

# COOK LIKE A PRO WITH WHIRLPOOLS NEW RANGE OF ALL-IN-ONE CONVECTION MICROWAVE OVENS

*Equipped with 7 different heat modes, the MagiCookPro microwave ovens allows you to rustle-up your favourite delicacies at a touch of a button*

Crisping | Baking | Dry-roasting | Grilling | Steaming | Zero-oil cooking\* | Browning

**National, XX October 2020:** Whirlpool of India, a subsidiary of Whirlpool Corporation, world's leading kitchen and laundry home appliance company, launches the all new MagicCookPro range of Convection Microwave Ovens. Easing the consumer woes, these all-in-one microwaves help you #CookLikeAPro with its 7 cooking modes, multi-heat technology and various other unique features.

From crisping to baking, dry-roasting to grilling, steaming to zero-oil cooking and browning, the advanced technology and care-centric offerings in the MagiCookPro range make cooking convenient, efficient and healthy.

- **MultiHeat technology:** Enjoy different cooking styles with the Whirlpool Microwave Oven. Its MultiHeat Technology has up to 7 different heat modes that helps you bake, grill, shallow fry, steam and much more all in one appliance
- **Guilt free indulgence with Zero Oil Cooking\*:** Prepare your most-loved dishes in zero oil without worrying about your health
- **Up to 230-degree Tandoor Heater:** Savour your favourite tandoori recipes hassle free
- **Up to 300 AutoCook Menu:** Pre-programmed menus to prepare various exotic dishes at the comfort of your home

Commenting on the new launch, **KG Singh, Vice President - Marketing, Whirlpool of India**, said, *"At Whirlpool we believe in constant innovation to keep up with ever-evolving consumer demands and the fast-changing lifestyle. In today's day and age, there has been an increased preference towards creating a self-sufficient home, leading to informed and conscious decisions by consumers. Microwave category has seen double digit growth post Covid-19 and the convection range has been dominating the industry with 70%+ share in the segment. Thus, our MagicCookPro, latest in the convection portfolio, comes with up to 7 cooking modes and up to 300 recipes to choose from, making cooking for the most elaborate dishes easy and professional."*

Availability: [www.whirlpoolofindia.com](http://www.whirlpoolofindia.com)

Price: INR 9999

**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 to 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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