

# PLANS 23% MARKET SHARE WITH THE NEW LAUNCH

## Whirlpool launches 22 new variants of Protton World Series Refrigerator

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Trichur, August 17, 2010: Celebrating 99-years of creating happier homes this Onam, Whirlpool of India joined hands with the children from Goonj and the people of Kerala to create history and enter into the 'Limca Book of Records' with the world's largest Pookalam or Floral carpet.

The grand fanfare saw enthusiastic participation from Whirlpool, numerous children supported by the NGO Goonj and people of Kerala who turned up in large numbers to be a part of this momentous occasion. The 'record-breaking' 14,400 sq ft Pooklam was created in 3-hours using 12.5 tons of fresh flowers in the presence of the officials from the Limca Book of World Records.

Mr. Shantanu Das Gupta, Vice President - Corporate Affairs & Strategy, Asia South, Whirlpool of India, who was present to witness the performance and cheer the participants, said "We are delighted with this performance and would like to congratulate the participants, especially the children on achieving this remarkable feat. We at Whirlpool always believe in doing things differently and wish to create many memorable experiences like these for our consumers."

"I also would like to take this opportunity thank the people of Kerala for extending their support in our Share for a Cause project. We have received an overwhelming response from consumers across the state. This is the first time any company has made a platform for the consumer to engage in Social initiative and basis the response we are going to take this at a national level".

Whirlpool had announced the launch of its social initiative where it joined hands with Goonj, a reputed NGO working with under privileged children. As a part of the initiative Whirlpool donated a part of its sales during Onam to the NGO. Also, as a commitment to society, Whirlpool created multiple platforms to facilitate consumer participation in its wide-reaching social program.

Receiving heartening response from consumers throughout the state of Kerala, the 30-day long program engaged 'road vans' touring 30 catchment areas, across 14 districts in Kerala. While the road vans served to directly engage more than 1Lac consumers with the cause, over 5,000 customers came

forward on the shop floor through the 'interest to donate' brochures placed in over 200 shop-floors extending the reach of the program. A testimony to the success of the program is the quantity of merchandise collected which includes: more than 80,000 clothes, 4000+ toys, 12,000+ Books and stationary collected with the numbers going up still!

With an aim to be a part of every consumer's life in Kerela, the company has launched various interactive initiatives that not only creates happier moments for its consumers but also has a promise to extend happiness beyond their homes this festival.

For the first time, Whirlpool India offers assured gifts to all its customers on purchase of any Whirlpool appliance. The on till 15th Sept 2010 gifts customers a 26pc Year Dinner Set worth Rs.1,599 on purchase of a refrigerator/ microwave, 1 years' supply of RIN/SURF on purchase of Washing Machine and Reebok Shoe worth Rs. 3,499 on purchase of Air conditioner/water purifier.

### 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 70,000 employees, and more than 69 manufacturing and technology research centers around the world. The company markets Whirlpool, KitchenAid, Maytag, 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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