

WHIRLPOOL OF INDIA DONATES WATER PURIFIERS TO CELEBRATE WORLD WATER DAY

Conducts awareness program at Human Unity Movement (HUM) on water purification

Lucknow, March 22, 2016: Whirlpool of India celebrated World Water Day by donating water purifiers to Human Unity Movement (HUM), a voluntary organization today. Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading home appliance company has taken this initiative with an aim to save children from water-borne diseases.

A special awareness program for children was conducted by the officials of Whirlpool of India highlighting the importance of drinking pure water. They also encouraged children to save nature's most precious resource and informed them about various water contaminated diseases.

"Access to pure water is everyone's right, and children are more prone to water-borne diseases," said Kapil Agarwal, Vice President, Marketing, and Whirlpool of India. "Installation of these water purifiers will provide clean water to the children's which will help in minimizing health risks by curbing diseases like diarrhea and jaundice."

Commenting on the initiative, Mr. A Natrajan, Business Head, New Business Unit, Whirlpool of India said, "As most of the easily communicable, but dreaded diseases spread only through drinking water, we have decided to donate water purifiers to Human Unity Movement (HUM) considering the importance of providing purified water to the children community. This is just our first step and we hope to reach out to many more children."

"The purpose of this program is to help spreading awareness amongst children on safe drinking water as they are more prone to water borne diseases," said Dr Kuldeep Verma, while conducting the workshop. "About 70%-80% of various human diseases are related to waterborne diseases due to lack of proper sanitation and safe drinking water. We need to ensure more sustainable and safe usage of drinking water. I am glad that corporates like Whirlpool are taking initiative in this direction."

Commenting on this program, Mr Anshumali Sharma, President, Human Unity Movement (HUM) said, "It's a really great & noble initiative by Whirlpool of India. On behalf of Human Unity Movement (HUM), I am thankful to Whirlpool for providing access to safe drinking water for our children, which will ensure their good health and wellbeing. Programs like this will certainly help

spreading awareness and responsibilities amongst the community on water and sanitation."

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>

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