



WHIRLPOOL OF INDIA LIMITED
(CIN NO. : L29191PN1960PLC020063)

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Date: 12th June 2024

The Manager Listing
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001
Scrip Code: 600238

The Manager Listing
National Stock Exchange of India
Exchange Plaza, Bandra Kurla Complex,
Bandra (East),
Mumbai – 400 051
Scrip Code: WHIRLPOOL

Sub: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended from time to time)

Dear Sir/Madam,

This is to inform you that Whirlpool of India Limited (**Company**) has entered into a joint marketing agreement with Hindustan Unilever Limited on 12th June, 2024.

This disclosure is being made pursuant to the provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (**LODR Regulations**) read with sub-paragraph 2(a) of paragraph B of part A of Schedule III of the LODR Regulations and SEBI Circular no. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023.

In respect of the abovementioned search, please find the details as required under LODR Regulations and SEBI Circular no. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 in the Annexure below.

This is submitted for your information and records.

Yours faithfully,

For Whirlpool of India Limited

Roopali Singh
VP-Legal and Company Secretary
Encl:as above

Annexure

Details pursuant to Regulation 30 of the LODR Regulations read with sub-paragraph 2(a) of paragraph B of part A of Schedule III of the LODR Regulations.

Sr. No.	Particulars	Disclosure
1.	Name of the entity with whom agreement is signed	Hindustan Unilever Limited (HUL)
2.	Area of agreement	Joint Marketing agreement (Marketing Agreement) for developing joint marketing programs, product sampling, advertorials and providing advertisement/media for an initial period of 3 (three) years.
3.	Domestic/ International	Domestic
4.	Share exchange ratio/ JV ratio	Not applicable
5.	Scope of business operation of agreement	To collaborate on joint marketing programs, product sampling initiative, advertisements/ activities for promoting the Company and HUL's products.
6.	Details of consideration paid/received in agreement	No cash consideration applicable. Product sampling and Media spends only.
7.	Significant terms and conditions of agreement	<ul style="list-style-type: none">• HUL and the Company will roll out joint marketing programs, advertorials and product sampling in consultation with each other. • HUL and the Company will mutually agree upon any collaborative advertising campaigns or activities to be launched or undertaken during the term of the Agreement.

Sr. No.	Particulars	Disclosure
		<ul style="list-style-type: none"> The Marketing Agreement will initially be in force for a term of 3 (three) years and which may be renewed on terms mutually decided by HUL and the Company.
8.	Whether the acquisition would fall within related party transactions and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length".	No
9.	Size of the entity(ies)	Turnover as per the last audited consolidated financial statements: <ul style="list-style-type: none"> a. the Company: INR 6,830 Crores b. HUL: INR 61,896 Crores
10.	Rationale and benefit expected.	Promotion of mutual business interest. Refer Press Release below for further details.

Whirlpool of India and Hindustan Unilever Limited collaborate to enhance the Indian Consumer Laundry Experience

12, June 2024; New Delhi: Whirlpool of India Ltd (“Whirlpool”), ultimate subsidiary of Whirlpool Corporation, and a renowned brand in the washing machine segment in India, joins hands in a new marketing alliance with Surf Excel, a leading brand of Hindustan Unilever Limited (HUL) to transform and enhance the laundry experience for consumers in India.

The two trusted brands in the home care industry have collaborated to deliver superior cleaning performance and convenience to households. The integration of innovative technologies from both brands will help in delivering superior fabric care, improving the daily laundry process, and resulting in an enhanced customer experience.

With a shared commitment towards innovation and customer satisfaction, they will embark on a journey to create impactful consumer awareness campaigns, educational initiatives and engaging marketing activities. By harnessing the strengths of both brands, they aim to provide valuable insights, tips and solutions to consumers enabling them to optimize their home experiences.

This partnership is highlighted in a new campaign that brings together the innovative technology of Whirlpool Top Load Washing Machines with the powerful cleaning performance of Surf Excel Matic Liquid Detergent, guiding consumers toward a superior and hassle-free cleaning process. Surf Excel's Stain Penetrating Power technology complements Whirlpool's 6th Sense Technology, ensuring removal of a variety of tough, dried-on stains. This synergy enables consumers to tackle stubborn stains effortlessly, saving time and effort in their daily laundry routine.

Mr. Kumar Gaurav Singh, Vice President-Marketing, at Whirlpool of India, expressed excitement about the partnership, saying, *“Washing machine penetration in India is still in its nascent stages and a significant number of consumers are first-time buyers. Our partnership is an opportunity to leverage our combined strengths - the coming together of superior mechanical action, thermal action and chemical action to deliver expertise in the removal of stubborn stains.”*

Echoing this sentiment, Srinandan Sundaram, Executive Director, Home Care, at Unilever, added, *“Our partnership is not just about increasing the penetration of liquid detergents, but also about providing an enhanced laundry experience and educating consumers on the benefits of our combined offering. By bringing together advanced technologies, we aim to offer a superior solution for fabric care needs while also raising awareness about the importance of proper laundry practices. Our goal is to provide convenience and innovation to households across India, making laundry routines easier and more effective than ever before.”*

Through joint marketing initiatives by Whirlpool & Surf Excel, both brands are committed to enhance consumer experience amidst evolving consumer needs.

About Whirlpool Corporation:

Whirlpool Corporation (NYSE: WHR) is a leading kitchen and laundry appliance company, in constant pursuit of improving life at home and inspiring generations with our brands. The company is driving meaningful innovation to meet the evolving needs of consumers through its iconic brand portfolio, including Whirlpool, KitchenAid, JennAir, Maytag, Amana, Brastemp, Consul, and InSinkErator. In 2023, the company reported approximately \$19 billion in annual sales, 59,000 employees, and 55 manufacturing and technology research centers. Additional information about the company can be found at [WhirlpoolCorp.com](https://www.WhirlpoolCorp.com).

About HUL:

Hindustan Unilever Limited (HUL) is India's largest Fast-Moving Consumer Goods company, with its products touching the lives of nine out of ten households in the country. HUL works to create a better future every day.