

WHIRLPOOL RECOGNIZED AS SUPERBRAND 2019 FOR ITS REFRIGERATORS AND WASHING MACHINES CATEGORY

The accolade stands testimony to Whirlpool's complete range of world class refrigerators and washing machines

New Delhi, February 1, 2020: Whirlpool of India, a subsidiary of Whirlpool Corporation and world's leading home appliance company has been recognized under 'Superbrands 2019-20', world's largest independent arbiter of branding, for their refrigerators and washing machines. In a recent survey by Superbrands Council, Whirlpool emerged as a winner in both these categories after a rigorous assessment by the consumers and industry professionals.

Carving a way for Whirlpool in its journey to be a Superbrand, the company recently also announced the expansion of its Pune plant facility for its refrigeration line. Whirlpool has made an investment of 450 crores in India over the past three years of which was further leveraged to increase the production capacity. The Pune plant boasts of a production capacity of **900K** per annum. Spread over **1.75 lakh sq ft**, the unique column less facility, follows Whirlpool's global manufacturing standards powered by advanced robotics. Whirlpool manufactures 90% of its India product line-up across its three state-of-the-art manufacturing plants in Faridabad, Pune and Pondicherry. The Faridabad plant is the biggest and oldest factory which manufactures single door and direct cool refrigerators while the Pondicherry plant manufactures semi-automatic and fully automatic washing machines.

Mr. KG Singh, Vice President, Marketing, Whirlpool of India, said, *"Whirlpool is honoured to be a part of Superbrands 2019. We take immense pride to be chosen as a Superbrand as it validates the strength of our products and our commitment towards the consumers. Our refrigerators and washing machines are our crowning glory and the most sought-after products of our portfolio. At Whirlpool, we are always consistent in developing innovative technologies that benefit our consumers. Our new plant at Pune, stands testimony to Whirlpool's strong commitment to its people, stakeholders, consumers and the nation. We have grand plans for 2020 and the award further strengthens our resolution to upgrade our products and improve our services."*

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

About Superbands India

Superbrands is the world's largest independent arbiter of branding. Superbrands pays tribute to the strongest and most valuable brands in the world. The Superbrands India panel comprises of stalwarts from the advertising, media and marketing industry & India's best brands are invited to participate in this study. This year's effort was endorsed by 18,031 people who scored across 1488 brands and 237 categories. Attaining a Superbrand status cements brands position, boosts credibility and is a reassurance for consumers of any company, brand & product.

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