

Whirlpool presents its all new 'Genius' Refrigerators!

Re-launches fully loaded direct cool range of Genius refrigerators with advanced feature and style

Revolutionary corner cap design. First Time ever single metal sheet door (One of its kind in the world)

Fast Forward Ice: Ice at the press of a button(makes ice upto 30% faster than any other refrigerator in the similar capacity)

Fresh Ever Vegetable Box: keeps vegetables fresh for longer period of time(delete)

Health Guard: prevents fungus and bacteria from growing and contaminating the refrigerator

Jumbo Bottle Rack: fits large-sized (2 litre) bottles with ease

New Delhi, April 2008: Whirlpool of India, a subsidiary of the Whirlpool Corporation, a global manufacturer and marketer of major home appliances, has unveiled a new range of **Whirlpool Genius Refrigerators**, in its Direct Cool Segment. This new range is once again reflective of the company's strengths, not just in understanding the needs of the consumers, but also in innovating constantly to introduce better, more advanced products.

The all new Whirlpool Genius has a revolutionary corner cap design which provides unmatched sturdiness and its state-of-art aesthetics takes it to another level of magnificence. Whirlpool Genius comes with the company's patented pedestal called the Utility Drawer, to store vegetables like onions and potatoes, which do not require refrigeration. The new Whirlpool Genius comes with **Fast Forward Ice** which makes ice up to 30% faster than any other refrigerator in the similar capacity. The **Health Guard** feature is a special anti bacterial gasket, which prevents fungus and bacteria from growing and thereby keeping the food items inside refrigerator fresh for a longer time.. Whirlpool Genius is designed to store maximum and efficiently be it 2 litre bottles of cold drinks, 1 Lt Tetra packs, dairy products, eggs etc

Whirlpool genius has been launched with never seen before enticing finishes and colours like pure magic series, Metallic Duet Series, and the Designer Dot Series in Strawberry red and Satin Pink in 180 L capacity priced between Rs 8,200 to Rs. 10,800

Currently, Whirlpool products are available across **10,000 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>.

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