

# India is a market which is poised for growth: Sunil A D'souza, MD, Whirlpool

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*Whirlpool has had a record quarter in Whirlpool BSE 0.89 % for the quarter ending March, says Sunil A D'souza, MD, Whirlpool. In an interview to ET Now, D'souza says that India is a market which is poised for growth. Edited excerpts:*

**ET Now: It has been a good quarter for you. Walk us through what has led to the top line as well as the bottom line performance for you this time.**

**Sunil A D'souza:** As you rightly said, we have had a record quarter in Whirlpool for the quarter ending March. We have posted 11% top line, 36% operating profit growth and about a 23% profit after tax growth. EPS per share went up to 5.3% point from 4.4 last year same quarter.

Now the critical thing is that we have been focusing on driving innovation, keeping the consumer at the core of our portfolio, strengthening our product pipeline both in mass and premium. While strengthening our go to market keeping a strong focus on cost and manufacturing efficiencies, I think everything came together very visible in the fact that both the top line grew as well as the bottom line.

ET Now: What about your volume growth, how has that panned out and what is the sort of market share that you are cherishing right now?

**Sunil A D'souza:** As we maintain in the beginning of the year India is a growth opportunity for Whirlpool and we are very bullish about the India opportunity. We are targeting double digit volume growth and share growth. We have gained a bit of share but there is a huge opportunity going forward.

Extremely focused on it across all our categories including our big categories of refs and washers. So, yes, we have seen good volume growth and we are targeting aggressive .. double digit volume growth and share going forward.

**ET Now: Competition in the entire air conditioning market has intensified. Do you think competition will only intensify in this market?**

**Sunil A D'souza:** As I said, India is a market which is poised for growth. We are the world's leading appliance company and we do see India as a growth opportunity. But we also see a fact that in India penetration levels are quite low. Refs is about 20%,

washers is about 8% and as GDP grows, as income grows, income grows, the industry will see disproportionate going forward.

As this growth comes in we will see competition intensifying but the critical piece is, we carve out our niche in this competitive scenario.

We have got to remain focused on making sure that we have got the consumer at the core, we providing features and benefits which add value to the consumer, maintain competitive pricing and execute strongly against our strength going forward.