

# WHIRLPOOL OF INDIA OPENS “WHIRLPOOL HAUTE KITCHEN” - ITS FIRST EXCLUSIVE BUILT-IN EXPERIENCE CENTRE IN JAIPUR

Whirlpool Built-In Appliances brings you the best of European styling and functionality

Jaipur, November 14, 2014: Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading home appliance company, today announced the opening of its first exclusive Built-in showroom called as 'Whirlpool Haute Kitchen' in Jaipur, Rajasthan. This is the first Built-in Store in India by Whirlpool. It brings the best of European styling and functionality offering a complete range of Built-in products from Built-in Hobs, Built-in Hoods, Built-in Coffee Machine, Built-in Oven, Built-In Microwave Oven, Built-in Refrigerator, Built-in Water Purifier, Built-in Steam Oven and Built-in Dishwasher.

Whirlpool Haute Kitchen is located at Vaishali Nagar, Opp. Vijay Dwar, Main Queens Road, Jaipur. The experience center showcases all the three different Built-in ranges, Glamour, Ambient and Genesis in a conceptual and functional environment.

## **Glamour: Make it your masterpiece**

Best in class in terms of innovation and performance makes this state-of-the-art range the most premium across the world. A detailed emphasis on steel, sharp lines and non-glitz material makes this range elegant and a reflection of good taste.

## **Ambient: Synthesis with your surroundings**

With contemporary and classical aesthetics paired with cutting-edge performance, this line helps in achieving a fine sense of balance and harmony with its surroundings

## **Genesis: Welcome to the new age**

Announcing the store launch, Mr. Rajiv Kapur, Vice President - New Business & Consumer Interface, Whirlpool of India said, "We are extremely excited to be here in Jaipur with our first Built-in experience centre in India. With Whirlpool range of Built-in kitchen appliances available in India and its

growing demand, it was imperative for us to have a stand-alone store where the homemakers can come and have experience of the whole range in its full glory and functional form. I am hopeful that with Whirlpool range of Built-in kitchen appliances, the homemakers can now transform their kitchens into modern marvels."

Speaking on the occasion, Mr. Shantanu Das Gupta, Vice President - Corporate Affairs & Strategy, Whirlpool of India said, "Kitchens are becoming an important part of the home and consumers want a modern kitchen with latest gadgets. Whirlpool's Built In appliances satisfies this need like no other brand. Indeed, our Built in range exemplifies our brand promise of "Designed to Delight" as they are crafted to meet the highest expectations of performance and aesthetics. Manufactured in Europe, this range is as international and contemporary as it can get. We see huge opportunity in this business and plan to double it every 3 years."

Sleek and simple designs of Built-in appliances are sure to make cooking a pleasure and infuse a refreshing energy into your kitchen. The ease of use and precision cooking will also help in increasing your efficiency. Now you can create magic in the kitchen and surprise everyone with mouthwatering delights, everyday! With Whirlpool built-in kitchen appliances, you will never run out of ideas.

### About Whirlpool Corporation

Whirlpool Corporation is the world's leading global manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2013, 69,000 employees, and 59 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. We earn the trust of consumers in nearly every country by focusing on what matters most. Additional information about the company can be found at <http://www.whirlpoolcorp.com>

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