

WHIRLPOOL INDIA LAUNCHES NEW MASTERPIECE DIRECT COOL REFRIGERATOR

Offers performance cooling through Segment first features Aims to garner 24% market share in the DC segment amidst slowdown

New Delhi, April 10, 2013: Whirlpool of India, a subsidiary of the Whirlpool Corporation- a global manufacturer and marketer of major home appliances, has introduced Masterpiece refrigerator in direct cool segment that assures enduring performance and extra-ordinary functionality at competitive price. This new product is a reiteration of the company's strengths, not just in understanding the needs of the consumers, but also in innovating constantly to introduce better, more advanced products according to the dynamic operating environment.

The all new Masterpiece refrigerator features tempered glass shelves that are stronger and less prone to cracking than regular glass thus providing unmatched durability and transparency to locate objects at a glance. Unlike other refrigerators, this product has the best ratio between freezer and refrigerator for vegetarians. The freezer is adequate for ice making and storage of ice creams. The remaining space has been devoted to the refrigerator compartment which is valued by vegetarians as it can store more vegetables, milk etc. Keeping in mind the user expectations of maximum space in minimum cost; the Masterpiece refrigerator has an integrated patented pedestal for storing vegetables which do not require refrigeration such as onions and potatoes.

The new R600a refrigerant used in the Masterpiece refrigerator ensures better and faster cooling while Whirlpool's CLP compressor is more efficient as it works at a lower pressure that reduces noise and increases compressor life. In addition, it has a unique feature of automatic defrost, that prevents ice from building up. The new model comes in a choice of classy colour finishes and full-chrome handles.

Speaking about the new launch, Mr. Shantanu Dasgupta, Vice President, Corporate Affairs & Strategy Whirlpool of India, said, "We are delighted to launch the new Masterpiece refrigerator in direct cool category. Given the recent slowdown, we wanted to focus on the segment which according to our research has maximum potential for growth. The new model boasts of

superior aesthetics, ensures excellent cooling and is competitively priced to suit the needs of those who do not want to replace their fridge every few years. We feel that this new product will give us a distinct edge and help strengthen our leadership in the DC segment with an increase of 2.5% in marketshare by June'13".

Priced at Rs 10350-Rs 11700, it will be available in the capacity of 180 Litres and offers extra space, advanced technology, excellent performance, appealing aesthetics. The product will be available across all retail outlets selling Whirlpool products.

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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