

# WHIRLPOOL ADDS MAGIC TO THE ONAM FESTIVITIES IN KERALA

Announces special initiatives for Kerala market

Kochi, August 13, 2013: Whirlpool of India, a subsidiary of the Whirlpool Corporation, the world's # 1 manufacturer and marketer of major home appliances, today announced its aggressive plans and unveiled exciting promotion 'Ticket to Happiness' for the Kerala market during Onam. Commencing from August 5, 2013 the offers will be valid till September 20, 2013.

In response to the ecstatic participation by Keralites in the Onam promotions last year, Whirlpool has announced unique offers for its customers this year. As part of this year's promotional celebrations, customers will get rewarded with an assured gift. On purchase of Direct Cool, Semi automatic Washing Machine & Microwave Ovens consumer gets a Yera 9pc Dinner worth Rs.899 and on purchase of Frost Free Refrigerators, Fully Automatic &, Front Loading Washing machines an Oster/Inalsa Dry Iron worth Rs 995 or a Bajaj Steam Iron worth Rs.1299 which can be won through a scratch card. In addition to this, there is a bumper prize whereby Whirlpool customers stand a chance to win couple return ticket to Dubai. 51 lucky customers would be selected through a lucky draw to be held during second week of October 2013.

Whirlpool, through its special initiative 'Gift An Onam' introduced for Keralites is all set to spread the magic of Onam celebrations across the state. As part of this initiative Whirlpool will fly down people from Middle East to Kerala for the occasion of Onam. The ones who have not celebrated Onam in Kerala for more than 3 years along with their families becomes eligible for sending across nominations and the most eligible 25 candidate's basis the number of years spent away from Kerala will be selected. Anyone can nominate their loved ones to participate in this initiative through a dedicated microsite [www.giftanonam.com](http://www.giftanonam.com)

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. Our customers have shown great faith in the brand due to which we enjoy leadership position. It has therefore been our endeavor to bring in the best to Kerala consumers. With this special initiative during Onam, we believe we will not only win consumer's heart but also further consolidate our leadership position. We are targeting a growth of 25% and 200 Cr turnover during this year."

Celebrating the spirit of Onam, Whirlpool has also launched new range of products across categories for its customers in Kerala, which include 'Genius Refrigerators', in the Direct Cool Segment, comes with an excellent storage capacity and Quick Ice Technology that makes ice 40% faster. Available in the capacity of 230 L, Whirlpool Genius includes new high-definition patterns in rich Wine and Gray colors. In the Frost free segment, the new Professional range of refrigerators has been launched with excellent space management and intelligent cooling technology. In an endeavor to provide homemakers a magical cooking experience the new range of 'Magicook' Microwaves has been introduced with 93 Auto Cook recipes, highest in the entry level segment.

In the Air conditioners segment, Fantasia is the latest range of split air conditioners which comprises of fast, powerful and efficient, Whirlpool's 6th Sense Inverter Technology with Variable Speed compressor that can dynamically adjust the cooling capacity of the AC accurately based on your needs to  $\pm 0.5$  degree C ensuring that you never feel too hot or too cold. It features a Unique 3-Way Air intake system called 3-D Cool Technology that draws in more hot air than an ordinary AC while saving up to 40% more energy combined with R410a refrigerant which is an environmentally friendly refrigerant that does not contain ozone depleting elements. The company has also introduced new products in the Fully-Automatic as well as Semi-Automatic Washing Machines.

The Onam promotion will be supported by 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>

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