



Greaves unveils contemporary auxiliary power solutions

Adds new products to augment product portfolio . Bengaluru, October 19, 2013: Greaves Auxiliary Power Business, part of Greaves Cotton Limited, one of India's leading engineering companies, today launched its fuel efficient, smartly designed auxiliary power solutions, compliant with latest emission norms. Mr. Karan Thapar, Chairman, Greaves Cotton Limited, unveiled the new products at Sheraton, Bengaluru. Designed to deliver uninterrupted auxiliary power under challenging conditions, the three new offerings address sub 20 KVA; 160-250 KVA and higher end 500 KVA CPCB 2 ready gensets and engines segments, respectively.

The newly launched ergonomically designed gensets are powered by 4 stroke, water cooled diesel engines. Low operating cost, plateau honed wet liner for low lube oil consumption, highly efficient cooling system and low vibrations make it an ideal choice for value - conscious consumers. These gensets come with best-in-class acoustic enclosures which are insulated with fire retardant foam so as to comply with the 75 dBA at 1 mt sound levels specified by the Ministry of Environment and Forests.

Greaves provides single window accessibility to all customers by manufacturing engines and providing the complete factory made canopised gensets, all under one roof. Taking customer delight a step forward, a robust and strong network of Greaves service and spares ensures 24 x 7 service anytime, anywhere.

Speaking at the launch, Mr. Sunil Pahilajani, MD & CEO, Greaves Cotton Limited said, "The launch of these contemporary need-of-the-hour auxiliary power offerings is a testimony of our keen understanding of customer needs combined with our focus on product innovation and technology. It personifies our commitment of providing discerning power consumers a smart, eco-friendly, cost effective product backed by a strong after market support.

"With a huge power deficit in India, auxiliary power solutions need to be fuel-efficient, rugged and versatile. Our endeavour is to roll our products that are best suited to perform under demanding power conditions. Fuel efficient features and advanced ergonomic design enable our products to be technologically advanced with functional superiority", said Mr. Prakash Bhalekar, CEO, Auxiliary Power Business. He added, "Our well established pan India distributor and dealer network complemented with our deep rooted Aftermarket support lends itself to easy accessibility for customer engagement. We are hopeful that these solutions will help make us a preferred choice amongst consumers seeking technology led affordable solutions."

About Auxiliary Power Business

Greaves Cotton is one of the largest players in auxiliary power segment in 15 to 500 KVA range. Auxiliary Power Business manufactures Gensets at Pune, that are very well positioned in both the domestic and international markets. Greaves gensets are widely used in Realty, Infrastructure, Telecom, Construction, Retail Outlets, Commercial complexes, Hotels, Hospitals and Small and Medium enterprises.

Greaves Cotton Limited

Greaves Cotton Limited, a Rs. 1900 crore, multi-product, multi-locational company is one of the leading engineering companies in India with core competencies in diesel / petrol engines, gensets and construction equipment. The Company sustains its leadership through ten manufacturing units which produce world class products backed by comprehensive marketing and service / parts network throughout the country.

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