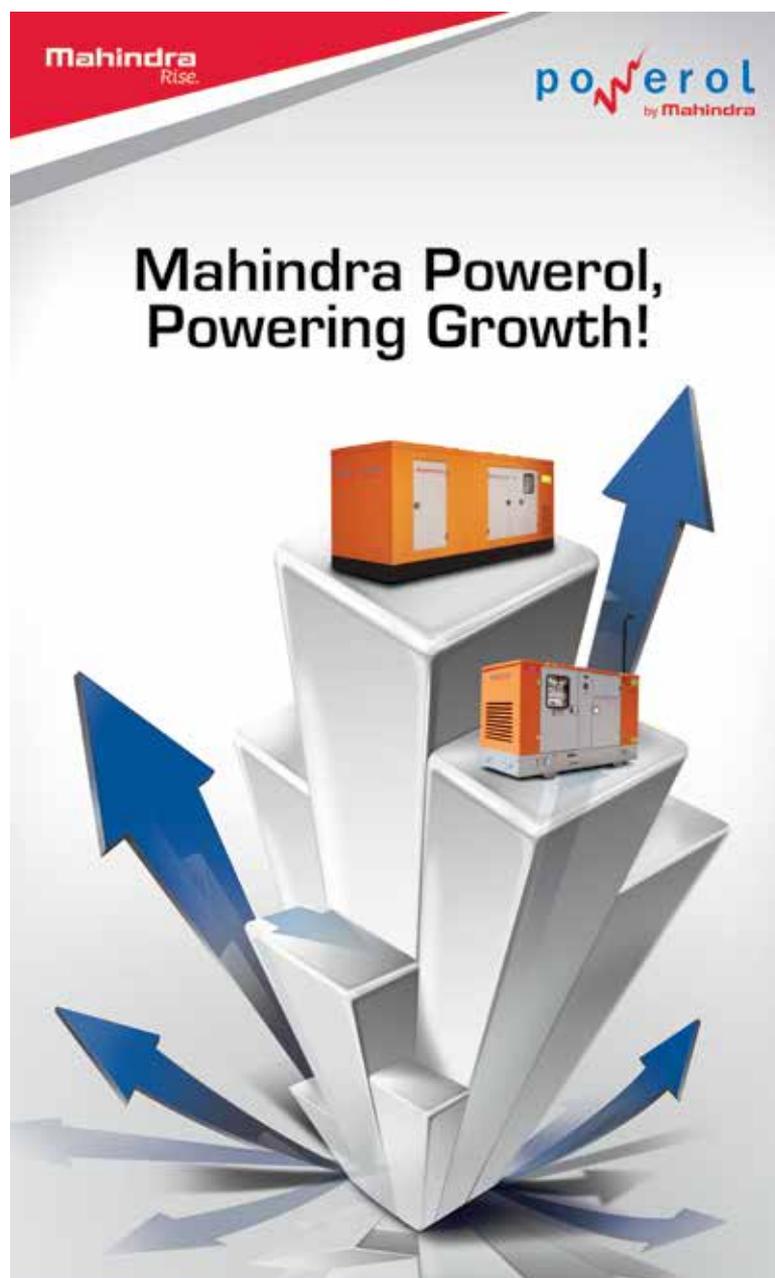
Today, the company has a range that starts from the small 5kVA unit going up all the way to the medium-capacity 200kVA generators. In between is an assorted range of models, ideally suited for such diversified industries as real estate, hospitals, hotels, banks, retail outlets, manufacturing units and telecom and telecom-related services.

In fourteen short years, Mahindra Powerol has carved a special space in the telecom industry. Heavily dependent upon power back-up to maintain uninterrupted services, the industry, almost without exception, has backed Mahindra Powerol for reliability. Not surprisingly, in this critical, high-stakes segment Mahindra Powerol is the market leader.

If statistics can tell a story then the 300,000 plus gensets that Mahindra Powerol has manufactured since inception is a stirring one, indeed.

### Product

Diesel generators are used either for power back-up or for industrial applications that require continuous support. But irrespective of where it is being used, a generator set must fulfil the base condition of providing peace of mind. It is in this area that Mahindra Powerol scores.



Leveraging its unique features of electronic/AI governing, its compact size, low vibration and fuel-efficiency Mahindra Powerol has leapt over competitors with many more years of standing and marched resolutely ahead towards still unconquered goals. But technology and design are not the only elements that drive Mahindra Powerol forward. Much of its success has also to do with its complete customer focus and the special emphasis it pays to nurturing the entire value chain of customers.

The company ushered in a refreshing change for telecom customers by taking complete ownership of their value chain. It not only provided them with a top-class product, it also took full responsibility for its transportation, installation and commissioning besides, of course, the warranty, post-warranty and comprehensive annual maintenance contracts. It was a hard-to-resist offer that had no strings attached.

While telecom has been an important industry for Mahindra Powerol, it hasn't lost sight of the other opportunities. The company's engines find extensive application with operators of cranes, compressors, forklifts and concrete mixers.

Mahindra Powerol engines and diesel generator sets are certified for the stringent noise and exhaust emission norms made mandatory by the CPCB II (Central Pollution Control Board, India).

### Recent Developments

That diesel generator sets are un-attractive to look at has been a common refrain. While most manufacturers chose not to give aesthetics their due, Mahindra Powerol re-energised the field by unveiling the Leaf DG set. With the express objective of listening to the customer, the introduction of the Leaf brought to an end this age-old complaint. The aesthetically designed Leaf DG sets come in five different colours and graphic options, delivering as they do an uncompromising level of performance and reliability – hallmarks of all Mahindra Powerol gensets.

To add further value and distinguish them



from others who may attempt to clone them the Leaf DG sets have patented enclosure designs, a compact size and reduced noise level. The colour options are available in 7.5, 10, 15, 20 and 25kVA sets.

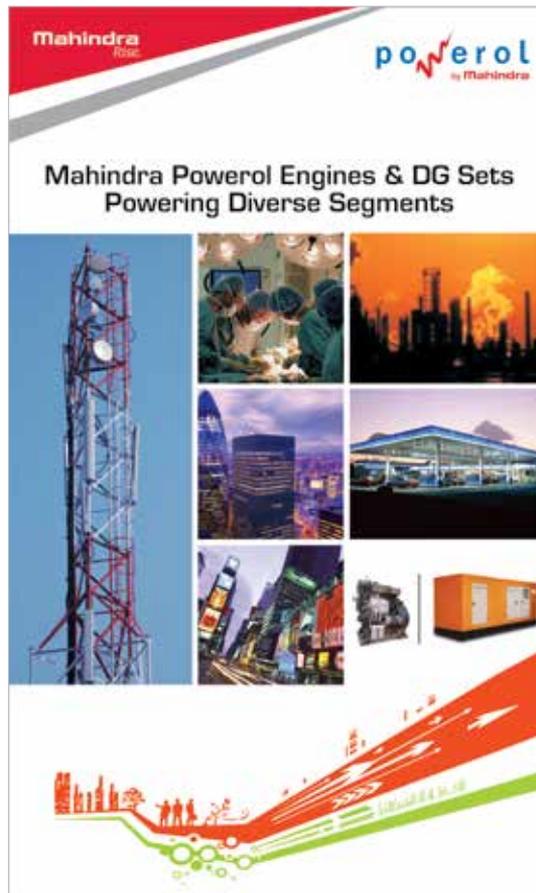
There are many areas where Mahindra Powerol's customer centricity is exhibited. One such is the extensive after-sales-service support that the company has been able to develop. Operating under the MAGIECs (Mahindra Authorised Genset & Industrial Engine Centre) nomenclature, this ground-up network comprising 150 outlets reaches deep into the Indian hinterland – from Gangtok in the North East to the forbidding terrain of Leh and the Andaman & Nicobar Islands 1304 kilometres from the Indian mainland. It's a matter of record that no competitor has reached these extremities.

Currently, Mahindra Powerol has a proud refrain: there is a MAGIEC service centre within 50 kilometres of every key market in the country. With the speed with which the company is working it's a distance that's about to be further compressed.

### Promotion

To put it candidly, Mahindra Powerol needs no introduction. Spun off from the industrial powerhouse of the Mahindra & Mahindra Group it takes its legacy seriously. Everything it, therefore, does is in keeping with the influential benchmarking of its parent. Mahindra Powerol, for instance, is the only company in the Indian powergen industry that doesn't treat its brand as an industrial product, but rather in the spirit of a consumer durable. This allows it to handle its communications differently and bring in a breath of fresh air, notoriously lacking in the business-to-business space. Its communication involves mainline advertising and several below-the-line initiatives. It participates extensively in exhibitions in India and abroad where it is able to demonstrate the efficacy of its brand and answer questions from both domestic as well as international buyers.

While the brand has gained much momentum in the industrial space – particularly in the IT sector – it is now also focussing on mass markets. An immediate discernable difference is that Mahindra



Powerol generator sets are on display in more than 70 showrooms across India. The effort has seen it gain considerable traction in the consumer space. One of the areas where the fruits of this endeavour are visible is the company's Facebook page – See the Light – where it has garnered the support of more than 200,000 fans.

### Brand Values

Despite its industrial backing, Mahindra Powerol is a company driven by human sentiment. To it, people are not just business they are the fabric of society and Mahindra Powerol sees to it that it integrates with them at every level. A telling example of this is when adversities strike.

While the company wishes they never do, the truth is otherwise. In moments of such stress, Mahindra Powerol is right in front, rushing aid and power back-up support. That's the human side of this outstanding company.

### Things you didn't know about MAHINDRA POWEROL

- ▶ Mahindra & Mahindra entered the field of power generation in 2001
- ▶ Since inception the brand has sold more than 300,000 diesel generators and industrial engines
- ▶ Mahindra Powerol is a significant global player with presence in 22 countries
- ▶ 70 exclusive retail showrooms sell Powerol DG sets in different cities across India
- ▶ In the IIM Bangalore's curriculum, there is a case study on Mahindra Powerol. This study was adjudged as the best case study from the emerging markets in a competition conducted by Emerald Publishing & Universiti Utara, Malaysia
- ▶ Mahindra Powerol is amongst India's top three diesel generator set manufacturers
- ▶ Mahindra Powerol gensets are also marketed in the Middle East and Africa