

WHIRLPOOL OF INDIA UNVEILS ITS NEW RANGE OF 'AIR PURIFIERS' IN INDIA

Breathe Clean & Healthy with Whirlpool's New Range of Air purifiers
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New Delhi, November, 17, 2016: Addressing the urgent need of clean & healthy air, internationally acclaimed brand 'Whirlpool' has recently unveiled their new range of air purifiers in India. These innovative air purifiers are built with innovative technologies that has been made keeping in mind the requirement of 'Fresh Air' in Indian cities. Step has been taken to make lives better for people suffering from respiratory problems or allergies in India.

Two newly introduced variants from 'Whirlpool' are 'Air Purifier W440 and Air Purifier W210', which are perfect for the finish of one's home. Acknowledging the recent trend, the air purifier has been launched in premium designs and trendy 'rose gold color' to keep up with the recent furor and lifestyle of people in India.

The exotic range of air-purifiers has been priced at an affordable cost so as it can reach every household, with 'Air Purifier W440' costing Rs 31,500 and Air Purifier W210 at only Rs 16,000. Other alluring features of 'Air Purifiers' includes '4-in-1' and '3-in-1' filters based on the models, air quality indicator, auto lock technology, filter alerts and comfort modes. Not only this, its outbound technology also allows you filter air, kill harmful bacteria and viruses as an when needed by setting 'Timers'. All new range of technologically progressive 'Air Purifiers' is a must have for all Indian households.

Excited over the launch of 'Air purifiers', Mr. Sunil D'Souza, Managing Director, Whirlpool of India said, " Whirlpool of India is glad to announce the launch of its two most technologically upgraded 'Air Purifiers' in India. With this launch Whirlpool has taken a step ahead in delivering its commitment of 'Working Globally, Act Locally'. Deteriorating air quality and health of people of India, has urged Whirlpool to bring this advanced technology of 'Air Purifiers' which has layers of multiple filters that can not only absorb harmful pollutants/ gases and can even provide healthy ,fresh and clean ambience with freshonizers at in-doors."

About:

Air Purifier W440

- 4-1 Filter Its 4-1 filter comprises of pre-filter, carbon filter, hepa filter, & freshonizer which not only absorb harmful gases, volatile organic compounds and bad odor. HEPA filter with PM 2.5 filtration combats PM 2.5 pollutants , bacteria and virus along with freshonizer making the air organic and fresh.
- Air Quality Indicator Senses the air and changes color accordingly.
- Comfort Mode Intelligently operates in low noise mode and switches off Indicator lights after 10 seconds ensuring easy and comfortable sleep.
- Filter Alert Smart screen filter alert promptly indicates end of filter life.
- Auto Lock Prevents wrong operation of appliance so you can use it worry - free around your children.
- Timer Conveniently adjust the operation of your appliance which can be set for 1 hour, 4 hours and 8 hours.

Air Purifier W210

- 3-1 Filter Its 3-1 filter comprises of pre-filter, carbon filter, hepa filter, & freshonizer which not only absorb harmful gases, volatile organic compounds and bad odor. HEPA filter with PM 2.5 filtration combats PM 2.5 pollutants , bacteria and virus along with freshonizer making the air organic and fresh.
- Air Quality Indicator Senses the air and changes color accordingly.
- Silent Mode Intelligently operates in low noise mode and switches off Indicator lights after 10 seconds ensuring easy and comfortable sleep.
- Filter Replace Sensor Smart screen filter alert promptly indicates end of filter life.
- Comfort Mode Intelligently operates in low noise mode and switches off Indicator lights after 10 seconds ensuring easy and comfortable sleep.
- Timer Conveniently adjust the operation of your appliance which can be set for 1 hour, 4 hours and 8 hours.
- Double Gear Fan Speed Double gear fan speed : Now adjust the airflow as per your convenience, with the double gear fan speed mode.

ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation (NYSE: WHR) is the number one major appliance manufacturer in the world, with approximately \$21 billion in annual sales, 100,000 employees and 70 manufacturing and technology research centers throughout the world in 2015. 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)