

'Let's Diwali' in style with Whirlpool

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This Diwali, Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, is reaching out to its consumers across the country and giving them an additional reason to celebrate Diwali in their own style.

Whirlpool of India has unveiled an exciting promotion for the Diwali festival and introduced 'Let's Diwali' offer which commenced starting September 15, 2016 and will continue till October 31, 2016.

In this offer, every person who buys a Whirlpool appliance till 31st October will get an assured gift. Based on the purchase, the customer would be entitled to a Philips Hair Dryer, Bajaj Kadai with lid, Matrix Cookware set, Tupperware Bottle set or Bajaj Dry Iron.

"During every Diwali, we like to delight our customers with gifts that they would cherish. The "Let's Diwali" offer is yet another endeavor towards same. During this Diwali we also wish to consolidate our leadership position in home appliances category. We are targeting a double digit growth and turnover during the season," said VP Marketing Whirlpool, Kapil Agarwal.

Keeping the celebration spirit, Whirlpool is also planning to delight its customers by launching it's a Premium Range of products from its Global portfolio. Whirlpool India has already launched Europe's No.1 in Best Care - the Supreme Care range of Front Load Washing Machines that are Made In Europe.

Other than global standards of wash performance and care, the range offers state of the art intuitive controls and technology. As of now this range is available in select markets and will be available across the country soon.

In an endeavor to strengthen the brand's leadership in the refrigerator category, a New Premium range of refrigerators from its International portfolio - Side by Side and Bottom Mount Refrigerators are also going to be launched soon.

Whirlpool of India has also launched a robust 360 degree communication campaign across mediums like television, print, radio, digital, retail activations to support its Diwali promotions.