

WHIRLPOOL OF INDIA INTRODUCES NEOFRESH - THE NEW RANGE OF FROST FREE REFRIGERATORS BASED ON INTELLIFRESH TECHNOLOGY

3 Intellisensors that sense, adapt and control the cooling for long lasting freshness

5th July, 2016: Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, introduced its all new NeoFresh range of double door refrigerators with innovative 6th Sense Intellifresh technology.

The 6th Sense Intellifresh technology along with 3 intellisensors forms an intelligent operating system that senses the internal load and external temperature to automatically adjust the temperature inside for long lasting freshness. It also provides 70% faster ice making, 80% faster bottle cooling & 7 day garden freshness with up to 35% moisture retention.

Announcing the launch of the new 'Neofresh' range of double door refrigerators, Mr. Kapil Agarwal, Vice President - Marketing, Whirlpool of India Ltd. stated, "This technology is a unique proposition in the market and represents our efforts to continuously introduce, innovate and bring new technologies for the Indian consumer. The new double door frost free refrigerators are priced in the range of Rs.24, 500 and Rs.60, 550"

In addition to more than 10 existing finishes and variants, this range flaunts an all new Regalia finish, in 3 color variants. The new range comprises of 8 capacities ranging between 245 litres to 445 litres.

Along with this revolutionary technology, Whirlpool Frost Free range continues succeeding in the market with its path breaking 3 Door Protton World Series refrigerator powered by 6th Sense ActiveFresh Technology.

6th SENSE INTELLIFRESH

- 3 INTELLISENSORS: Sense the external temperature, the internal load and constantly adjust the cooling inside
- 7 DAY GARDEN FRESH: With upto 35% better moisture retention
- LOWEST ENERGY COST: Coolest combination of efficiency and long lasting freshness

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 WhirlpoolCorp.com, or find us on Twitter at [@WhirlpoolCorpxx](https://twitter.com/WhirlpoolCorpxx)

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