



PRESS RELEASE

KOEL along with its Channel Partners Wholeheartedly Welcomes New CPCB-II Norms

10th Jan 2014- Pune: Kirloskar Oil Engines organized a meeting with their channel partners at Pune where they jointly & wholeheartedly welcomed the new Central Pollution Control Board (CPCB-II) norms for diesel generation sets up to 800 kVA.

Speaking on the occasion Mr. Sanjeev Nimkar, Vice President - Power Generation Business said that *“It is evident that the price of CPCB-II compliant engines will be 15-20% higher than the ones available currently. We anticipate smart buyers would buy diesel Gensets before the price rise with the new CPCB-II norms i.e. from 1 April 2014 which could lead to a rise in demand of Genset in this quarter. KOEL’s all channel partners are suitably geared up to service this demand and help customers to make smart moves. In addition to this our recent offering of 10 years of free service on select Genset range will further motivate the buyers to prefer Kirloskar Green with peace of mind. In the larger perspective KOEL heartily welcomes the new emission norms which are one of the most stringent in the world. This will also help KOEL to reach many more markets in the developed world at the earliest”.*

KOEL is the first Genset manufacturer in India to have launched its ten year free service offer for its valuable customers, who have purchased Gensets (15 kVA to 625 kVA) after 20th of Nov 2013. This offer has received overwhelming response from the customers and enhanced the Brand’s quality reputation further. Considering this unprecedented response KOEL soon proposes to launch an equally lucrative offer for all its existing customers who have already purchased the Gensets (15 kVA to 625 kVA) during the last five years. This offer is under the program “Bandhan” and details will be shared with the customers very soon.

KOEL has already produced CPCB-II compliant engines and the DG sets and they will be ramping up production much before the due date. The new DG sets will be fuel efficient as well as more environment friendly.

About Kirloskar Oil Engines Limited: Incorporated in 1946, KOEL is the flagship company of the Kirloskar group. We have four state-of-the-art manufacturing units in India that offer world-class products. The company has a sizable presence in international markets, with offices in Dubai, South Africa, and Kenya, and representatives in Nigeria. KOEL also has a strong distribution network throughout the Middle East and Africa. Today KOEL is an acknowledged leader in the manufacturing of diesel engines, agricultural pump sets and generating sets. KOEL specializes in the manufacture of both air-cooled and liquid-cooled diesel engines and generating sets across a wide range of power output from 5kVA to 3000kVA. KOEL also offer engines operating on alternative fuels such as bio-diesel, natural gas, biogas and straight vegetable oil (SVO). The “Kirloskar Green Genset” is amongst the market leader and most preferred brand among customers in the power generation industry in India.

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