

**Whirlpool of India creates Magic this Festive season
Unveils Durga Puja & Diwali promotion offer 'Is Diwali April Fool Bano Ya Whirlpool Chuno' and launches innovative products across five categories**

Kolkata, September 30, 2008: Partnering the consumers and adding more magic to the festive season, Whirlpool Corporation, world's No.1 Home Appliance Company and one of India's leading durables marketers; today unveiled their festive promotion "**IS DIWALI APRIL FOOL BANO YA WHIRLPOOL CHUNO**". The company also launched a whole new range of innovative products across five categories (Refrigerators, Washing Machines, Air Conditioners, Microwave Oven and Water Purifiers)

Whirlpool of India posted a net profit of Rs 44.57 crore for the first quarter (Q 1) of FY 08- 09, a 198 % increase over the same period last year.

Providing an insight on the consumer buying trend this festive season, **Mr. Tamal Kanti Saha, Vice President, Sales, Whirlpool Of India**, said, "Whirlpool has always believed in offering 'real' value to the consumers as against freebies and 'hyped' up offers and 'lucky' prizes. We will continue in the same vein this season and offer really useful promotion offers to the consumers on buying Whirlpool Products. The consumers will not only be assured of useful gifts but also get fabulous combo offers and redeemable vouchers on our new products as well as benefits on other brands whom we partner with. The whole promotion is based on the insight that consumers do not want to be taken for a ride in the garb of festive season but are looking for some really 'useful' offers and combo's as they tend to shop for more than one product during the festive season. Whirlpool will help them leverage their budget to the max.

Whirlpool's consumer promotion for the festive period, '**Is Diwali April fool bano ya Whirlpool chuno**', promises to give the best – in – class real value to its consumers. Apart from assured gifts that varies from winning a win dinner set, pendant, etc on scratching the Whirlpool scratch card, the consumers will also get a chance to win assured discounts, i.e., scratch and get assured discounts of upto Rs. 2000/- on Whirlpool Purafresh Water Purifiers. This is not it, to provide more value to the customers, consumers can also win 20 Whirlpool grill mechanical microwave at a special price of Rs. 3500/- with Whirlpool's Special Microwave Combo offer and win also avail MagiClub vouchers* worth Rs. 3500/- and above

Announcing the Consumer Promotion offer, Mr. Tamal Kanti Saha, Vice President, Sales, Whirlpool Of India, said "*We have always believed in understanding the needs of our consumers and providing them with a Real Value solution. This year the festive promotion yet again reiterates our commitment to our consumers. This year's Diwali offer by Whirlpool has been made by considering the prevailing market scenario and consumer's interface with promotions in the past few years.*" "*With the launch of this innovative Festive Promotion 'IS DIWALI APRIL FOOL BANO YA WHIRLPOOL CHUNO', the company expects a growth of 20% over 2007 this festive season*", he further added

Further adding to the festive spirit, Whirlpool of India unveiled it 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.

Unveiling the new range of innovative products, Mr. Saha said, "*Understanding our consumers and innovating accordingly has always been our focus. With the launch of the innovative range of products, we aim to provide our consumers the best possible solution, a mix of innovation and technology. We are confident that our newly launched products will create the magic in Homemaking*"

The newly launched products & the consumer Promotion will be supported by a multi-media campaign including Brand New TVC. The promotion will also be supported in Print and through 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

Whirlpool 'Is Diwali April Fool Bano Ya Whirlpool Chuno' offer

Assured Gifts
Scratch and get a chance to win dinner set, pendants etc.
Assured Discount
Scratch & get assured discount of upto Rs.2000 on Purafresh Water Purifiers
Special Microwave Combo Offer
Get 20 grill mechanical microwave oven at a special price of Rs.3500/- on focus category only.
Magiclub vouchers worth Rs.3500+
Offer applicable on select products & in select cities only

Launch of Lifestyle Range

Genius and Fusion Refrigerators
Professional washing machines
Max Microwaves

Mastermind Air conditioners
'Purafresh' Reverse Osmosis Water Purifiers

consumers in nearly every country around the world. Additional information about the company can be found at <http://www.whirlpoolcorp.com>.

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* Offer applicable on select products & in select cities only

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 ever 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