

Experience the "Magic" of Whirlpool

Launches First-of-Its-Kind Product Experience Centre in Pune

Pune, June 05, 2006: In its endeavour to provide first-hand product experience to customers, Whirlpool of India, a subsidiary of the Whirlpool Corporation, a global manufacturer and marketer of major home appliances, today launched first of its kind Product Experience Centre (PEC) in Shree Enterprises, Padmadharsan Society, Plot No 2, Pune Satara Road, Walvekar Lawn, Pune. The unique 1600 square – foot Product Experience Centre, was inaugurated by Mr. Rajiv Kapur, Vice President, Consumer Service, Whirlpool Of India Ltd and Mr. Sanjay Prasad V.P. Sales, Whirlpool Of India Ltd.

Unlike a regular dealer showroom, the Product Experience Centre will enable customers to actually touch, feel and use Whirlpool products in an environment similar to their homes. For instance, customers can prepare a meal in the microwave oven or do a load of laundry for a better understanding of the product. Besides this, they can also participate in the cooking classes that will be organized at the centre. Additionally, the centre will also have an area where children can amuse themselves with board games like Ludo, scrabble, chess, etc. while their parents are interacting with the products.

Commenting on the launch, Mr. Kapur said, "We at Whirlpool, pride ourselves in understanding our customers' needs and desires. We realized that prior to making a purchase, customer wants to interact with the appliance to help determine and select the appliance that best fits their lifestyle and personal taste. Hence, to give our customers the opportunity to get that first hand experience of Whirlpool products, we decided to take this initiative."

Whirlpool had recently launched new products across three categories – Refrigerators, Washing Machines & Microwaves.

The launch of the new innovative range included Whirlpool **Fusion** and **Delight** refrigerators, Whirlpool **JetChef** Microwaves and Whirlpool **WhiteMagic Splash** Washing Machines, is in line with company's new positioning – '**Your Magic in Homemaking**'. All the newly launched products come with unique innovative features intended to create magic in the life of a homemaker, which would be on display at the cent