

WHIRLPOOL REDEFINES WASHING MACHINES IN INDIA

Whirlpool redefines washing machines in India, launches the all new 'Whirlpool ACE washstation'

Ace to boost Whirlpool's portfolio of Semi-automatic Washing Machines

New Delhi, November 12, 2010: Whirlpool of India, a subsidiary of the Whirlpool Corporation, global manufacturer and marketer of major home appliances, today launched a range of new semi automatic washers- 'Whirlpool ACE Washstation'. Whirlpool Ace is a thoughtfully designed iconic product that blends both form and functionality redefining the Indian semi-automatic washing machine segment.

Thoughtfully designed, Whirlpool Ace comes with smooth edges and a curved body that provides easy access around the machine. The unique top surface on the machine enables the consumer to sort, stack and carry dry clothes , which completely redefines the usage experience on the washing machine Adding more to the consumer's comfort, its optimum height relieves the user from bending while washing. It comes with a unique handle and big wheels to ensure a smooth mobility of the machine

Equipped with the unique and patented technology "Agitator", Whirlpool Ace will replicate the way clothes are scrubbed with hands along with an additional roll-over movement that gives them a thorough yet gentle wash. Whirlpool Ace will come in 3 variants and 2 Capacity points i.e 7.5 Kg and 8Kg with prices ranging from INR 9200 to INR 10200.

Speaking on the occasion Mr. Shantanu Dasgupta, Vice President, Corporate Affairs and Strategy said, Innovation is a fundamental reason why Whirlpool is such a preferred brand. Whirlpool Ace Washstation is yet another innovative product offering from the brand, combining - for the first time in India - a workstation with a washing machine that will remove the drudgery associated with the wash routine."

The newly launched range will be supported by a multi-media campaign including above the line - advertising and a host of below-the-line activities innovative marketing tie-ups, in-shop display, promotions and product demonstrations.

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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