

## **Whirlpool creates "Magic" with Fanaa**

### ***Chance to win a Whirlpool refrigerator 'Delight'***

**New Delhi, 26th May 2006:** Whirlpool of India, a global manufacturer and marketer of major home appliances, today launched an exciting offer for its consumers – '*Watch Fanaa and win a Whirlpool Frost Free Refrigerator*'. As part of the promotion, on every purchase of a ticket to the much awaited movie '*Fanaa*' at Satyam Cineplex (Janak Place and Patel Nagar), cinegoers can fill the form distributed with the ticket and drop it in the drop box next to the counter. Every week a lucky winner will get to take home a Whirlpool Frost Free Refrigerator besides the free tickets for the movie.

In addition, Whirlpool will air its 40 seconds commercial which features Kajol, Whirlpool brand ambassador, during the screening of the movie. During the interval, kids disguised as characters from the commercial, will distribute candies to the audiences.

The newly launched Frost Free range of refrigerators - ***Delight***, which combines the most advanced technology, appealing aesthetics, excellent performance, will be given to the winners. *Delight* boasts of being India's first and only refrigerator with unique features like Magic Light, 6th Sense Door Open Alarm and a The 6th Sense Cooling System. The new range is available in three varieties - The Delight Classic, The Delight Deluxe and The Delight Elite

The contest will be held every weekend starting 26th May 2006 and will be on for four weeks

#### **Participation criteria -**

Purchase a ticket to the movie – Fanaa

Fill the form, that would be distributed with the ticket

Drop it in the drop box next to the counter

One lucky winner every week wins Whirlpool Frost Free Refrigerator

Few lucky winners to win tickets for a movie at Satyam Cineplex.

The contest will commence from 26th may 2006 and culminate after four weeks