

# INTRODUCING THE ADVANCED RANGE OF DISHWASHERS FROM WHIRLPOOL

- Power Cleaning and Drying in just 1 Hour\*
- Up to 30% Extra space with Loading Flexibility
- Made in Europe

Whirlpool, the world's leading manufacturer and marketer of major home appliances, has taken a step further with the launch of its new European range of freestanding dishwasher, which packs in a raft of innovative technologies to fit in more performance – power cleaning and drying results in just 1 hour\* – with up to 30% more space for your bigger pots, pans, cookers and Kadhai.

Powered by Whirlpool innovative Technologies 6<sup>th</sup> SENSE®, *PowerClean Pro* and *PowerDry*, the *PowerClean Pro* dishwasher delivers ultimate performance for Spotless Cleaning and Drying on every item, including plastics, in just 1 Hour\*. This unique system absorbs steam inside the cavity and turns it into water that drains away, preventing the emission of humidity when opening the dishwasher door. This system also minimizes the energy required to dry and, in combination with ultra efficient inverter motors, is able to deliver energy class of A+++\*.

And as a Whirlpool appliance, all that performance and innovation is made effortlessly accessible through smart, intuitive controls, beautifully presented within a premium, elegant design that's perfectly at home in contemporary living spaces.

The revolutionary "*PowerClean Pro*" technology uses high-pressure spray nozzles on the rear of the dishwasher that ensures outstanding cleaning results without the need of scrubbing or hand-prewashing. Designed to ensure maximum coverage & perfect performance, these powerful rear water jets removes even the toughest stains & Oil from the utensils.

The intelligent 6<sup>th</sup> SENSE® Technology ensures Outstanding cleaning results with up to 50%\* savings of time and water. The intuitive technology detects the level of soiling and at the same time, optimizes the use of resources, guaranteeing low water consumption and high energy efficiency.

Thanks to the innovative power clean loading system with 12 foldable racks, **Whirlpool Dishwashers** provide you with up to 30%\* extra space to clean all your utensils at once. With immense stability & flexibility, these dishwashers provide various loading options right at your service.

The new **Whirlpool dishwashers** use just 9.5\* liters of water per cycle, delivering always perfect cleaning results at lowest noise of 43\* Decibels.

With its flexible loading solutions of up to 14 place settings, this equals to 155 items in total, these dishwashers provide you with great usage flexibility, customized loading and a smart modular third basket, so that even the taller & wider items can be placed in the upper rack.

### **Discretely beautiful design**

As well as being smart on the inside, the range features characteristically high end styling, with elegant, contemporary looks that add sophistication Premium materials such as brushed and chrome are used throughout the range.

- High quality, easy to read screens. Used alongside ergonomically optimised controls, the interfaces are minimal yet intuitive.
- High performance features reflected by cool design. Inside the dishwasher, bold red accents indicate the Power Clean Zone and the intake for the PowerDry system, offering a cool contrast to the metal interior and showing users where to position dishes for the best results.

Mr. Sunil D'Souza, Managing Director, Whirlpool of India said, " In line with our objective of continuing to expand our portfolio of world class products which offer the greatest convenience to the Indian consumer , we are proud to announce the launch of our range of Dishwashers in India . This range of European Dishwashers is best suited for the Indian environment. We have ensured that we are bringing aesthetics that appeal to the finer design tastes of our Indian consumers in a product whose superior technology speaks for itself. The entire dishwasher range optimizes the use of resources, guaranteeing low water consumption and high energy efficiency." He added, "There are additional features that I am sure, will be found most useful and attractive by our discerning consumers."

### **About Whirlpool India:**

Whirlpool of India Limited headquartered in Gurugram, 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 is witness of Whirlpool's commitment to providing its consumer with forward looking solutions.

Whirlpool entered India in the late 1980s as part of its global expansion strategy. It forayed into the market under a joint venture with TVS group and established the first Whirlpool manufacturing facility in Pondicherry for washing machine category. In 1995 Whirlpool acquired Kelvinator India

Limited and marked an entry into the refrigerator market as well. The same year the company also saw acquisition of major shares in TVS joint venture and later in 1996, Kelvinator and TVS acquisitions were merged to create, Whirlpool of India Limited. This expanded the company's portfolio in the Indian subcontinent to washing machines, refrigerator, microwave ovens and air conditioners. Additional information about the company can be found on Twitter and Facebook [@whirlpool\\_india](#)