

WHIRLPOOLS CSR INITIATIVE WATERRICH PUDUCHERRY BENEFITS OVER 40,000 LOCALS

Gains recognition from Lieutenant Governor of Puducherry, Kiran Bedi

New Delhi, 6th December 2019: Whirlpool of India has been actively contributing to the social and economic development of local communities neighbouring its manufacturing eco-system. Taking the brand philosophy of *Every day, Care* forward, the company has successfully benefited the lives of over 40,000 locals residing in the surrounding villages by improving the water table through the “Waterrich Puducherry” initiative.

The objective of this initiative was to improve water table through desilting the water feeder channels before the monsoon season. Whirlpool’s initiative resulted in ensuring free flow of water for 15 Kms to 6 surrounding villages and helped avoid water stagnation thus preventing mosquito breeding, resulting in a decrease of diseases like malaria, dengue etc.

Given the tremendous work undertaken by the company, the CSR initiative has been very well recognised by the Honourable Lieutenant Governor of Puducherry, Kiran Bedi.

Speaking on the achievement, **Mr. Sunil D’Souza, Managing Director, Whirlpool of India** said, *“At Whirlpool, we are deeply involved in significant and visionary initiatives that impact lives and pave way for the holistic development of local communities. The ‘Waterrich Puducherry’ initiative perfectly resonates with our brand ethos of trust and care. We would like to extend a special gratitude to honourable Lieutenant Governor of Puducherry, Kiran Bedi for extending her support and encouragement to this noble cause.”*

In addition, Whirlpool’s ongoing CSR initiative ‘*Comprehensive Children Development Programme by transforming the Government School*’, uplifted the Government High School, Kothapurinatham, Puducherry. The school was transformed into a safe and hygienic educational institution through the installation fully-equipped kitchen, RO system, kids play station, revamped hand wash area, new smart boards, safer classrooms with proper walls and rainproof terrace, water tank, new desks, flooring etc. These developments brought a huge smile on the children's faces and inspired them to come to school each day with enthusiasm and vigour.

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

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