

# LET'S DIWALI' IN STYLE WITH WHIRLPOOL

## Buy any Whirlpool appliance and get an assured gift

Mumbai, October 24, 2016: This Diwali, Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, is reaching out to its consumers across the country and giving them an additional reason to celebrate Diwali in their own style. Whirlpool of India has unveiled starting now and will continue till October 31, 2016.

an exciting promotion for the Diwali festival and introduced 'Let's Diwali' offer which commenced In this offer, every person who buys a Whirlpool appliance till 31stOctober will get an assured gift. Based on the purchase, the customer would be entitled to a Philips Hair Dryer, Bajaj Kadai with lid, Matrix Cookware set, Tupperware Bottle set or Bajaj Dry Iron.

Announcing the Diwali bonanza, Mr. Kapil Agarwal, Vice President- Marketing, Whirlpool of India, said, "During every Diwali, we like to delight our customers with gifts that they would cherish. The "Let's Diwali" offer is yet another endeavor towards same. During this Diwali we also wish to consolidate our leadership position in home appliances category. We are targeting a double digit growth and turnover during the season." Mr. Agarwal added.

Keeping the celebration spirit, Whirlpool is also planning to delight its customers by launching it's a Premium Range of products from its Global portfolio. Whirlpool India has already launched Europe's No.1 in Best Care - the Supreme Care range of Front Load Washing Machines that are Made In Europe. Other than global standards of wash performance and care, the range offers state of theart intuitive controls and technology. As of now this range is available in select markets and will be available across the country soon.

In an endeavor to strengthen the brand's leadership in the refrigerator category, a New Premium range of refrigerators from its International portfolio - Side by Side and Bottom Mount Refrigerators are also going to be launched soon.

Whirlpool of India has also launched a robust 360 degree communication campaign across mediums like television, print, radio, digital, retail activations to support its Diwali promotions.

## ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation (NYSE: WHR) 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 [www.whirlpoolCorp.com](http://www.whirlpoolCorp.com), or find us on Twitter at @WhirlpoolCorpxx