

WHIRLPOOL'S PREMIUM KITCHEN APPLIANCES BRAND 'KITCHENAID' HAS TODAY ANNOUNCED ITS ENTRY IN MDA SEGMENT IN INDIA.

Mumbai; 10th November, 2016: Whirlpool's premium kitchen appliances brand 'KitchenAid' has today announced its entry in Major Domestic Appliance (MDA) segment in India. 'KitchenAid- Full kitchen resource brand is worldwide known for providing passionate gourmet solutions to culinary experts since 100 years. Announcement about the foray of iconic brand's footsteps in built-in segment in India was made at 'AceTech 2016' which is India's largest architecture, construction and engineering exhibitions.

The new products introduced in MDA category include Chef Touch- Sous Vide cooking system, dishwasher, Domino hobs and Fridge Freezer. The legendary brand already has its presence in 'Small Domestic Appliance (SDA) in India which includes counter products like mixer, food processor, toasters and blenders that were introduced earlier in 2016. KitchenAid has always pride itself on developing new and extensive line of designer kitchen accessories that are specially geared to meet the high standards of amateur chefs, home cooks and cooking enthusiasts in general to help them prepare delicious dishes.

The newly launched products are carefully thought with close attention to details in an effort to provide each individual a unique experience inside their kitchen.

- Chef Touch- Way to a Healthy Life: It is a revolutionary appliance, a Sous Vide cooking system specifically designed for perfect finish of home. Chef Touch is composed of 3 appliances: Vacuum Machine, for food preservation using the Sous Vide technique; Steam Oven, for cooking and reheating food; and Shock Freezer, for rapid chilling and freezing. They are all part of one sophisticated and stainless-steel column and work together in perfect synergy. Chef Touch is a precious ally for ones balanced diet: the vacuum machine eliminates almost all of the air from the pouch, slowing down the biological and enzymatic activities of the ingredients. Moreover, waterproof pouch prevents humidity, the most common cause of food decay, from seeping in. The food can be preserved up to 3 times longer with the help of Chef Touch.
- New KitchenAid Dishwasher: It is thoughtfully crafted to provide professional washing and drying performance. Its divergent features

include Dynamic Dry options which guarantees outstanding drying and unique shine, capability to hold refined glassware accessories up to 18 wine glasses. Moreover, it has super-fast boost options which allow the user to reduce time duration by 50% in the most frequently used cycles and an exclusive stainless steel double arm inspired by professional kitchens to give user an outstanding performance.

- KitchenAid's Domino Range of Hobs: Domino range from KitchenAid is an indifferent range of hobs that has been introduced in the built-in segment, exclusively designed to offer flexibility to mix different modules of cook-tops creating make to measure work area in Kitchen. It includes The TEPPANYAKI MODULE, a traditional Japanese cooking method used for searing and griddling steaks, kebabs, vegetables, fish and prawns of all sizes. Another is INDUCTION WOK MODULE which can host a traditional rounded-bottom wok. The intense heat under the wok helps in searing food quickly. Third in line is TWO DOMINO GAS MODULES that are taken as best solution for those who prefer "traditional" way of cooking. Last but not least, the INDUCTION MODULE is perfect for total temperature precision, a well-designed surface and a

rapid attainment of the ideal cooking temperature. This function can speed up the boiling of water by increasing power and when the boiling point is reached it automatically keeps the required power for boiling.

- Kitchen Aid's New Fridge Freezer: Designed around every Indian Kitchen's need, it is available in a wide range of configurations. Fridge Freezer is an innovative appliance which has a perfect balance of Design and Features. Its underlying characteristics include Seasoned Oak Accessories, soft closing door with gentle touch that allows drawers to close silently and softly and LED technology for optimal visibility. Other professional performances of Fridge-Freezer include Pro Air Fan- with anti-bacterial filters to retain freshness and nutritional values of food. New Frost Technology that eliminates the need for regular defrosting. Other differential features include 'Dynamic 0' a compartment for which one can select a temperature between 2 °C and +2 °C. DYNAMIC 0 will then automatically adjusts the compartment's humidity level so that deterioration process becomes slower, preventing water loss from fresh foods. Pro Fresh another feature in intelligent KitchenAid Fridge Freezer can control temperature and humidity to maintain Food's freshness, appearance, aroma and taste for a longer period of time.

All products have been made with Top-quality materials; tailor-made solutions, fine craftsmanship and cutting-edge designs, all condensed into the excellence of the new KitchenAid appliances.

Ecstatic over the launch of KitchenAid in built in segment in the country, Mr. Sunil D'Souza; Managing Director at Whirlpool of India said, "The entire Whirlpool team is very excited over the foray of KitchenAid's built-in range in India. Since 1919, KitchenAid has been providing cooking enthusiasts with rewarding solutions, fueling their flair for culinary expertise. We are offering a comprehensive range of small and major domestic appliances in a perfect blend of professional performance, artisan and iconic designs and we hope to get warm response from our home chefs in India."