

WHIRLPOOL OF INDIA AND INDIAN INSTITUTE OF ARCHITECTS NORTHERN CHAPTER PRESENTS KITCHEN ARCHI- TECH

Architect Seminar to understand the evolution of Kitchen & Appliances
Reaching out to over 1500 architects in Delhi NCR

April 10, 2015, Delhi: Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading home appliance company, has announced the launch of Kitchen Archi-Tech, a one of its kind seminar for architects, in association with the Indian Institute of Architects in Delhi. The seminar was aimed at generating awareness among the architectural fraternity about new advancements in design and technology of appliances for the kitchen which today is a key space in any house and gets considerable attention during planning its construction.

The seminar aimed at showcasing the transformation of kitchens from the corner of a home to an integral part of the home. It highlighted the latest technologies, designs and future trends in the kitchen industry. Kitchen Archi-Tech also focused on how Built-in Kitchen appliances from Whirlpool has contributed to the changing face of the world's Built-in Appliance business.

The term Built-in is given to those kitchen appliances that are designed to integrate with the kitchen cabinetry and are ideal for modular kitchens which are fast becoming the vogue in India. Versatile and technologically advanced, these appliances add a touch of class while making cooking a pleasure. These products increase efficiency with their ease of use and precision cooking.

Speaking at the event, **Mr. Shantanu Das Gupta, Vice President - Corporate Affairs & Strategy, Asia South, Whirlpool of India** said, "Kitchen Archi-Tech gave us the platform to reach out to various architects whose opinion matters when customers seek their views on construction or renovation of their homes. The main intent of the seminar was to create awareness of our Built-in range, the exceptional value we bring to this new category because of our global linkages, and the capabilities in installation and service we have developed locally to serve our retail and institutional customers."

Mr. Rajiv Kapur, Vice President - New Business & Consumer Interface, Whirlpool of India said, "We are extremely thrilled to associate with the Indian Institute of Architects to organise Kitchen ArchiTech. With this seminar we aim to reach out to the 1500+ strong influencer architect community

keeping them abreast with our premium range of Built-in appliances. We are hopeful of this seminar with architects, of taking the brand, Built-in, a step closer to our customers."

Mr. Ashutosh Kr. Agarwal, Chairman, The Indian Institute Of Architects, Northern Chapter said, "We are happy to have associated with Whirlpool of India. Kitchen ArchiTech has evolved as a great knowledge sharing platform to exchange information about the recent developments in the home space and what companies like Whirlpool are offering in order to meet these evolving consumers' needs."

About Whirlpool Corporation

Whirlpool Corporation is the number one major appliance manufacturer in the world, with approximately \$20 billion in annual sales, 100,000 employees and 70 manufacturing and technology research centers throughout the world in 2014. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, Jenn-Air, Indesit and other major brand names in more than 170 countries. Additional information about the company can be found at WhirlpoolCorp.com.

About The Indian Institute of Architects

The Indian Institute of Architects (IIA) is the national body of Architects in the country. Having started in the year 1917, the institute today has more than 19000 members. The Institute has a major role to play in promoting the profession of architecture by organizing and uniting in fellowship the Architects of India to promote aesthetic, scientific and practical efficiency of the profession both in Practice and in Education. The Northern Chapter of the Institute was started in 1956.

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