

Kirloskar Green is now KOEL Green

Key highlights -

- * *KOEL Green*, is the new Genset brand from KOEL
- * *Reliable* and *Efficient* products & service for customers
- * Enhanced range for customers with introduction of *portable gensets*

Pune, December 16, 2014: KOEL*Green* is the new brand identity for the power generation business of Kirloskar Oil Engines Ltd (KOEL), the leading manufacturer of diesel gensets in India. The new brand provides a renewed commitment to its present and future customers as *Reliable* and *Efficient* product and service provider in its segment. It further reinstated its presence with the introduction of the new portable genset range to its existing range. Unveiling the new brand and the portable genset range were Mr RR Deshpande, Executive Director, KOEL and MR Sanjeev Nimkar, Vice President & Business Head, Power Generation Division, KOEL. Power Generation is the flagship business vertical of KOEL.

To reflect this new focus in the business, KOEL unveiled a revamped brand identity- '*Efficiency. Integrated*' to reiterate the promise of enhanced ***Efficiency*** along with proven ***Reliability*** to its customers. The company plans to aggressively communicate this new positioning through varied outreach initiatives.

Speaking at the launch Mr RR Deshpande said, "KOEL is known to be setting benchmarks in the power generation industry since last few decades. As the market leader setting new trends in the genset industry has been the key to KOEL's success. KOEL's agility in driving change has given it a reputation of India's most reliable and fuel efficient genset manufacturer. We are confident that the transformed KOEL brand will go a long way in reiterating this market leadership."

Sharing his thoughts Sanjeev Nimkar said, "As an organization, we believe in continuously challenging ourselves to deliver the best. With the expansion of our highly fuel efficient portable genset range, we wish to provide our customers better choices with lower operational costs. This range is also supplemented by unmatched product

service network with 5000 technicians, available round the clock. He further added, “The whole new brand identity reiterates our commitment to best in class efficiency and proven reliability of our product and service offerings. At KOEL, the power generation business contributes significantly to the total revenue, and with this strategic move we are confident of doubling our revenues over the next few years.”

As leaders in the power generation segment, KOEL specializes in manufacturing India's widest range of gensets which broadly fall under two categories and brands. KOEL *Chota Chilli* is the range of fuel efficient silent gensets upto 10 KVA catering to domestic and retail requirements , while KOEL Green is the range of fuel efficient silent gensets with higher KVA ratings (15-5200 KVA) catering to industrial enterprises and infrastructure projects requirements.

Diesel generator set market has recently undergone the transition of emission norms (CPCB II) and KOEL was leading the forefront to complete this successfully. Notwithstanding an overall slump in the economy in last few quarters, KOEL has maintained its leadership position in the industry.

The company has consistently undertaken a holistic approach of providing lifetime CARE to its products and customers. This is with the help of proven product reliability, largest service footprint, 24x7 Customer Care centre and long term service contract through its program - '*Bandhan*'.

About Kirloskar Oil Engines Ltd

Kirloskar Oil Engines Limited (KOEL) is the leading manufacturer of agriculture pumpsets, diesel engines and power generating units for residential, commercial and off highway equipment. Started in 1946, KOEL today is the largest producer of non-automotive diesel powered engines in India. The company has an annual turnover of Rs 2287 crores with over 2400 employees spread across the country.

Headquartered in Khadki, Pune, KOEL has four state-of-the-art manufacturing units, four regional offices and 13 network offices spread across major cities and rural agriculture destinations in India. With a strong integrated distribution network, KOEL supplies diesel engines to international markets including the Middle East, Africa and South Asia.