

WHIRLPOOL INTRODUCES THE NEW INTELLIFRESH PRO BOTTOM MOUNT REFRIGERATOR WITH 10-IN-1 CONVERTIBLE MODES & POWERED BY ADVANCED AI TECHNOLOGY

A perfect blend of Award winning Design, Technology, Innovation and Care

Gurgaon, April 28, 2021: Whirlpool of India, a subsidiary of Whirlpool Corporation, the world's leading kitchen & laundry home appliance company presents the IntelliFresh Pro Bottom Mount Refrigerator, powered by Advanced Adaptive Intelligence Technology that automatically senses changes in weather, load and usage patterns and adapts the cooling accordingly.

The Whirlpool Bottom Mount Refrigerator is designed to adapt to every home scenario, enabling the caregivers to adapt effortlessly to the unique behaviours, quirks and habits of their loved ones and continue providing extraordinary care, every day. A perfect blend of form and function, the Whirlpool IntelliFresh Pro Bottom Mount refrigerator range with its world-class design is also the recipient of the globally acclaimed 'IF Design Award' for 2021.

Smart and Intuitive Performance

- **Adaptive Intelligence Technology:** Whirlpool Bottom Mount Refrigerators are equipped with multiple advanced intellisensors, a microprocessor and a proprietary algorithm that continuously senses and adapts to load changes, weather changes and usage pattern to provide the optimum cooling level.
- **No.1 in Freshness:** With upto 15 days of extended freshness* in the fridge and freezer section with grocery day mode, it claims prevention of upto 99%* bacterial growth, prevention of excessive ripening, best in class vitamin preservation and upto 7 days of dairy freshness*
- **Uniform cooling with 3D Airflow Technology:** The scientifically designed air-tower with strategically placed vents and air boosters circulate cold air uniformly, the cold air does not hit the food items directly, thereby minimizing moisture loss and extending freshness
- **Intellisense Inverter Technology:** It adapts the cooling according to the internal load and reduces energy consumption. By automatically connecting to your home inverter during power cuts, it delivers an unmatched performance.

Meaningful Innovation

- **10-in-1 convertible modes:** This next generation Convertible Technology comes with an intuitive user interface and easy to use 10 modes that adapt to your everyday requirements with just a simple touch. With lowest convert time of 23 min*, the refrigerator helps to adjust as per the needs of the consumers

Award winning Design

- The Whirlpool IntelliFresh Pro Bottom Mount Refrigerators have also been awarded the most coveted iF Design Award 2021. 'Simplicity is the ultimate sophistication' - rooted in this design philosophy the IntelliFresh Pro range of refrigerators follow a simple yet intuitive design language. Its sleek understated lines and curved edges give it a poised presence. Smart and functional by design - the 'Flushed pocket handle', never gets in your way. Whirlpool's signature element - 'Contoured Chrome' punctuates the slick vertical form with an ever sparkling highlight. Besuited by the 'Infinity Edge' UI this limitless design is made to touch the sky. Wherever placed, the subtle design holds its own, elegantly.
- **Adaptive Space Management:** With a contemporary design, it has ample space for everyone's needs in a family. It comes with a special Variable Temperature Zone that allows smart space management with the swipe of a button between fruits/vegetables and dairy items. Adding to its allure are its attractive features like Portable Ice Maker which can be used to easily carry and serve ice.

Mr. KG Singh, Vice President-Marketing, Whirlpool of India said, *"The IntelliFresh Pro range of Bottom Mount Refrigerators are a testimony of Whirlpool's vision of providing products that are best in class in performance, avant garde in design and built with utmost care that cater to the evolving needs of our consumers"*

Availability: The Intellifresh Pro Bottom Mount Range of refrigerators are available in 325L and 355L in Omega Steel and Steel Onyx finish at <https://www.whirlpoolindia.com/>

Price: INR 44500 to INR 53100

About Whirlpool of India

Whirlpool of India Ltd, is a subsidiary of Whirlpool Corporation, world's leading kitchen & laundry appliance company. Headquartered in Gurugram, Whirlpool of India is one of the largest manufacturers and marketers of major home appliances in the country. The company owns three manufacturing facilities at Faridabad, Pondicherry and Pune. Each manufacturing setup is designed in ways conducive to growth and expansion while also ensuring efficiency and state-of-the-art processes. With over 100 years of global expertise, the company is present across multiple categories in India and Indian subcontinent with a wide product portfolio ranging from washing machines and refrigerators to air conditioners and kitchen appliances.

Embracing the brand philosophy of Every Day Care, Whirlpool is committed towards providing solutions that are meaningful and advanced with consumers at the heart. Its 'Make in India' initiative, year on year Great Place To Work recognition, Superbrands award are all a testament of its endeavour to fulfil its stakeholder aspirations, and contribute to the economy.

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Disclaimer

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| India's Most Advanced Bottom Mount Refrigerator* | In its category of 300L to 400L segment. |
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No. 1 in freshness~ **Results based on internal lab testing done on select fruits and vegetables under specific conditions and may vary depending on testing conditions and models. Results based on external lab tests done on select item in select models vs. competing brands in this segment under specific testing conditions and may vary depending on testing conditions

15 days® Results based on internal lab testing done on select fruits and vegetables under specific conditions and may vary depending on testing conditions and models

Lowest Time to Convert @ 23min- Results based on internal lab tests done on select models bringing the temperature from -15 to 0 in Freezer Compartment under specific conditions and may vary depending on testing conditions.