

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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