

Whirlpool of India aims double digit sales growth this festive season

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Whirlpool of India, a consumer appliance maker, is aiming at a double digit sales growth this festive season. The double digit growth is aimed on back of good monsoon and payout for government staff following the Seventh Pay panel award. To attract the consumers, it has scheduled new launches in every category during the festive period.

Besides, it would also spend 40% of its marketing spend during the 45-day festive period, which has already began with Onam. The company will launch products in all categories, starting with a new stainless range in refrigerators.

Whirlpool of India manufactures appliances. The company produces refrigerators, washing machines, air conditioners, microwave ovens, water purifiers, built-in appliances and other products.