

## Whirlpool of India adds magic to Onam festivities in Kerala

Announces aggressive plans for the Kerala market, plans to invest Rs 200 crores on product development over the next three years  
Launches brand new innovative products across five categories – Refrigerators, Washing Machines, Air Conditioners, Microwave Oven and Water Purifiers  
Announces an exciting consumer promotion for Kerala 'Yellathillum Magic Returns' – spreading Whirlpool Magic across more than 2500 leading stores in Kerala

Cochin, August 06, 2008: Whirlpool Corporation, The World's No.1 Home Appliance Company and one of India's leading durables marketers; today announced its launch of their innovative range of products across five categories (Refrigerators, Washing Machines, Air Conditioners, Microwave Oven and Water Purifiers) and unveiled an exciting Onam promotion '**Yellathillum Magic Returns**' for its customers in Kerala.

Known for its strength in innovation and focussing on the Kerala market, Whirlpool of India unveiled its new range of products that includes Whirlpool revamped '**Genius and Fusion**' range of refrigerators, Whirlpool '**Professional**' series of washing machine and Refrigerators, Whirlpool '**Mastermind**' air conditioners, Whirlpool '**Max**' Microwave Ovens and Whirlpool '**Purafresh**' Reverse Osmosis Water Purifiers. All the newly launched products boast company's patented **6th Sense** technology connoting intuitive understanding of a woman's needs. With the launch of the new products, the company expects to notch up a **25%** market share in the refrigerator category, **30%** in the washing machine category, **30%** in the microwave category, **10%** in the air conditioner category and **10%** in the water purifier category in Kerala this year.

Celebrating the spirit of the '**Onam**' festival and exhilarated by the outstanding response by the consumers to the Onam Promotion last year, Whirlpool of India returns to add more magic to the promotion. The company has launched a unique '**Yellathillum Magic Returns**' consumer promotion, the unbeatable consumer offer, commencing from **9th August 2008 till 12th September 2008**.

Stressing the importance of the Kerala market in Whirlpool's scheme of operations, **Mr. Shantanu Das Gupta, Vice President - Marketing, Whirlpool Of India**, said, "*Whirlpool is a global leader in the home appliance domain and we would like to attain this distinction in the Indian market as well. We believe that Kerala, which has emerged as the fastest growing market for the company over the years, plays a key role in helping us reach this goal. We have always been very close to our customers in this region, and are positive that they will continue to support us in the coming years.*"

'**Yellathillum Magic Returns**', Whirlpool's consumer promotion for the festive period of Onam promises to add lots of fun and excitement into buying a Whirlpool product. Not only will customers get rewarded with an assured gift with every purchase, they will also be given a discount voucher to redeem at other designated shopping and entertainment outlets. These vouchers can also be clubbed together with any discount schemes that participating outlets will offer during the festive season of Onam.

"*Kerala is a very important market for us. Our customers here have reposed great faith in us and their overwhelming response to our products have helped us grow our market share across categories. Onam is a time for celebration in this region, and when a customer buys a Whirlpool product during this period, we would like to use the opportunity to offer them a whole host of benefits which could add to their festivities and celebrations*", said **Mr. Tamal Kanti Saha, Vice President - Sales, Whirlpool of India**.

"*We have recorded a sales growth of over 41% in sales (YTD), inspite of the industry growing by 15% and with the aggressively growing direct distribution network in the state we expect to surpass the figures this year.*"

Whirlpool will be spreading the magic of Onam celebrations around the city with its tie up with Joy Alukkass Wedding centre, Joy Allukaas jewelry, Joy Alukkass diamond, Vanitha Jewellers, Treasure Hunt Showrooms, Indroyal Global furniture, Gulf Gold, Alapatt Jewelers, Chunghatt Jewelers, Kollam supreme jewelry and many more

### Whirlpool '**Yellathillum Magic Returns**' offer

Whirlpool ties up with more than 2500 leading stores in Kerala  
On purchase of every fixed denomination and above at any of the selected outlets, customers will be given 'Magic Coupons'  
Customers can collect these coupons and drop it in the Whirlpool 'drop box' and become a part of the lucky draw.  
All Whirlpool customer will be entitled to a sure shot gift on every purchase. There will be a mega draw and customer who wins the mega prize will be the winner of a Whirlpool Home Appliance. Apart from the mega prize, there will be 10 other prizes, which will include Whirlpool products.

### Launch of Lifestyle Range

*Genius and Fusion* Refrigerators  
*Professional* washing machines  
*Max* Microwaves

*Mastermind* Air conditioners  
*Purafresh* Reverse Osmosis Water Purifiers

The promotion and the newly launched products will be supported by a multi-media campaign including above the line – advertising featuring our brand ambassadors Kajol & Ajay Devgan and a host of below-the-line activities such as innovative marketing tie-ups, in-shop display, promotions, direct marketing, and product demonstrations.

Currently, Whirlpool products are available across **12,000 retail outlets** across the country.

#### **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>.

#### **For further information, please contact**

Ranjini Chalam  
CORPORATE VOICE | WEBER SHANDWICK  
Tel: 011-40501200  
Mob: 9810956888  
e-mail: [ranjini@corvoshandwick.co.in](mailto:ranjini@corvoshandwick.co.in)

#### **About Whirlpool Genius**

##### **Unique Features**

**Colour Finishes:** All new range of colours and finishes

**6th Sense Fast Forward Ice** - Makes ice 30% faster

**Fresh Ever Vegetable Box** – keeps your vegetables fresh for longer period of time

**Health Guard:** Special anti bacterial coating on the gaskets prevents germs and bacteria from growing and thereby contaminating the refrigerator

**Unique utility drawer** – Genius comes with 20 lts extra storing space for items that does not need refrigeration

**Jumbo Bottle Rack** – Stores 2 ltr bottles with ease.

Whirlpool '**Genius with Fast Forward Ice**' is available in **8 finishes** in the capacity of **180 litres**, priced between **Rs. 8,200 to Rs. 10,800**

#### **About Whirlpool Fusion**

##### **Unique Features**

**6th Sense Frost Control:** Automatically maintains optimum level of frost inside the freezer. Provides freedom from the hassle of defrosting.

**6th Sense Auto Cool:** Automatically adjusts the cooling according to the change in seasons and according to the frequency of door opening. Ensuring that all the food items are kept at the optimum temperature, thereby maintain freshness for a longer duration.

**E-light:** For the 1st time ever, an emergency light on the refrigerator. Provides light equivalent to a 40 watt bulb for 2 hrs during a powercut.

**6th Sense Fast forward Ice:** Makes ice super quick, upto 30% faster

**Retains cooling for upto 17hrs during a powercut:** Keeps food fresh during the long powercuts that are prevalent in most parts of India.

Whirlpool '**Fusion**' is available in **4 finishes** in the capacities of 200, 230 and 260 litres, priced between **Rs 10,700 to Rs 13,900**

#### **About Whirlpool 'Mastermind' Air Conditioners**

##### **Unique Features –**

**6th Sense MPFI Cooling System:** The 6th Sense MPFI cooling system technology uses a unique Multi Capillary design which provides instant cooling while reducing the power consumption. The benefit: Faster cooling at Lower Power consumption.

**Spectrawide Heat Exchangers:** Spectrawide heat Exchangers ensure better air distribution through maximizing the surface area. This unique angular design ensures better cooling as compared to conventional air conditioners.

**Energy Rating:** The Mastermind range of Air Conditioners is extremely energy efficient and are certified by Bureau of Energy Efficiency. The mastermind range of Air Conditioners are available from 1 to 4 Star rating. This helps consumer save Rs 6500 on Electricity bills annually.

**HEPA Filter:** The HEPA (High Efficiency Particulate Air) filter, introduced for the first time in the Split AC segment in India, is capable of capturing dust particles as minute as 0.3 Microns.

**6th Sense Air Flow:** Automatically selects an appropriate run mode (Cool, Fan, Dry) according to indoor temperature. This is made possible by an intelligent microprocessor which has been designed keeping in mind your comfort requirements.

**Whirlpool 'Mastermind' Air conditioners are available in 4 capacities (0.8Ton, 1 ton, 1.5 Ton, 2 Ton) in both Window and Split AC segment, priced between Rs, 13,500 to Rs, 32,000. Total number of SKUs is 15**

#### **About Whirlpool Professional Washing Machine**

##### **Unique Features:**

**6th Sense Intelligent features-** Hotwash, 6th sense feature enabling optimal water and det level selection as per wash load

**Wool-Mark Approved -** Allows the user to wash delicates and woolen clothes in the machine without worrying about the clothes getting distorted.

**CE Approved -**The machine is perfectly safe and conforms to essential requirements of the relevant European health, safety & environmental protection legislation.

Whirlpool '**Professional**' is available in 5-7 kgs capacities, priced between **Rs.16,000 – Rs. 27,000**

**About Whirlpool Max Microwave ovens:** The first ever super compact microwave oven, offering large cooking capacity with 28cm turn table

##### **Unique Features:**

Round in shape and not rectangular

28 cm turntable

MicroTawa and Crisp Function

LCD Electronic Display

Painted steel cavity

3D System

Quartz Grill

Crisp Function

Jet Defrost

Jet Start

Child Lock

5 Power levels

30' Minute timer

24 Hour Clock

Max will be available in 6 vibrant colours

### **About Whirlpool 'Purafresh' Reverse Osmosis Water Purifiers**

#### **Unique features**

The range constitutes of:

#### **Purafresh Delux (Ideal for a small family)**

6.5 ltr tank capacity

Water level indicator to suggest level of water in the tank

Automatic operation

#### **Purafresh Elite (Idea for large family)**

8.5 Ltr tank capacity

Child lock for preventing spillage due to wrong use by child

Automatic operation

#### **Purafresh Platinum – First DIRECT FLOW RO in Indian market without tank (Ideal solution for a modern home with stylish kitchen)**

Unique features (first time in India and in RO segment)

Online RO water - Flow rate 72 ltr per hour

Unique electronic consumer interface to show all product function

Filter change indicator (which suggest the time to change the filter/membrane)

Very high efficiency advance RO membrane (750 Gallon Per Day output)

The new products are priced between **Rs.12,500 – Rs. 22,900**. The entire Purafresh range comes with 6th Sense Purify and Protect Technology, through impregnated silver ceramic cartridge