

# Whirlpool plans pan-India rollout of premium washing machines, fridges

Whirlpool India has recently made a foray in front-loading washing machines and bottom-mounted refrigerators. At the beginning, the company has been test-marketing these products in Bengaluru and after fine-tuning its strategy, now plans to roll them out across the country.

The company also recently forayed in the nascent air-purifier segment. With the launch of its brand "KitchenAid", the company is also looking to tap the premium built-in appliances segment, besides the mass premium segment through the Whirlpool built-in appliance range.

<http://www.sharekhan.com/stock-market/news/Whirlpool-plans-pan-India-rollout-of-pre/2ffbe79d-bf0e-4e1a-a1cb-a58bb3bcbe66/MustKnowNews/161/News.htm>