Mahindra Powerol announced as India’s No.1 Genset Manufacturer in FY25 by Frost & Sullivan

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Mumbai, May 27, 2025: Mahindra‘s Powerol Division, a part of Mahindra & Mahindra Ltd., has been recognised as India’s leading diesel genset manufacturer in FY25. As per the latest DG Tracker report by Frost & Sullivan, Mahindra Powerol secured the No. 1 position by volume in the Indian genset market with a 23.8% share, overtaking the long-standing market leader..

The Indian diesel genset industry recorded cumulative sales of 1,51,634 units in FY25. Mahindra Powerol’s contribution, backed by consistent performance across all four quarters, marked a key milestone in the company’s growth trajectory.

Sales of its Central Pollution Control Board IV+ (CPCB4+) compliant gensets, designed to meet the latest emission norms, supported this growth, along with continued strength in the Telecom sector—where Mahindra Powerol has held over 55% market share for the last 15 years. The company also

expanded its presence in the competitive Retail segment, adding further momentum to its performance.

Sanjay Jain, Sr. Vice President and Business Head, Mahindra Powerol said, *"Being recognised as the number one player in India's genset market reflects our continued focus on innovation, reliability, and meeting customer needs. Our leadership in the Telecom sector, expansion in Retail, and readiness for CPCB4+ norms have all played an important role in this journey. We thank our partners, customers, and teams across India for their continued trust and support. We remain committed to delivering efficient and future-ready power solutions that support India's progress."*

With this milestone, Mahindra Powerol continues to strengthen its position as a trusted partner in dependable power solutions.

About Mahindra Powerol

Mahindra's Powerol Division is a part of the Mahindra Group's Automotive & Farm Equipment Sectors (AFS). The company entered the field of Power Generation in 2001-02. The business has grown exponentially and crossed 2280+ Crores mark in just over 23 years. Today, engines from Mahindra Powerol are powering Diesel Generator sets from 5 kVA to 650 kVA.

Since inception, Mahindra Powerol has made rapid strides in the Indian genset industry within a very short span of time. Mahindra Powerol DG sets are the first choice of Telecom majors & Retail segment across India &

globally. Mahindra Powerol DG sets are powering customers from a diverse cross- section of industries and segments like Banks, Building & Construction, Public Sector Units, Hospitals, Hotels, Homes and Manufacturing units in India.

The company has commenced production of CPCB 4 + compliant engines for all range of products.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/newsroom

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