

WHIRLPOOL EXPANDS ITS FOOTPRINT IN PUNJAB

Launches new brandshops in Amritsar and Jalandhar

Punjab, August 11, 2011: Whirlpool of India, the subsidiary of Whirlpool Corporation, World's No.1 Home Appliance Company has expanded its presence in the retail segment with the launch of 3 New Brand shops, 1 in Jalandhar and 2 in Amritsar, making it to a total of 18 exclusive Whirlpool showrooms in Punjab. The new brand shops were inaugurated by Mr.Vipul Sabharwal, VP, Sales, Service & Brand, Whirlpool of India.

The new Brand Shops in Amritsar and Jalandhar, having a combined shop area of over 2500 square feet and 2100 sq ft respectively, will serve as a one-stop-shop showcasing Whirlpool products across categories - Refrigerators, Washing Machine, ACs, Microwaves and Water Purifiers. To add more excitement, the company is also offering various offers to its customers on every purchase from these new exclusive shops. The showrooms will display the recently launched products, including the new range of Protton World series Refrigerator and new range of cooking products such as hobs and hoods and built in ovens.

Speaking on the occasion, Mr. Vipul Sabharwal, VP, Sales Service & Brand, Whirlpool of India, said, "Punjab is an important market for us. The opening of new brandshops in the state showcases our commitment to offer our customers an unparalleled experience of innovation, quality and excellence. Through these shops, we aim to ensure a strong presence in the growing organized retail market across India and intend to achieve a market share of 35% in Punjab by the end of this year."

Re-defining retailing standards in the consumer durables market, the Whirlpool Brand Shops enable consumers the complete freedom to make their selection, depending on their requirements in terms of technology, capacity and product features, or in terms of aesthetics, including colours, finishes, etc.

ABOUT Whirlpool Corporation

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of \$18+B in 2010, 67,000 employees, and 67 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, 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>.

ABOUT Whirlpool Corporation's 100th Anniversary

Founded on November 11, 1911, Whirlpool Corporation has influenced home and family life during the last century. The company is driven by the belief that everyone needs a comfortable place to call home and has a 100 year history of creating better ways of cooking, cleaning, refrigerating and storing. By focusing on one person, one family, one home, one community at a time, Whirlpool Corporation is committed to creating better lives, better homes and a better world.

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