

# MUMBAI HIGH COURT GRANTS INJUNCTION IN FAVOUR OF WHIRLPOOL IN A DESIGN INFRINGEMENT CASE AGAINST VIDEOCON INDUSTRIES

Mumbai, August 2: Hon'ble High Court of Mumbai passed an interim injunction order on 25th July 2012 in Suit No. (L) 1675 of 2012 titled Whirlpool of India Limited Vs. Videocon Industries Limited restraining Videocon from selling their washing machine marketed under the brand name 'Pebble' which is a clear imitation of Whirlpool's ACE washing machine. It was established that Videocon infringed a registered design (Nos. 223833 and 223835) granted in favour of Whirlpool of India, a subsidiary of Whirlpool Corporation which is the world's # 1 manufacturer and marketer of major home appliances.

The court ordered Videocon to immediately recall its washing machine under brand name 'Pebble' from the market. The balance of convenience and irreparable injury are also in favour of Whirlpool. The court also upheld that Whirlpool has also made out a case of passing off.

Whirlpool had launched its Ace Washer in September 2010 and Videocon launched its Pebble semi automatic washing machine in June 2012 with substantially similar design of semi circular wash area and square spin area at a comparatively lower price. Whirlpool Ace washer is the best selling model in semi automatic washer category since its launch. It is a thoughtfully designed iconic product that blends both form and functionality redefining the Indian semi-automatic washing machine segment.

## 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.