

Whirlpool creates 'Magic' during Onam

Announces aggressive plans for the Kerala market , eyes 26 % marketshare in this financial year in Refs, 16% in Washing machines

Unveils its festive promotions for Onam

Kerala, August 09, 2006: Encouraged by an impressive growth 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 marketing plans for the Kerala market as it unveiled its special festival promotions for Kerala during ' Onam'.

Whirlpool, which sold Genius & Iceberg refrigerators, Whitemagic washing machines, Magicool airconditioners and MagiCook microwaves last year, recorded a 30 % jump in gross sales over the last year in Kerala and has set impressive targets for 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.

Speaking on the occasion, **Tamal Kanti Saha, Vice President- Sales, Whirlpool of India** , said "Kerala is an important market for us. After an overwhelming response received for Genius and Iceberg, we are confident about growing in the market to a leadership share this year. We have recorded a sales growth of over 50% in sales this year and are aggressively growing our direct distribution network in the state. We have had an aggressive slew of launches in April this year to fuel the growth."

To join in with customers during Onam celebration , the company today announced a series of marketing & promotional activities which included ' Vajragosham ', ' Onasadya ' and " Magic on the Move" Road shows.

Announcing the special "Vajragosham" offer, **Mr. Anup Jain, General Manager, Brand Marketing, Whirlpool of India** , "We are extremely excited to bring another unbeatable consumer offer for all our customers this year during Onam . Vajragosham', the consumer offer initiative will commence from 10th August 2006 continuing beyond Onam until 15 th September 2006 . Whirlpool's ' Vajragosham', entitles customers a sure shot gift, with a difference. As part of this promotion, any customer buying a Whirlpool Home Appliance product gets to win an exciting gift. The sure shot gift options include a diamond pendant by Ira Diamonds, five pieces of cookware set and travel bag on middle and low end level models.

Whirlpool Festive Bonanza
'Vajragosham '

Start Date: 10 th August 2006
End Date: 15 th September 2006

'Onasadya' recipe contest & Kaikottikalli dance contest

Kannur – 10 th August

Trivandrum – 13 th August

Kottayam – 16 th August

Cochin – 19 th August

Trissur – 24 th August

Calicut – 26 th August

Road Show

Flag Off in Cochin – 9 th August

Trivandrum – 10 th – 13 th August

Kollam – 14 th – 15 th August

Pathanamthitta – 16th – 17 th

August

Kottayam – 18 th – 20 th August

Kannur – 21 st & 23 rd August

Calicut – 24 th – 27 th August

Malapuram – 28 th 0 29 th August

Trichur & Palakkad – 30 th Aug –

01 st September

Cochin – 2 nd – 3 rd September

Further enhancing the spirit of festivity, Whirlpool will also be organizing 'Onasadya' recipe contest- a full day event for the homemaker and her family in 6 leading towns of Kerala – Cochin , Kannur, Trivandrum , Thrissur, Calicut and Kottayam. Whirlpool truly believes in identifying with the traditional Onam spirit seen across Kerala and will be having an exciting Kaikottikalli dance contest in Trivandrum and Cochin, which will have ten dance troops performing the traditional dance of Kerala and will be judged by a renowned local danseuse.

Whirlpool will be spreading the magic of Onam celebrations around the city with its branded mobile van in a **unique roadshow** called " *Magic on the move*" which will display the company's new range of Fusion refrigerators and Splash washing machines. This is a first in the industry in Kerala.

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>.