

WHIRLPOOL EMBRACES EVERY DAY, CARE WITH A BRAND-NEW AD CAMPAIGN

New Delhi, 18th October, 2019: Whirlpool as a brand has always been about trust and care. Care can be beautiful, care can be messy, care can be unstated. Built around the many facets of care is Whirlpool's new campaign. It celebrates the little moments of care for our loved ones. Not once a year, not once an anniversary, not once a birthday. But every day, in our own little ways.

Starring Kriti Sannon, the new television commercial explores the narrative with a fresh storyline and unveiling a new baseline - ***Every day, care.***

The commercial beautifully brings together a montage showcasing everyday snippets of different homes, different relationships and how Whirlpool makes it easy for members of that home to care for another, transforming ordinary moments into extraordinary ones.

Shedding more light on this new brand communication, **K. G. Singh, VP Marketing, Whirlpool of India** said, *"We are proud to announce the launch of our new brand ad campaign. The new campaign celebrates the driving force behind everything we do. At Whirlpool, every feature we innovate, every technology we provide is designed to be simple & intuitive so that it's easy to care. Because we believe that it's not the appliances, but what we do with them that matters."*

Further emphasizing on the campaign, **John Thangaraj, National Planning Director, FCB Ulka** added, *"Whirlpool has always been a brand that has reverberated with trust and care. We observed the small things that one must be doing for their family every day, but unfortunately go unnoticed. However, the emotions that go behind those small actions speak a thousand words. With the current television commercial, we aim to showcase the care that rhymes with these actions."*

Link to the ad campaign: <https://www.youtube.com/watch?v=MVk7ePoT4oA>

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

For further information, please contact:

PPR South Asia

Bhavna Trehan | bhavna.trehan@pprww.com | +91 9983299949

Prakriti Singh | Prakriti.singh@pprww.com | +91 9811317976