

Whirlpool India: Four Pillars Of Success

<http://businessworld.in/article/Whirlpool-India-Four-Pillars-Of-Success/12-05-2016-97903/>

Whirlpool India has very clearly laid down four principles, also called value propositions, to empower employees to deliver their best. The four principles are: Freedom to make choices; early differentiated role; open and inclusive culture; and the spirit of winning.

It believes that adhering to these values has earned the company respect from the people as well as industry. "Culture is our differentiator as an employer. Our never-say-die attitude has yielded consistent business results over the past decade despite several challenging periods," says Sunil D' Souza, Managing Director Whirlpool India.

The company makes it a point to customise itself on the basis of employee preferences and trends, a practice that has helped it retain a lot of employees over the years. "We are also conscious of the varying needs of individuals at different career stages," says D'Souza.

What's more, the company's philosophy of combining purpose with perseverance has not only enabled it to attract, engage and retain key talent but also to deliver strong financial results. Whirlpool India's sales jumped from Rs 3,036.50 crore in fiscal 2013-14 to Rs 3,577.80 crore in 2014-15. The profits went up from Rs 180 crores in 2013-14 to Rs 300 crore in the financial year 2014-15.

"We regularly measure our employee value proposition to ensure that we are living up to our promise to them," says D'Souza. It rewards the employees for delivering superior business results and individual performance. Further, the company has an internal job posting process that helps people choose a career in any of company's ventures