

Triveni Power Transmission Limited Collaborates with Salesforce to Accelerate Customer-Centric Growth in Industrial Manufacturing

Mysuru, Delhi, 9th July 2026 – Triveni Power Transmission Limited (TPTL/Triveni Power), a leading manufacturer of high-speed gearboxes and engineered power transmission solutions today announced its collaboration with [Salesforce](#), world's #1 AI CRM*, as part of its broader digital transformation strategy aimed at strengthening customer engagement, enhancing business visibility, and enabling sustainable growth.

The collaboration marks a significant milestone in TPTL's journey toward becoming a more connected, data driven, and customer centric organization. By leveraging [Agentforce Sales](#) and [Agentforce Service](#), TPTL aims to unify customer information, improve forecasting, and strengthen collaboration across key business functions. Through this implementation, TPTL will establish a single, integrated platform that enables teams to access real time customer insights, track opportunities more effectively, and make faster, data-backed decisions.

The initiative is expected to strengthen business visibility, execution, and customer responsiveness of TPTL by bringing sales, tender and bid management, along with business forecasting, customer requirements and service priorities onto a common digital platform. By connecting customer interactions with downstream processes such as manufacturing, delivery, invoicing, and service, TPTL aims to achieve end-to-end visibility across the value chain. Advanced analytics and AI-powered insights will further support leadership in helping identify growth opportunities, anticipating market trends, and proactively managing business risks.

Comments on the news:

Speaking on the partnership, **Tarun Sawhney, Director at Triveni Power Transmission Limited** said, *"As TPTL enters its next phase of growth, our focus is on building an institution that is globally competitive, operationally resilient and ready to scale with discipline. Digital transformation is a strategic priority in this journey, not only to strengthen systems and governance, but also to create a more agile and insight led organisation. Our collaboration with Salesforce reflects our commitment to investing in platforms that can support long term competitiveness, sustainable growth, and stronger value creation for all stakeholders."*

Rajiv Rajpal, CEO at Triveni Power Transmission Limited said *"For TPTL, customer centricity is central to how we grow and compete across markets. As we expand our engagement with customers across industries and geographies, Salesforce will enable us to bring greater clarity, consistency, and responsiveness across the entire customer lifecycle, from opportunity identification and tendering to*

project execution and after sales support. This will help us strengthen relationships, improve business predictability, and deliver a more seamless experience to our customers.”

Mankiran Chowhan, Managing Director at Salesforce India said *“Technology is reshaping how industrial organizations create value, enabling richer customer experiences and new avenues for growth. By connecting data, intelligence, and engagement across the customer lifecycle, organizations like Triveni Power are setting a new benchmark for customer-centric innovation. We're excited to partner with Triveni Power as they transform customer experiences and unlock new growth opportunities.”*

Salesforce will also establish a strong foundation for future AI enabled sales and customer intelligence capabilities, supporting TPTL’s vision of building a smarter, more agile, and innovation-driven enterprise.

About Triveni Power Transmission Limited

Triveni Power Transmission Limited (TPTL) is a leading manufacturer of high-speed gearboxes and engineered power transmission solutions. In 1976, Triveni Engineering & Industries Limited (TEIL), parent company established its new business segment as Gear Business Group/Power Transmission Business (PTB segment) at Mysuru. The PTB segment has served critical industries worldwide for over five decades through its advanced Original Equipment Manufacturer (OEM) solutions, Defence solutions, Aftermarket Services, Refurbishment, Upgrades, and Lifecycle Support for demanding industrial applications.

TPTL is a part of the Triveni Group, which has a legacy spanning nearly a century. Following the demerger of PTB segment from TEIL into TPTL, TPTL enters a new chapter focused on innovation, agility, lifecycle reliability, and global expansion. TPTL will be listed independently on both NSE and BSE, subject to necessary approvals.

With 14,000+ installations across 80+ countries and over 50 GW of installed gear capacity, TPTL is recognised for its engineering excellence, precision manufacturing, and customer centric approach.

<https://www.trivenipowertransmission.com/>

About Salesforce

Salesforce helps organizations of any size become agentic enterprises integrating humans, agents, apps, and data on a trusted, unified platform to unlock unprecedented growth and innovation. Visit

<https://www.salesforce.com/in/> for more information.