

Whirlpool eyes double digit sales growth this festive season

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Consumer appliance maker Whirlpool of India is aiming at a double digit sales growth this festive season, on the back of good monsoon and payout for government staff following the Seventh Pay panel award.

To woo the consumers, it has scheduled new launches in every category during the festive period, Whirlpool of India said in a statement.

Besides, it would also spend 40 percent of its marketing spend during the 45-day festive period, which has already begun with Onam.

"This festive season, we are targeting a strong double digit growth, aiming to increase market share in all categories and regions," said Whirlpool of India VP Marketing, Kapil Agarwal. He further added: "We have earmarked about 40 per cent of our annual budget for this festive season".

For the festive season, Whirlpool will launch products in all categories, starting with a new stainless range in refrigerators. In the microwave oven category, the company will be launching a bigger capacity range under its Magicook and Jet Crisp brand, it added.