

Pitch Report- Whirlpool Eyes \$1 Billion Revenue By 2020

Whirlpool Eyes \$1-billion Revenues in India by 2020

NEW DELHI Home appliances maker Whirlpool of India is eyeing \$1 billion revenue by 2020 on the back of new product innovations and growing Indian economy. "India is a growth market for Whirlpool...with the growing economy, we see a lot of fuel in discretionary space and we have got plenty of opportunity in categories we operate. We are aiming for \$1 billion turnover by 2020," Whirlpool of India managing director Sunil DSouza said. The company, which reported turnover of `3,488 crore in the financial year 2015-16, recently officially launched its premium built-in kitchen appliance product range under brand 'Kitchen Aid' in India.

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