

Whirlpool On a Blitzkrieg Growth Path

Announces aggressive plans to establish its leadership position in refrigerators by 2007 and greater focus in cooking & fabric care

Further enhances its product portfolio with the launch of new products across the three categories

New Delhi, April 03, 2006: Encouraged by an impressive growth & performance demonstrated in the year 2005, Whirlpool of India, a subsidiary of the Whirlpool Corporation, a global manufacturer and marketer of major home appliances, today announced its aggressive growth plans for the Indian market in the Year 2006. It unveiled its new products across three categories – Refrigerators, Washing Machines & Microwaves in the presence of its brand ambassadors and celebrity couple **Ajay Devgan & Kajol.**

The launch of this new innovative range which 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.

Speaking on the occasion, **Mr. Arvind Uppal, Managing Director, Whirlpool of India,** said, *"Our core strength lies in the understanding of the Indian homemaker and innovating our products as per her needs and unmet desires. All the products launched here today are a result of the same exhaustive consumer insights process that we have used over the years to understand her better."*

"We are confident that our enhanced product portfolio across categories, innovative marketing coupled with faster response to the market will be the key drivers in growing the brand to a leadership status in the Indian market," he further added.

Whirlpool, which sold **Cooling Ka Genius** refrigerators, **Whitemagic** washing machines and **MagiCook** microwaves last year, recorded a 25 % jump in gross sales and has set impressive targets for the year 2006. With the launch of Whirlpool **Delight** and **Fusion** range of refrigerators, **JetChef** Microwaves, **WhiteMgic Splash** Washing Machines, the company aims to strengthen its foothold in the three categories in the year 2006. The **company expects to notch up a 26% market share in the refrigerator category, 10% in the microwave category and 16% in the washing machine category** in the country this year.

The newly launched products will be supported by a multi-media campaign including above the line – advertising featuring brand ambassadors and a host of below the line activities such as innovative marketing tie-ups, in-shop display, promotions, direct marketing, product demonstrations and workshops. The total advertising and marketing spend earmarked for this year is in the range of **Rs. 43-44 crores.**

Currently, Whirlpool products are available across **7500 retail outlets** in over **150 cities/towns.**