

WHIRLPOOL GEARING UP FOR 15% MARKET SHARE IN AC

Whirlpool gearing up for 15% market share in AC category by 2012

- Launches 35 new models in Split AC's under the Mastermind Chrome & Mastermind Aviator series
- 5 new models in the Windows range named as Mastermind Deluxe & Mastermind Royale
- Volumes to go up 3 times in 2010, Geographical expansion to over 200 towns beyond Metros/mini-metros

New Delhi, January 14, 2010: Whirlpool of India, a subsidiary of the Whirlpool Corporation, global manufacturer and marketer of major home appliances today announced aggressive plans for growth in the AC category as it launched a new range in India. The company has launched 30 new products in two sub-brands Mastermind Chrome and Mastermind Aviator. The new range with several unique and premium features is aimed at giving a boost to Whirlpool in the AC category.

The Mastermind series of Air-conditioners has been designed keeping the requirements of consumers in mind. It is an intelligent AC meant to provide the perfect cooling experience without burning a hole in the consumers pocket.

The Aviator and Chrome series are best-in-class energy efficient machines and will be made available in 3 and 5 star BEE ratings only. They have a host of unique intelligent features not available elsewhere that include -(a) India's first sliding panel - The moving panel also ensures greater air flow leading to better cooling, and also protects the internal electronics and the LED panel from dust and other hazards, (b) Advanced 6th sense MPFI- a unique 4 in 4 out capillary design to give fast, powerful, energy efficient cooling, (c) 30 min fast forward cool system - gives very powerful cooling during the first 30 mins of running to give relief to the consumer when he walks in from the heat outside, (d) Aroma Pure System- a scientific combination of filters that removes dust, bacteria and gives a refreshing aroma to the air thereby giving a clean and hygienic environment.

This new range of aesthetically advanced AC's with moving panel are not only glamorous but add to the decor of the room.

In line with its aggressive plans to rapidly augment its share in the AC segment, Whirlpool will expand footprints beyond metro and mini metro cities. The company plans to rope in around 1,500 dealers in more than 200 cities by the end of 2010. In order to ensure a smooth purchase and ownership experience for the customers Whirlpool plans to add around 300 service outlets and 700 exclusive retail manpower.

Commenting on the company's aggressive plans for the category Mr. Shantanu Dasgupta, Vice President, Corporate Affairs and Strategy, Asia South, Whirlpool of India said, "AC segment will be a core growth engine for Whirlpool in the next 4-5 years. We are targeting 15% market share and an increase in volumes by three times in 2010."

"Our aggressive strategy for ACs will be supported by increase in marketing activities for which we have earmarked 10 crore which is 6 times more than current spends on the category. The newly launched products will be supported by a multi-media campaign including above the line - advertising featuring brand ambassadors and a host of below the line activities such as innovative marketing tie-ups, in-shop display, promotions, direct marketing, product demonstrations and workshops", said Shahzad Akhtar, Vice President, Marketing, Sales and Exports, Whirlpool of India Ltd.

Mastermind Chrome and Mastermind Aviator will be available in 5 colors - Sapphire blue, Coral red, Onyx black, Pearl white, Metallic silver and are priced in the range between Rs 23000 to 33000 for Mastermind Aviator and Rs. 21000 to Rs. 33000 for Mastermind Chrome. The Mastermind range of Window Air-conditioners will come with a new look and priced from Rs 14000 to Rs 21000.

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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