

# Sunil D'Souza, Managing Director, Whirlpool of India

**Sunil D'Souza, Managing Director, Whirlpool of India** has over 25 years of experience working in various leadership positions. Sunil D'Souza has rich and diverse experience in General Management, Strategy, Sales, Marketing and Innovation in consumer driven industries with Indian, international and multicultural experience. He holds a Bachelors in Electronics and Communication Engineering from Pondicherry Engineering College and an MBA from Indian Institute of Management, Kolkata. He joins Whirlpool from PepsiCo Inc. where his last assignment was in Malaysia as General Manager for the VIMAPS Region - Vietnam, Cambodia, Myanmar, Laos, Malaysia, Singapore, Indonesia, Brunei, Mongolia and Pacific Islands - which is one of the fastest growing business units within PepsiCo globally. In his 15 years stint with PepsiCo, D'Souza has held various senior management positions in Malaysia, Philippines and Vietnam. Prior to PepsiCo, Sunil has been with Coca Cola.

Whirlpool Corporation 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.

Whirlpool of India Limited headquartered in Gurgaon, is now one of the leading manufacturers and marketers of major home appliances in the country. The company owns three state-of-the-art manufacturing facilities at Faridabad, Pondicherry and Pune. Each of the manufacturing set-up features an infrastructure that reflects Whirlpool's commitment to providing its consumer with forward looking solutions.

Replying to Prasanth Menon of IIFL, **Sunil D'Souza, Managing Director, Whirlpool of India** said, "We will continue to drive double digit volume growth and share gains to drive to the topline and gain efficiency in manufacturing. We will also make sure to take full advantage of opportunities related to currency and commodity in order to drive good margins."

## **What were the factors resulting in Whirlpool India's net profit growth for the quarter ended September 30, 2016?**

The September Quarter saw good macros driven by the start of the 7th Pay commission payouts and a good monsoon. This in turn drove discretionary spends and therefore the quarter has been good in terms of growth for the consumer durables

industry. With our wider portfolio, reach, better execution and great response to festival offers, we were able to take advantage and grow our topline and bottomline aggressively.

**Whirlpool India is all set to launch KitchenAid in India. What is the expected contribution to the overall revenue with this new launch?**

Whirlpool of India, a subsidiary of Whirlpool Corporation has introduced its premium kitchen appliances brand 'KitchenAid' in India.

KitchenAid, is a leading kitchen appliance brand in Europe and USA and has been providing a complete product line i.e. from utensils to appliances globally. KitchenAid is presenting in India, its complete range of appliances in Small Domestic Appliances (SDA) and major domestic appliances (MDA) segment to offer professional performance for the passionate gourmet. In India, the brand already had its presence in the SDA segment, which included counter-top appliances such as stand mixer, food processor, toasters and blenders that were launched in 2013. KitchenAid has recently launched 28 new products in the MDA category which includes appliances like ovens, hobs, hoods, and dishes to name a few.

KitchenAid has always taken pride in developing a new and extensive line of designer kitchen appliances that are specially geared to meet the high standards of professional chefs, home cooks and cooking enthusiasts in general to help them prepare delicious dishes. The Indian premium market for built-in appliances is estimated to be around Rs 220 crore in 2018 and with the addition of KitchenAid built-in appliances, Whirlpool is aiming to capture around Rs 75 crore, which is almost 35% of the total market share.

**What are the key product categories for Whirlpool India?**

Whirlpool is a preferred brand when it comes to the home appliance segment in India. It sells refrigerators, washing machines, air conditioners, air purifiers, microwave ovens, water purifiers and built-in kitchen appliances. We have also launched our premium brand of KitchenAid in both the small domestic appliances and built-in cooking appliances segment.

**Which new products or brands does the company intend to launch in the near future?**

Whirlpool has strong market share in the mass premium products in India. It has long established itself as a brand that is most favoured while buying home appliances. We are also focused on leveraging our brand strength and infrastructure to expand the portfolio into premium and mass segments. Keeping in line with this objective, Whirlpool has recently launched 'KitchenAid' products in the built-in segment.

## **How have eCommerce platforms impacted the sales of Whirlpool products in India?**

E-Commerce is a channel which will continue to grow aggressively given both the challenging retail and shopping landscape in India. Today, the modern consumer is getting tech-savvy and internet penetration will continue to grow in coming years. In this background, Whirlpool initiated the 'W-Store' recently, which not only showcases its whole portfolio but also provides special offers to customers. To gain scale and share in this channel, we are also partnering with the big e-tailers.

## **What is the percentage of sales in India - metro, mini metro, rural?**

Since we have a wide portfolio of products, our sales are spread fairly evenly, though a slightly higher percentage comes from the metro and mini metro areas.

## **What strategies are and will be deployed towards margin improvements and healthier profits?**

We will continue to drive double digit volume growth and share gains to drive to the topline and gain efficiency in manufacturing. We will also make sure to take full advantage of opportunities related to currency and commodity in order to drive good margins.

## **What are the financial targets set for FY17?**

We are targeting double digit volume growth, share growth and strong bottomline deliveries.

## **What are the growth projections for the Kitchen Aid brand?**

With Kitchen Aid and Whirlpool in our built in appliance portfolio, we are targeting a 35% share of the market in 2019.

## **Could you share with us, Whirlpool's expansion plans for India in the coming two years?**

We are currently strong in premium refrigerators and washer segment. We are right now planning to expand our portfolio at mass and premium ends, focussing on categories like air conditioning, water purifiers and built in cooking appliances in order to drive growth for the next 4 years. To achieve the same, we will also invest in capital expenditure to bring a new range of innovative products into the Indian market.

## **What is the contribution of online vs offline sales?**

Currently online is about 3% of our sales. We expect continued growth in this channel going forward.

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