

BEAT THE HEAT UP TO 60 % FASTER WITH THE ALL-NEW RANGE OF 3D COOL INVERTER AIR CONDITIONERS FROM WHIRLPOOL

Equipped with 3D Cooling Technology, Voice & Wifi and 8-in-1 Convertible Modes

New Delhi, March 17, 2020: Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading home appliance company, launches the latest range of 3D Cool Inverter Air Conditioners. Designed to offer Every Day Care for its consumers, the Air Conditioners are equipped with 3D Cool Technology that ensures up to 60% faster cooling even in the peak of summer heat of 50 degrees. Aiding ease of usage, it can be operated via Google Home and Wifi, also equipped with 8-in-1 Intelli-convert modes and In-Built Air Purifier.

Announcing the launch, **Mr. KG Singh, Vice President-Marketing, Whirlpool of India** said, “*Our products reflect forward thinking in design, technology and utility with an underlying care for our consumers. The new air conditioners come with comprehensive offerings including the revolutionary 3D cool technology, smart Google & Wifi connections and overall aesthetic appeal connecting consumers to the future of cooling.*”

The all new 3D Cool AC offers the following features and benefits for *Every Day, Care* of the customers—

Care for Comfort

- **3D Cool Technology-** The unique 3-air-intake vents in the air conditioner help in faster removal of hot air from the room. The revolutionary technology helps with up to 60% faster cooling even in extreme temperatures of up to 50 degrees and ensures uniform cooling with the up to 12m of air throw.

Care for Convenience

- **Google Voice and Wi-fi enabled-** Control how your AC works, switch it on, set the swing and change the temperature, all with your voice through Google Home. Additionally, connect a smartphone to the AC through a Wi-fi network and control your cooling through the Whirlpool App.
- **Intelli-Convert with 8-in-1 Modes-** Takes care of everyone every day, in a different way with the Intelli-convert~ with 8-in-1 modes. Switch between different modes with the touch of a button.
 - Sleep Convert: Young mode, Adult mode, Child mode, Elderly mode
 - Comfort Convert: Normal mode, IntelliComfort mode (as per to the RealFeel temperature)
 - Capacity Convert: 2 capacity modes

Care for Environment

- **PuraFresh Technology-** Dust and allergens present inside your room may lead to respiratory problems. Whirlpool 3D Cool Inverter ACs with PuraFresh Technology not only cools, but also purifies the air from dust particles and PM 0.3# pollutants. Also, the inbuilt electronic filter only needs regular cleaning and no replacement like the conventional filters.
- **IntelliSense Technology-** Advanced inverter technology adapts to the cooling needs while reducing energy usage and keeping power consumption low. Smart energy management gives lifetime savings up to INR 65,000 on the electricity bill. R-32 refrigerant in Whirlpool ACs means lesser emission of greenhouse gases and exceptional energy efficient system. R-32 also has zero impact on the ozone layer, therefore its friendly to the environment.

Availability: <https://www.whirlpoolindia.com/>

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:

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