

WHIRLPOOL ADDS SPARK TO THE ONAM FESTIVITIES IN KERALA

Introduces New Range Of Built-In Kitchen Appliances

Kochi, July 20, 2012: Whirlpool of India, a subsidiary of the Whirlpool Corporation, the world's # 1 manufacturer and marketer of major home appliances, today announced the launch of their innovative range of built-in kitchen appliances and unveiled an exciting Onam promotion 'Sadhyagosham' for its customers in Kerala commencing from July 15, 2012 till September 15, 2012.

Known for its strength in innovation, Whirlpool has introduced an exquisite range of European styled products with 6th Sense™ Technology that gives you a dream kitchen for perfect cooking. Manufactured with the latest technology, the kitchen comes equipped with India's first fully automatic chimney with 1200m³ suction capacity which is ideally suited for Indian cooking and an intelligent premium oven that cooks up to three dishes at the same time. The range includes a never-seen-before combination product: a Microwave-cum-Hood that integrates a Microwave and Hood (chimney) into one product as well as a stand-alone 51 L built-in microwave.

The new European styled kitchen appliances also include built-in powerful hob burners, dishwashers and water purifiers with 15L storage Tank.

Speaking on the occasion Mr. Shantanu Das Gupta, Vice President - Corporate Affairs & Strategy, Whirlpool of India, said, " Kerala is a very important market for Whirlpool and the customers here have reposed great faith in us and their overwhelming response to our products have helped us grow our market share across categories. We are delighted to introduce the latest range of Built-In kitchen appliances to the Kerala market. The Whirlpool built-in-kitchens are best in class with superior technology that not only increases efficiency with their ease of use but also makes cooking a pleasure"

" Onam is a time for celebration in this region, and when a customer buys a Whirlpool product during this period, we would like to use the opportunity to offer them a whole host of benefits which could add to their festivities and celebrations." he further added.

To add magic to the festivities of Onam, and in response to the ecstatic participation by Keralites in the Onam promotions last year, Whirlpool has

announced very engaging initiatives for its customers this year. As part of this year's promotional celebrations, customers will get rewarded with an assured gift ranging from 6 piece Yera Dinner sets worth Rs.699 to 12 piece Yera dinner sets worth Rs.1199. In addition, more than 500 newly launched kitchen appliances will be given away to lucky winners in Whirlpool's scratch card offer.

Above all, there are 10 bumper prizes whereby Whirlpool customers stand a chance to win complete kitchen worth Rs.2.5 lakh. The kitchen package includes appliances worth Rs. 1.8 L and a complete make-over of the lucky winners' kitchen worth Rs.70K. The 10 lucky customers would be selected through a lucky draw to be held in October.

The Onam promotion will be supported by a multi-media campaign including above the line - advertising featuring our brand ambassadors Kajol & Ajay Devgan and a host of below-the-line activities such as innovative marketing tie-ups, in-shop display, promotions, direct marketing, and product demonstrations.

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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