

GO GREEN WITH WHIRLPOOL PROTTON WORLD SERIES REFRIGERATOR

- New International Crystal Shine Design in a range of unique combination of metallic finishes with bold and vibrant colours inspired from Fashion Trends
- India's first Eco Friendly Refrigerators: Attentively Designed to save electricity and prevent cooling loss.
- Available in Multiple capacities (300L, 330L, 410L, 450L and 480L) and Fashion colours to choose from.
- 5 new models including a unique fully automatic 3-door, priced aggressively between Rs 23,400 /- and Rs 46,500/-

New Delhi, April 1, 2010: Whirlpool of India, the subsidiary of Whirlpool Corporation, World's No.1 Home Appliance Company today launched its innovative and premium new range of Frost Free refrigerators -PROTTON World Series. The Protton World series is perfect blend of Intuitive Technology and Consumer Trend.

Keeping the changing needs of the modern day homemaker, Whirlpool has designed convenience rolled in through the door. Superior technology sensitive to human needs is seamlessly transformed into metallic surfaces which blend in with any tastefully designed interiors. The sleek World Class design is framed out for that lasting sparkle. The innovative vegetable drawer provides enormous space for storage keeping the freshness of the vegetables intact.

Whirlpool of India is committed to be an environment conscious company. With the aim of winning the war on global energy crisis, Protton World Series is launched as India's first eco-friendly refrigerator. It will be available in 2 formats, Protton 3 Door & Protton 2 Door format.

PROTTON World Series:3 DOOR (3D)

Protton 3D is India's first fully automatic 3 door refrigerator for systematic & odour free storage of frozen food, fresh food & vegetables separately. It is equipped with segment's largest & separate vegetable drawer (34L) with Freshness Booster System.

The new and revolutionary AIR BOOSTER SYSTEM (ABS) vents present in each zone creates just the right temperature for Frozen Food, Cooked Food and Fresh Vegetables & Fruits. This provides fresher cooling experience 24x7. The new ABS technology makes upto 30% faster Ice making and Bottle cooling than any other refrigerators in India, in this segment. Its special

Freshness Booster System (FBS) in vegetable drawer ensures lasting freshness and storage for more than a week.

It is available in 2 capacities i.e. 300 L & 330 L; the range is available in 4 high gloss finishes: Midnight Blue, Piano Black, Vintage Wine and Snow White. The 3 door format ensures high electricity savings. The 3D models will be available between Rs 23,400/- and Rs 27,500/-.

Protton 2 DOOR World Series: 2 DOOR (2D)

Protton 2D refrigerators strengthen the Whirlpool Portfolio in the 400-500L category. The Protton 2D comes with new & revolutionary International design & aesthetics in high gloss finishes. It offers consumers new lifestyle oriented features like Double Decker Ice twister, Can Rack, Beverage centre, Choco Box & Fruit Crisper.

Protton 2 Door is available in 410 L, 450 L & 480 L; the range is available in 3 high gloss finishes: Piano Black, Vintage Wine and Snow White.

The new Protton 2D range comes with a 5 star energy rating to ensure energy savings, Whirlpool is the only company to offer 5 star energy rating in this segment.

Not just that, but also Protton World Series 2Door refrigerators makes upto 50% faster Ice Making and Bottle Cooling in its segment. It has got the largest vegetable basket with Freshness Booster System.

Commenting on the launch, Mr. Shantanu Das Gupta, Vice President, Corporate Affairs and Strategy, Asia South, Whirlpool said, "We are delighted to present the Protton series of refrigerators to our customers which is another example of Whirlpool's pragmatic innovations for the modern homemakers. This launch is in line with our objective of bringing the latest global technology closer to the lives of our customers."

With a total of 24 models in multiple capacities ranging from 300 - 480 litres this new range offers a wide choice for consumers to choose from. The unique combination of metallic finishes with bold and vibrant colours inspired from fashion trends adds to the style and vibrancy of this new range.

The launch of Protton World Series is the third sub-brand in Whirlpool's Frost Free category, the other two being Mastermind and Professional. The brand was launched in a gala event at Atlantis Hotel, Dubai with Top 250 Dealers of the Country. Protton World Series is now available for sale in markets across India. The market launch will be supported with good looking OPS & display on shop floor and attractive consumer offers (Rs. 10000/- worth Reebok Accessories FREE + Rs. 1500/- Worth Leak Proof, Fridge Fits bottle and containers FREE) supported with extensive media presence.

About Whirlpool of India

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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