

WHIRLPOOL OF INDIA UNVEILS ITS FESTIVAL PROMOTION

Whirlpool of India unveils its Festival Promotion 'Sab ka Jashn, Sab ki Jeet'

- Assured gift with every Whirlpool Appliance
- New products launched in the washing machine, refrigerator and microwave categories

New Delhi, 21st September 2011: Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's No. 1 home appliance manufacturer, today unveiled its mega festival promotion called 'Sab ka Jashn Sab ki Jeet'. Commencing on September 15 2011, this promotion will run on an all India basis until October 31, 2011.

'Sab ka Jashn Sab ki Jeet' is sure to generate a lot of excitement for Whirlpool consumers during the festival season. The company is offering a cash voucher from Yatra.com worth Rs 2300 as an assured gift to its customers on every purchase of a Whirlpool appliance. The voucher will entitle the customers to avail a discount of upto Rs 1,000 on flight bookings and Rs 1,300 on Hotel bookings through Yatra.com. The vouchers can be redeemed until 31st March 2012 for travel and stay till 30th September 2012, allowing consumers sufficient time to plan their vacation.

Additionally, Whirlpool is also offering a sumptuous discount of 40% on Whirlpool air conditioners to 25,000 lucky customers who will be chosen through a scratch card.

Whirlpool India has also launched a series of products in sync with the festival season. The company has launched new models in top loading washing machines with 2 capacity points 7kg and 7.2kg and front loading in 5.5kg capacity. The all new 360° Bloom Wash, the washing machine with radically different washing technology, has been launched as a part of festive as well as Whirlpool Corporation's 100 years celebration. Also 'Whirlpool ACE washstation' has been introduced at a new lower capacity point of 6.8kg. Whirlpool has also launched new models in Microwave Grill and Convection segment and new colour finishes and capacity points in its Refrigerator range.

As a part of the consumer promotion, the company would be giving away gifts worth Rs.150 Cr during the festive season. The Diwali promotion and the newly launched products will be supported in print and radio and through a

host of innovative activities such as OOH, Digital & Outdoors. The total advertising and marketing spend earmarked for the Diwali promotion this year is in the range of Rs. 12-15 crores.

Commenting on Whirlpool's offers during the festival season Mr. Shantanu Dasgupta, Vice President- Corporate Affairs & Strategy, Whirlpool India said, "We are extremely delighted to launch innovative consumer offer 'Sab ka jashn Sab ki jeet' for all our customers during this festive season. To enhance the festive fervor we are offering a new range of products across different categories. With a target to grow at 15-20% over last year, we are aiming for sales of around 700 crores during this festive season."

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$17 billion in 2009, 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. Whirlpool Corporation is focusing on improving lives one person, one family, one home, one community at a time.