

SANITIZE YOUR CLOTHES WITH WHIRLPOOLS WIDE RANGE OF IN-BUILT HEATER WASHING MACHINES

Equipped with a certified Anti-bacterial Cycle that eliminates harmful bacteria providing a germ-free wash #SanitiseWhatYouWear

New Delhi, July 21, 2020: Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading home appliance company presents a wide range of fully automatic top load washing machines with advanced inbuilt heater technology. Keeping the heightened consumer need of products in the health and hygiene segment in mind, Whirlpool's range of washing machines come with NABL* Certified Antibacterial Cycle. This feature helps remove up to 99.9% harmful bacteria and allergens from the clothes at a temperature of 60 degrees Celsius. This special Anti-bacterial cycle by Whirlpool is tested and approved as per global sanitization protocol NSFP172.

These Intuitive and Intelligent washing machines from Whirlpool apart from germ removal expertise have enhanced features and innovations for a clean and hassle-free washing experience. Embracing the brand philosophy of Every Day Care, Whirlpool has also launched #SanitiseWhatYouWear, a digital campaign for the products that reflect its commitment towards providing solutions that are meaningful and advanced with consumers at the heart.

- **Stain removal technology:** A unique 6 stage wash process involving varying water temperatures & wash motions, ensuring tough stains removal like mud, grass, ketchup etc. The Inbuilt heater helps remove 50 different types of tough stains even after 48 hours
- **Customised Fabric care:** Whirlpool Washing machines are equipped with Three different Hot water modes- Warm, Hot & Allergen free. This helps in taking care if of different fabric types, to ensure sanitized washing and care of clothes
- **Eco wash:** Whirlpool has the widest range of 5 star energy rated machines with the Eco mode which uses an optimized wash algorithm for low water & energy consumption, while providing the best in class cleaning performance.

KG Singh, Vice President - Marketing, Whirlpool of India said, *“Consumers today are more vigilant of their health and hygiene than ever before. Keeping in mind the need of the hour, Whirlpool has fast tracked its efforts to provide superior Sanitization along with best in class Wash Performance with the launch of the WhiteMagic Elite Plus range. This feature is also present across Stainwash Pro and Bloomwash Pro ranges through a special anti-bacterial cycle that ensures up to 99.9% germs and allergen free wash. This innovation comes from over 100 years expertise of Whirlpool in building washing machines leveraging its proprietary 6th Sense algorithms.”*

Available online at <https://www.whirlpoolindia.com/> and across India in capacities of 6.5 kg and above at a starting price range of Rs 18000

**Following test has been conducted by NABL accredited laboratory to remove common household bacteria like Staphylococcus aureus, Pseudomonas aeruginosa, Klebsiella pneumoniae*

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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