

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

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

New Delhi, March 4, 2015: Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading home appliance company, has opened its first exclusive Built-in showroom called as 'Whirlpool Haute Kitchen' in Bangalore, Karnataka. This is the first Built-in Store in the region 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.

The term "Built In" is used to describe 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.

Whirlpool Haute Kitchen is located at No.11 3rd Main, 80ft Road, K.R Garden, 8th Block Koramangala, Bangalore. 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-glitzy 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

The genesis line gently yet beautifully highlights the decor of your kitchen, while its sleek yet simple appliances are best in terms of performance.

At the store launch, Mr. Rajiv Kapur, Vice President - New Business & Consumer Interface, Whirlpool of India said, "We are extremely excited to be here in Bangalore with our first Built-in experience centre in the southern region. 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 an 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 have always been at the centre of any Indian home. The growing trend in modular kitchens augurs well for these stylish and glamorous appliances, which are highly featured and ideal for consumers who see a modern kitchen as an expression of their lifestyle. Whirlpool's Built-In appliances satisfy this need like none other. 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 grow it rapidly."

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>

For further information, please contact Integral PR

Soumya Chandran: +91-9811376648 | soumya@integralpr.com
Rakesh Kumar Jha: +91-9873904595 | rakesh@integralpr.com