



100 Years of Creating Happier Homes.
ANNUAL REPORT 2010-2011



100 Years of Innovation

Happiness begins at home. This belief has shaped a century of innovation, growth and achievement at Whirlpool Corporation, propelling our expansion from modest beginnings to our present-day status as the World's No.1 Home Appliance company.

As we enter 2011, our 100th year in business, we celebrate a century of innovations that have helped create the modern household. For a hundred years, providing products that meet specific consumer needs and doing business with both integrity and character has been our hallmark. Building upon our strong heritage and values is what will foster profitable growth and the creation of long-term value for our shareholders.

Whirlpool of India is well-positioned to take advantage of the ample opportunities that exist as we enter our next century in business. Our vision of 'Every Home, Everywhere' reinforces that every home is our domain, every customer an opportunity. This vision defines our purpose in India, inspiring us to provide innovative solutions that uniquely meet the needs of our consumers. We bring this vision to life through the power of our unique global enterprise and our outstanding people, working together everywhere. Past, present or future, our focus as always, is on improving the lives of people and creating happier homes.





Chairman's Letter

Arvind Uppal
Chairman & Managing Director, Whirlpool of India Ltd.
President South Asia & Asia Pacific, Whirlpool Corporation

Whirlpool of India has established a new record in revenue and profit in 2010-11 and our balance sheet remains strong with zero debt and a healthy cash position. We take pride in the fact that our company is able to adapt to changing market conditions, and it is this ability that has enabled us to post record results in the last year.

We are executing well on our strategy of accelerating profitable growth, led by consumer-focused innovation. Two award-winning launches of the last fiscal stand out for their remarkable success - Protton World Series a 3-Door Frost Free Refrigerator and Ace, a uniquely designed Washing Machine. More such innovative launches are slated for 2011-12. Our strategy of growing our Air Conditioner and Microwave businesses has also been executed well and 2011 will see us expanding our range to include a host of kitchen products such as Hobs, Hoods, Ovens and Dishwashers.

2011 is a very special year for Whirlpool as the Corporation is celebrating its 100th anniversary. Founded on November 11, 1911, Whirlpool Corporation has influenced home and family life during the last century. As we enter the next century of opportunity, Whirlpool of India is committed to fulfilling the vision of 'Every Home, Everywhere' by marketing well-differentiated products of high quality supported by best-in-class service, creating many more happy homes in India.

Sincerely,

Arvind Uppal



Uignettes from a Century of Innovation

Whirlpool Corporation has always been a pioneer in linking new technology with outstanding design. From Upton's first washing machine to the new-age 360° Bloom Wash, we have set ourselves apart, right through history.

1911

Founder Louis Upton acquires the patent for a wringer washer equipped with an electronic motor that results in an entirely new type of washing machine. Setting in motion a chain of innovation that has continually helped make life easier and better for our consumers.



1948

The world's first automated washing machine is launched under the Whirlpool brand name, paving the way for a number of mechanised appliances to follow.



1957

The Miracle Kitchen, an unprecedented innovation in home-making, is exhibited to 15 million people worldwide in the USA and in Europe. Featuring a phone, audio visual remote controls and a closed circuit television monitor, the Miracle Kitchen establishes Whirlpool's reputation as a leader in product innovation.



1960

Whirlpool Corporation wins the NASA contract to develop food and waste management systems for outer space through a concept called 'Space Kitchen.'



1967

Demonstrating its commitment to a higher level of service to the public, Whirlpool launches a 24-hour toll-free customer service helpline, the first of its kind.



1987

Whirlpool comes to India through a joint venture with Sundaram Clayton, delighting housewives and families alike through its emphasis on customised products and appliances.

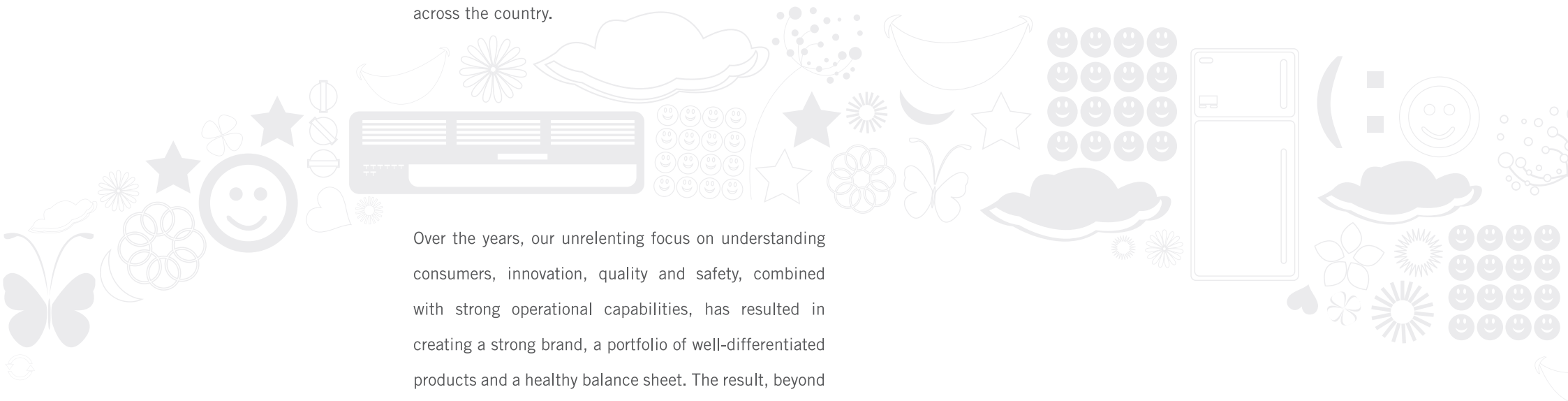


The World's No.1 Appliance Company Comes to India

Whirlpool came to India in 1987, through a joint venture with Sundaram Clayton Limited.

Since then, the Whirlpool brand has been warmly received by Indian homemakers and its innovative products have found a permanent place in homes across the country.

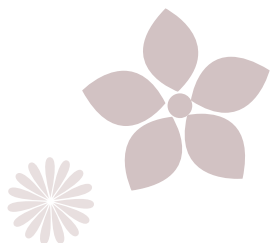
Over the years, our unrelenting focus on understanding consumers, innovation, quality and safety, combined with strong operational capabilities, has resulted in creating a strong brand, a portfolio of well-differentiated products and a healthy balance sheet. The result, beyond greater market share, is an emotional connection with people that will hold us in good stead as we embark on a journey of accelerated, profitable growth.





Whirlpool Made for India

A host of category firsts affirms our position as the leader in innovation among home appliance companies and underscores our belief that consumer understanding lies at the heart of innovation.



Utility Drawer in Whirlpool Genius and Fusion Refrigerators

A smartly designed, space-efficient, non-refrigerated compartment at the base of the refrigerator provides extra storage space.



Fully Automatic Refrigerators from Whirlpool

The 6th Sense feature senses the ambient temperature as well as the load in the refrigerator and regulates the cooling automatically.

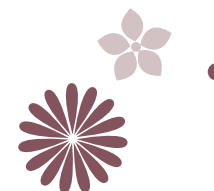
Electronics in Direct Cool Refrigerators

First introduced by Whirlpool in Fusion, it also has E-Light, a light on the control panel that switches on automatically during power outages.



Heater in Top-Load Washing Machines

Introduced by Whirlpool in both semi-automatic and fully automatic formats in its White Magic and SuperWash range.





LED Illumination in Whirlpool Frost Free Refrigerators

LEDs shed light from the top and provide unobstructed illumination inside the refrigerator.



6th Sense Fast Forward Ice

For Fast Ice Making, 30% faster than the industry's best, a feature in many Whirlpool refrigerator models.



The "1-2 1-2" Agitator Wash System

Unique to Whirlpool Washing Machines, it virtually replicates a hand-wash motion in the agitator, delivering high wash quality.



The Micro Tawa in Microwaves

Developed for Indian homes, this is another category first, enabling Indian dishes to be cooked with ease.

6th Sense Frost Control System

For automatic defrosting of Direct Cool refrigerators, available in the Genius and Fusion Range.





Dun & Bradstreet
Corporate Award 2010
for Best Company
in Consumer Durables



National Award for
Excellence in
Cost Management

2010: The Highlights

Our mission of providing compelling innovative solutions to uniquely meet the needs of consumers, complemented with outstanding design, was demonstrated in 2010 as well.

REFRIGERATOR

The 3-Door Protton World Series Refrigerator in 300 & 350 ltr. capacity achieved rapid success, acquiring over 30% of market share.



Reader's Digest
Award



The W Award
Whirlpool 2010



The Good Design
Award 2010



AIR CONDITIONER

The introduction of colours and graphics in Air Conditioners saw the category grow by 85%. We aspire to do even better in the year ahead.