

WHIRLPOOL OF INDIA LAUNCHES ITS JET CHEF AND FAMILY CHEF COLLECTION OF MICROWAVES

Launches 6 models priced between Rs.10,990/- to Rs.18,590/-

New Delhi, April 21, 2010: Whirlpool of India, a subsidiary of the Whirlpool Corporation, World's No.1 Home Appliance Company today launched six new models of convection Microwave Ovens (MWOs) as a part of its Jet Chef and Family Chef Collection.

Continuing with its revolutionary design and advanced technology offering, Whirlpool's new microwaves feature many top-of-the-line functions that combine innovative functionality with superior technology to meet the needs of the modern homemaker. The microwave ovens feature highlights like the "first-ever" Magiclean, a unique non-stick surface coating for MWO cavity that ensures hassle-free cleaning and the Microtawa that allows for cooking of crispy meals. Further enhancing efficiency are the Dual Emission system and the Forced Air Convection System functions that make the Jet Chef and the Family Chef the Best In Class cooking platform.

Differentiating the MWOs are their unique Whirlpool invented functions like the Jet Defrost system that allows for defrosting up to 7 times faster than the conventional microwave ovens and the Special Crisp System, another distinctive Whirlpool invention, with its '3-heat sources in one' feature allowing even and healthy cooking, without the danger of burning. The 3D revolutionary technology provides additional guarantee of a thoroughly and evenly cooked food through its even distribution of the microwave energy within the cooking cavity.

The products, in the in price range of Rs.10,990 to Rs.18,590, are available in capacities of 25L, 27L, 30L and 31L in White, Black and Silver colours. All these new MWOs are available across all Whirlpool dealer outlets across the country.

Speaking on the occasion Mr. Shantanu Dasgupta, Vice President, Corporate Affairs and Strategy, Asia South, Whirlpool said "Whirlpool has always been known for its pioneering ideas across product categories. Along with our objective to offer customers the best products and as a result of extensive research, our new ranges of MWOs provide customers with exciting new features combined with an improved user experience that is the hallmark of Whirlpool."

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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