

WHIRLPOOL AIMS FOR MARKET LEADERSHIP IN HOME APPLIANCES

Launches New, Innovative and Intuitive Products in 70% of Portfolio

- Targets leadership in Refrigerators & Washers in 18 months; leadership in home appliances in 3 years
- New products in 6 categories from premium to mass, straddling multiple price points
- Invests > Rs 100 Cr on Innovation
- Redefines performance : fastest cooling in Refrigerators ; industry's cleanest wash in washers

New Delhi, March 22, 2012: Whirlpool of India, a subsidiary of the Whirlpool Corporation, the world's #1 manufacturer and marketer of major home appliances, today announced aggressive growth plans for the Indian market as it unveiled its new products across 6 categories - Refrigerators, Washing Machines, Air Conditioners, Microwave, Water Purifiers and Built-in kitchen appliances - in the presence of its brand ambassador Kajol. The new portfolio expands Whirlpool's presence across multiple categories, and the launch of products in premium and super premium price segments is an indicator of the opportunity it sees in emerging India.

Mr. Arvind Uppal, President Asia Pacific and Chairman & Managing Director, Whirlpool of India, said, "As always, our endeavor has been to introduce appliances that will be valued for performance, quality, design and differentiated features, which have been Whirlpool's hallmark of success. This launch is distinctive in its scale: the breadth of categories and the number of offerings are unprecedented and positions Whirlpool to cater to every segment in the consumer pyramid. With this launch we are aiming for leadership in Refrigerator and Washers in the next 18 months and overall leadership in Home Appliances in the next 3 years".

Whirlpool's new and innovative home appliance product line-up includes the following:

1. A new range of Frost Free Refrigerators called Neo iChill
2. A new range of Direct Cool Refrigerators called Icemagic.
3. Two new model line ups of Spilt Air Conditioners: 3D Cool and Chrome Turbo
4. A new range of kitchen products comprising Built-In Ovens, Barbeque, Hobs

and Hoods

5. WhiteMagic 1-2-3 nxt with new and advanced 6th Sense technology and WhiteMagic SplitWash Washing Machines

6. MagiCook 1-2-3 Microwave Oven

The new product line-up is a consequence of incisive consumer insights drawn from extensive market research and testing. Combined with Whirlpool's intuitive and intelligent '6th Sense' technology, the new range of products contain a high degree of consumer-relevant innovation and comes with Whirlpool's assurance of high performance, design and quality.

Speaking on the occasion, Bollywood icon & Whirlpool's Brand Ambassador Kajol stated, "It is a pleasure to be associated with a brand so committed to meeting the aspirations of Indian homemakers in cooking, cleaning, washing and cooling. What is amazing is Whirlpool's ability to offer products that appeal to such a wide spectrum of consumers. Their expertise in design and innovation is evident in the products that have been launched this summer."

The newly launched products will be supported by a multi-media campaign including above-the-line advertising featuring Whirlpool's brand ambassadors, Kajol & Ajay Devgan and will be supported by a host of below-the-line activities such as novel marketing tie-ups, social media, in-store activities, promotions, and direct marketing. The total advertising and marketing spend earmarked for this year is ~Rs. 100 Cr

Brief details of the new products and prices are provided in the Annexure.

ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2011, 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>.

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PRODUCT INFORMATION

Please Note: Images of the New Products are in the CD
Icemagic Direct Cool Refrigerator : India's Fastest Ice maker

Key Features 1) 6th Sense Technology Quick Ice: 40% faster than any other comparable product
2) Automatic Defrosting: India's first fully automatic single door refrigerator
3) Power-Cool: super chilling up to 12 hours in power outages
4) 5* energy rating
Capacities 190 L and 215 L
Price Range Rs 11,350 to Rs 16,450

Neo iChill Frost Free Refrigerator

Key Features 1) Chills bottles 40% faster in unique 'Quick Chill Bottle Zone'
2) Makes ice 50% faster
3) Retains cooling for 25% longer during power outages
4) 4* and 5* energy rating
Capacities 340 L, 360 L, 410 L, 450 L and 480 L
Price Range Rs 27,000 to Rs 50,000

WhiteMagic 1-2-3 nxt

Key Features 1) New and Advanced 6th Sense Technology
2) In-built Heater
3) Removes 15 types of stains
Capacities 6.2 kg to 7.0 kg
Price Range Rs 13,000 to Rs 20,000

WhiteMagic SplitWash

Key Features 1) Small basket inside large (Split Basket), delicates can be washed in main wash cycle
2) In-built Heater
3) Removes 15 types of stains
Capacities 8.0 kg
Price Range Rs 27,000

3D Cool and Chrome Turbo Split Air Conditioners

Key Features 1) Multiple vents on 3 sides - an India first
2) Optimized hardware-software for faster cooling at lower electricity consumption
3) 3* + energy rating
Capacities 1.0 T, 1.5 T and 2.0 T
Price Range Rs 21,000 to Rs 35,000

New Reverse Osmosis Water Purifier with MES

Key Features 1) Mineral Enhancement System (MES) adds back essential minerals
2) Water Quality Association (USA) Gold Seal of quality for all components

and filters

Capacities 6.5 L and 8.5 L

Price Range Rs 16,250 and Rs 17,250

MagiCook 1-2-3 Microwaves

Key Features 1) Simplified, sequential user interface

2) 64 auto cook menus, highest in the 20 L segment

3) Stylish looks

Capacities 20 L Solo and 20 L Grill

Price Range Rs 5,500 to Rs 7,500

Built In Kitchen Appliances

The new suite of products - designed in Europe - include Built-in Microwaves, Ovens, Hobs, Hoods, Barbeque, Deep Fryer, and an Under-the-Sink Water Purifier. The range includes a never-seen-before combination product: a Microwave-cum-Hood that integrates a Microwave and Hood (chimney) into one product.

The price ranges of these products are

Hobs from Rs 12,990 to 23,990

Hoods from Rs 9,990 to Rs 22, 990

Ovens from Rs 35,000 to 44,990

Microwave from Rs 70,000 to 80,000

Under-the-Sink Water Purifier Rs 15,750

Unique Microwave-Hood combination Rs 29,990

Barbeque Rs 35,000