

# BRANDSHOP LAUNCH

## Whirlpool launches 4 New Brand shops in Chandigarh

Chandigarh, May 13, 2010: Whirlpool of India, the subsidiary of Whirlpool Corporation, World's No.1 Home Appliance Company has expanded its presence in the retail segment with the launch of 4 New Brand shops in Chandigarh making it to a total of 6 exclusive Whirlpool showrooms in the city. The new brand shops were inaugurated by Mr. Tamal Kanti Saha, Vice President, Sales, Whirlpool of India.

With the purpose of increasing visibility of the brand through a design that is instantly recognizable, the exclusive Brand Shops in Punjab have a combined shop area of over 2,000 square feet exclusively dedicated for sales of Whirlpool products. It will serve as a one-stop-shop showcasing Whirlpool products across categories - Refrigerators, Washing Machine, ACs, Microwaves and Water Purifiers. The showrooms will also display the newly launched products, including the new Mastermind range of ACs and the Protton World series Refrigerator.

Speaking on the occasion, Mr. Tamal Kanti Saha, Vice President, Sales, Whirlpool of India, said,

"This initiative is the latest in our endeavor to offer our customers an 'experiential' journey into the world of Whirlpool synchronizing with our image of innovation, quality and excellence. Through these shops, we aim to ensure a strong presence in the growing organized retail market across India and intend to have a market share of 22% in Refrigerators & Washing Machines categories in Punjab by the end of this year."

Re-defining retailing standards in the consumer durables market, the Whirlpool Brand Shops enable consumers the complete freedom to make their selection, depending on their requirements in terms of technology, capacity and product features, or in terms of aesthetics, including colours, finishes, etc.

### About Whirlpool:

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion, more than 80,000 employees, and more than 60 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Bauknecht and other major brand names to consumers in nearly every country around the world. Additional

information about the company can be found at  
<http://www.whirlpoolcorp.com>.

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