

## Greaves Cotton Ltd. At Engineering Expo Indore

31<sup>st</sup> January-3<sup>rd</sup> February'14



Greaves Cotton Ltd. was an active participant at the Engineering Expo. We shared this platform in a diligent way to display our products on the stall. Along with the display of 75 KVA DG Set and literature of technological advancements, the PANCHATATAVA values of the company were also displayed at Engineering Expo.

Considering our focus on potential market like M.P., Indore Engineering Expo was an opportunity for us at the right time. The exhibition helped us to enter the market once again with a big bang, as it was visited by electrical consultants, contractors, dealers, builders, corporates, SME owners, and so our presence was noticed.

The exhibition was very well attended and helped build the brand as well good leads to start sales. We were able to connect with a large number of prospective and existing customers, and dealers. With the objective of re-entering M.P. market and capturing reasonable market share, it was indeed a great start and APB team is confident of achieving the same, despite entry barriers due to the presence of strong competition. In coming weeks, APB will have a right team (GCL and Dealers) to move ahead.

Below are the Few Photos of Engineering Expo Indore

### Stall Design



Photograph of One to One Client interaction and Product Information

