

Whirlpool Plans Aggressive Growth This Festive Season

Targets 40% growth over 2005 this festive season

Announces exciting Diwali offer 'Magic Ka Maska Lagao'

Unveils 4 new product ranges, Introduces 20 new models

New Delhi , September 8, 2006 : Further enhancing the growth path and to amplify the festive spirit, Whirlpool Of India, a subsidiary of the Whirlpool Corporation, a global manufacturer and marketer of major home appliances, today, announced its ambitious plans for the Festive season of 2006. The company unveils four new product ranges and its special 'Diwali' promotion termed " *Magic Ka Maska Lagao* " in the presence of its brand ambassadors and celebrity couple Kajol & Ajay Devgan.

Focusing on its growth plans, the company announced its new marketing initiatives. As part of the festival plans, the company today introduced four new innovative range of products, which include ' *Sensation Classic*' front load washing machine, *Sparkle & Verve* Semi Auto washing machine, *Genius XL* refrigerator. 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 " *We had a very good first half of year 2006 and with the festival promotion and new product launches, we are confident of reinforcing our market leadership. We would be looking at a growth of 40% over 2005 this festive season.* "

This ' *Diwali*' promotion is in line with the brand's proposition to help homemaker create magic every time she brings a Whirlpool product home. Commencing on September 15, 2006 , the company would offer an assured gift and a scratch card on purchase of any Whirlpool product. The assured gifts vary from Nirlep non-stick saucepan to winning an Intergold diamond pendant. Apart from winning a gift on every purchase, the consumer will also be entitled to a scratch card. Above all, company would also offer special prices to celebrate the spirit of Diwali with the customers.

Announcing the special '*Diwali promotion*' and launching the new range of products, **Mr. Shantanu Das Gupta , Vice President, Marketing, Whirlpool of India**, " *Our endeavour has always been to understand our consumer's needs and coming up with innovative ways to cater to them. We are extremely excited to bring this unbeatable consumer offer for all our customers this year, during Diwali. It builds off the insight that all homemakers love to be pampered by their spouses. Bringing home a Whirlpool appliance is the perfect way to apply the " maska" this Diwali! Our four new ranges of products are specially designed keeping in mind the needs of a homemaker. With these initiatives , we intend to give our consumers the best in class products and offers that would bring magic to their homes this Diwali.* "

The newly launched products will be supported by a multi-media campaign including above the line – advertising featuring Ajay Devgan & Kajol and, a host of below the line activities such as innovative marketing tie-ups, in-shop display, promotions, direct marketing, product demonstrations and on ground events in 7 states. ***The total advertising and marketing spend earmarked for the Diwali promotion this year is in the range of Rs. 60 crores .***

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

About Whirlpool *Sensation* washing Machine

Whirlpool *Sensation* , a front-loading washing machine has been launched to add sparkle to the mundane chore of washing clothes. *Sensation* offers the best wash performance with 20% lower water consumption & its special ***Stainwash*** function can help remove **10 stubborn stains** Tea, Coffee, Ketchup, Pickle, Shoe Polish, Red Sand, Blood, Milk, Chocolate and Curry. **Whirlpool *Sensation*** washing machine is available in **6.5 kgs capacity with the unique *Stainwash* and *Whitest Whites* programmes**. It is being launched at a price range of **Rs. 18990 to 22990/-** and the product will be available across all retail outlets selling Whirlpool products.

About Whirlpool *Genius* (200 & 230 Litre)

The new ***Genius XL*** direct cool refrigerator models combine advanced technology, excellent performance, appealing aesthetics and competitive price. ***Genius XL*** boasts of superior cooling thanks to its powerful compressor and has unique features like 6th Sense Door open alarm, Utility Drawer and Lemon N Onion holder. It also has an extra large chiller, which can hold upto 5 one-litre bottles and jumbo bottle racks for storing large 2 Litre soft drink bottles with ease. ***Genius XL*** will be available in three models in the

Whirlpool 'Magic Ka Maska Lagao' offer
Gift and a Scratch card on every purchase

Assured gifts

Intergold diamond pendent worth Rs. 4900/-
Oysterbay pearl set worth Rs. 1900/-
Nirlep Sauce Pan worth Rs. 418/-

Scratch card gifts

Diamonds Sets worth Rs 1 Lac
Whirlpool Acs
Cash discount- starting from Rs 51/- to 2001/-

New Product Offering

Sensation Classic/Elite front load washing machine
Sparkle & Verve Semi Auto washing machine
Genius XL 200 & 230 litre Direct Cool Refrigerator

capacities of 200 and 230 Litres and in a wide range of attractive colors & exciting finishes . **It is being launched at a price range of 10000/- to Rs.12500/- and will be available across all retail outlets selling Whirlpool products.**

About Whirlpool Sparkle & Verve Washing Machines

As the name indicates, **Whirlpool Sparkle** has been launched to add sparkle to home making. Sparkle is a fully loaded semi automatic washing machine with superior aesthetic and unique features like **Aqua shower and 1-2, 1-2 hand wash. With these unique features, it can remove stubborn stains like ketchup, coffee and shoe polish.** Aqua Shower pours water containing active detergent solution at the centre of the wash load. The proper mixing of detergent solution across the height of the wash-tub improves the wash quality significantly as compared to ordinary Semi Automatic machines. **Sparkle** also saves 30% water in the wash cycle bringing more cheer to the homemaker. **Whirlpool Sparkle** washing machine is available in **6.5 kgs capacity with three wash programmes namely Gentle, Normal and Heavy.** It is being launched at a price range of **Rs 7990 to 8290/-** and the product will be available across all retail outlets selling Whirlpool products. **Whirlpool Verve** is the economy model in this range priced at Rs 7490/-.

About Whirlpool

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion, more than 80,000 employees, and more than 60 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Bauknecht and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.