

WHIRLPOOL ASSOCIATES WITH KINGS XI PUNJAB

Whirlpool associates with Kings XI Punjab as Official Cooling Partners

New Delhi, February 3, 2010: Whirlpool of India, the subsidiary of Whirlpool Corporation, World's No.1 Home Appliance Company today proudly announced its association with country's biggest sporting event IPL Season 3 as the official sponsor and the "cooling partner" of the Kings XI Punjab team.

Whirlpool's association with the team is a reflection of its belief in team work and winning attitude. Kings XI Punjab reflects a perfect synergy between Whirlpool's brand attributes and the values of team work, confidence and optimism that the team imbibes

Speaking on the occasion Mr. Arvind Uppal, Managing Director, Whirlpool of India said "The Indian Premier League is the most eagerly anticipated event in the sporting calendar of the sub-continent. It is a huge draw for both national and international cricket fans. We are very excited to be an integral part of the tournament through our association with Kings XI Punjab, which is an excellent platform to connect with our customers."

Commenting on the occasion, Anil Srivatsa, CEO Kings XI Punjab, said, "We are thrilled to partner with World' No.1 Home Appliances Company -Whirlpool .They are dynamic and share the same passion like us to promote Cricket. Through this association we are hoping to bring an enthralling season that brings Cricketainment to the general public and some interesting promotions specially for our fans. We will indeed be energized further with our Cooling Partner-Whirlpool. We will need them as we turn up the heat."

Whirlpool India will run a number of promotions during the tournament. As co-sponsors, Whirlpool will have the logo branded on the team's jerseys and also have significant in-stadia presence during Kings XI Punjab matches in the form of board branding, placards, branding on cheer leader podium and seats in designated stand.

Said Mr. Shahzad Akhtar, Vice President Sales, Marketing & Exports, Whirlpool of India Limited "The strong equity that Whirlpool enjoys in delivering best cooling through its refrigerators and air conditioners makes us the rightful "cooling partner" for Kings XI Punjab which is a team that stands for high performance as well. We have recently launched a new range of air conditioners and have some new refrigerator launches planned as well, and

the association with the third season of the Indian Premier League will help us roll out a series of exciting activities across the country".

To add to the excitement the company is planning to offer an opportunity to its customers to interact with the members of the Kings XI Punjab team through a number of innovative activations, which will be launched in the near future.

Whirlpool India also announced its plans to run a new ad campaign with the Kings XI Punjab team icon Yuvraj Singh along with the company's brand ambassador and star couple Ajay-Kajol to endorse its new range of airconditioners. The company is planning to air the campaign during the same time as IPL matches

Whirlpool of India recently announced aggressive plans to augment its share in the AC segment. The company plans to capture 15% market share by 2012 and treble sales by 2010. Whirlpool launched 44 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.

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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