



Celebrating a
new age of innovation

ANNUAL REPORT 2011-2012



Since its inception, Whirlpool Corporation has dedicated itself to making a difference in people's everyday lives. Our constant endeavour is to innovate in our products and services and provide consumers perfect solutions for their home. It is this forward thinking approach that has helped us achieve the distinction of being the World's No.1 Home Appliance company.

As Whirlpool Corporation celebrated a century of achievement in 2011, it was only appropriate that Whirlpool of India commemorates the year with an unprecedented investment in innovation, culminating in the roll out of a slew of new products from April 2012. The new range is distinctive in its scale - 160 models across 6 categories - and positions Whirlpool® to cater to every segment in the consumer pyramid. Each offering is a result of incisive consumer insights drawn from extensive market research and testing. Combined with Whirlpool's intuitive and intelligent '6th Sense™' technology, the new range of products set fresh benchmarks in performance, quality, design and differentiated features, which have been Whirlpool's hallmark of success.

As we enter a new century of opportunity, Whirlpool of India remains steadfastly committed to providing consumers distinguished products that are best-in-class in performance, incorporating novel solutions that they will value, together with the assurance of world-class quality and service. It is our passion for innovation that will set us apart and take us to our inevitable destination of market leadership in home appliances.

The following pages will reveal a few of our 'ahead of the curve innovations' launched in the last year.

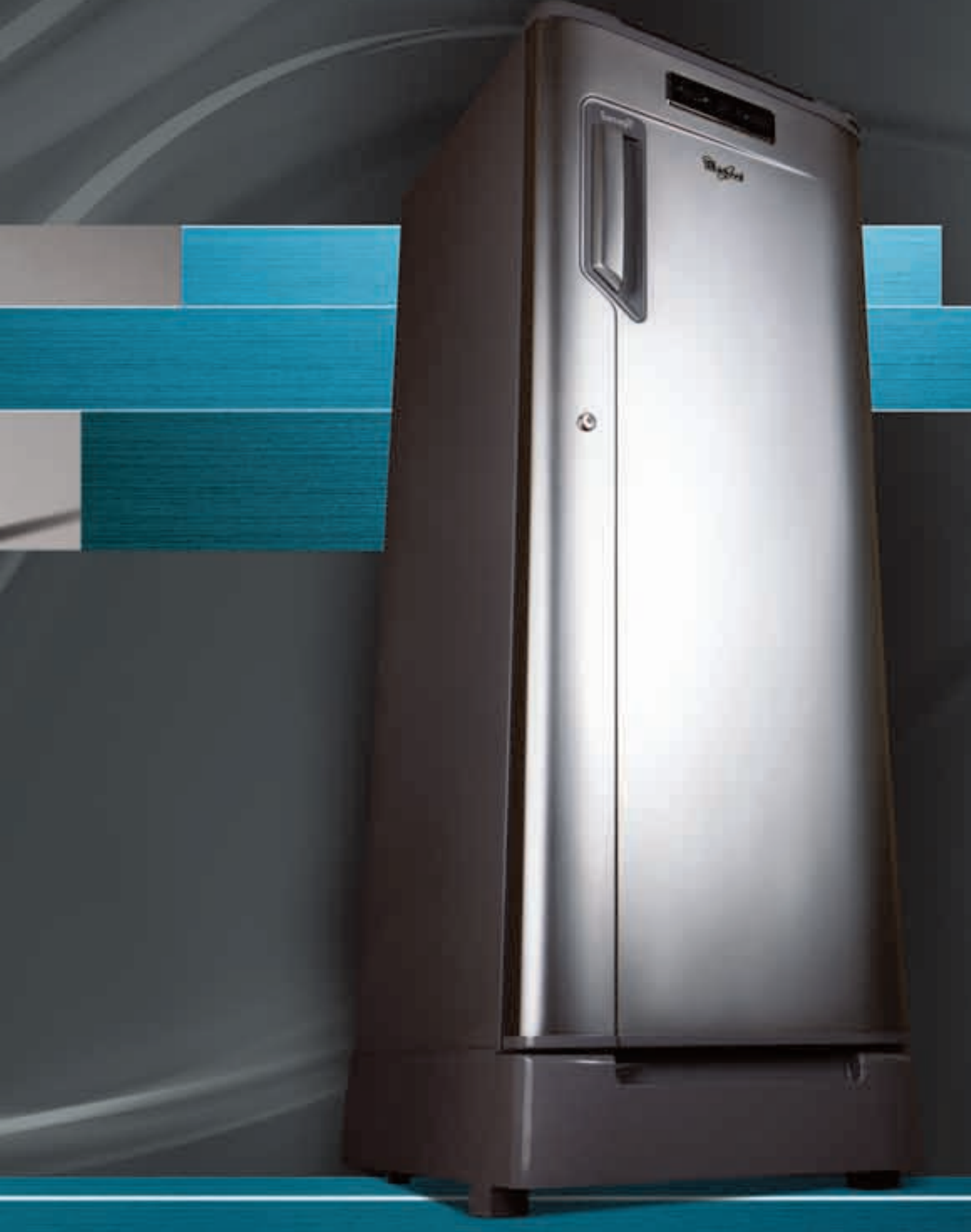


icemagic

A technological marvel designed and developed for Indian sensibility, revolutionizes cooling technology in single door refrigerators.

- 40%* fast ice with 6th Sense™ 'Quick Ice Technology'
- Power Cool Zone that remains super chilled even during 12 hr. power cuts*
- Freedom from manual defrosting with 6th Sense™ Automatic Defrost Technology
- 7 day* freshness retention through 'Advanced Air Flow Technology'

*Under test conditions. Terms & conditions apply.







neoTM
iCHILL

Cooling goes into overdrive with Deep Freeze Technology that gives the Neo iChill sub-zero temperatures at all times.

- 40%* faster chilling
- 50%* faster ice making
- Ice cream retention in original form in the unique 'Ice cream Zone'
- 25%* better cooling retention during power cuts
- 7 day* garden fresh crisper

*Under test conditions. Terms & conditions apply.



360°
BLOOM WASH

India's first 360° washing machine, a new way the world is washing.

- Unique 360° wash motion, which ensures every corner of the fabric gets the attention it needs
- Catalytic Soak with an inbuilt heater to maximize efficiency of detergents
- H₂Low Shower
- Dynamic Lint Trap





