

WHIRLPOOL OF INDIA BRINGS A COMPLETE RANGE OF ENERGY EFFICIENT WASHING MACHINES.

Offering 100 variants of 5-star energy rated washers that comply with BEE

New Delhi, 1 November 2019: A first in its category, the leading consumer goods company, Whirlpool of India is offering an exhaustive range of washing machines with 5-star energy ratings. As a conscious and forward looking brand, Whirlpool is cognizant of the environmental challenges and is working towards providing the most advanced and environment friendly technology to save energy and water consumption.

The Bureau of Energy Efficiency (BEE) certified star rating is a government approved measure of energy efficiency for appliances. Measured on a five-point scale wherein products with higher rating, consume less energy and therefore have long term saving benefits.

On the occasion, **K. G. Singh, VP Marketing, Whirlpool of India/ Sunil D'Souza, Managing Director, Whirlpool of India** said, *"We are proud to bring a wide-ranging range of washing machines that offer superior wash quality and at the same time are water and energy efficient. This endeavour is in line with Whirlpool's constant commitment to providing the best of technology and innovation in its products. We are confident that the Indian consumer will make an informed decision and opt for products that make a difference."*

The 5-star rating comes in top load fully automatic and semi-automatic variants, featuring 100 different washing machine models. Some of the key features that make these washers eco-friendly and efficient are:

- **Eco Wash Cycle:** Low water and energy consumption wash cycle
- **360 Spray:** Water is recirculated and sprayed on the clothes from 3 unique 360° spray nozzles during wash and rinse, using 25%~ less water.
- **6th Sense Technology:** The advanced 6th Sense Technology senses the wash requirements and automatically executes the appropriate wash cycle to give you the perfect wash.
- **Speedy Wash:** In Whitemagic Range, this feature allows for washing lightly soiled clothes in as less as 16½ minutes.
- **HotMatic Technology** Removes 99.9%[^] germs and allergens. The Hotmatic Technology automatically senses the load and heats the water up to 55°C. Also helps remove up to 48 hours old stains and 50 types of tough stains. This feature also helps you give customized care with different water temperature for different fabric type warm, hot and allergen free.
- **Hexa Bloom Impeller:** The newly designed Hexa Bloom Impeller with 6 vanes, washes clothes in a unique 360° blooming wash motion. This makes clothes rub

against each other ensuring superior cleaning results with minimal fabric abrasion. Bloomwash Pro aced in one of the industry's most stringent soil removal tests and acquired the claim of No.1* in cleaning performance

- **ZPF Technology:** To resolve water pressure situations, Whirlpool presents ZPF Technology. Zero Pressure Fill technology ensures that the wash tub gets filled 50%^{^^} faster even if the water pressure is as low as 17mpa.

Whirlpool washing machines have also been awarded with the prestigious iF Design Award, that celebrates outstanding performance with design excellence. The AceXL and Bloomwash pro models have been acknowledged with this award and offer superior wash quality with minimum water usage.

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