

WHIRLPOOL UNVEILED AN EXCITING PROMOTION FOR THE ONAM FESTIVAL

This Onam, Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, is reaching out to the people of Kerala and giving them an additional reason to celebrate Onam in their own style. Commencing from today and continuing till September 15 2014, Whirlpool of India has unveiled an exciting promotion for the Onam festival.

Every person who buys a Whirlpool appliance between 1 August and 15 September will get an Arrow or Revlon gift hamper or a Yera Bowl set as assured gift as well as an opportunity to enter a unique contest. Along with the entry form, couples can send in their own story of Onam, explaining how their way of celebrating the festival is unique and different, and what they add as a special touch to the festivities. The 10 most interesting entries will be eligible for a grand prize.

The grand prize - offered to all 10 winners - consists of a complete beauty treatment for a couple, a bouquet of Whirlpool appliances consisting of Frost Free Refrigerator, Fully Automatic Washing Machine, Microwave Oven and Split Air Conditioner, and an opportunity to get featured in Grihalakshmi magazine along with their story and photograph.

Announcing the Onam bonanza for Kerala, Shantanu Das Gupta, Vice President - Corporate Affairs & Strategy, Whirlpool of India, said, "At every Onam, Whirlpool tries to give its customers in Kerala a special reason to cherish the festival. This year we have created a platform for couples to share how they make Onam memorable. what is that special touch they add, what is the style in which they celebrate to make an age-old tradition enjoyable and meaningful. The 10 best stories will be publicized in Grihalakshmi, along with pictures of the winning couples."

With this initiative we not only help our customers celebrate Onam in their own style, we also wish to consolidate our leadership position in Kerala. We are targeting a growth of 20% and turnover of Rs 180 Cr during the season" Das Gupta added.

Keeping the celebration spirit, Whirlpool has also launched new range of products across categories for its customers in Kerala. The new range includes Whitemagic Royale and Ace 8.2 Royale in the washing machine category. Whitemagic Royale is the first fully automatic washing machine with SPA wash system. The new SPA wash system delivers the whitest white wash with the newly designed prime mover and drum combination along with 40% less

tangling. Ace 8.2 Royale has smooth edges, curvaceous body and a convenient work station to sort and stack clothes at one place.

Maintaining its legacy, Whirlpool has launched its frost free range of Neo ichill in a wide variety of colours and finishes. Its deep freeze technology controls the cold air movement in the refrigerator resulting in up to 40% faster bottle cooling and up to 50 % faster ice making.

In the air conditioners segment, 3D Cool Climate Control is a new engineering marvel 'designed to delight' the customers. The revolutionary patented dual fan based compressor cooling technology enhances the performance of the compressor to perform even under extreme hot ambient conditions of 55 degree Celsius. In an endeavor to provide homemakers a magical cooking experience the new range of 'Magicook' Microwaves has also been introduced with 93 Auto Cook menus to delight the family.

Whirlpool of India has also launched a robust 360 degree communication campaign across mediums like television, print, radio, cinema, outdoor, digital, retail activation etc. to support its Onam promotions.