



made of
magic

Whirlpool Corporation is the #1 selling major appliance manufacturer in the world



What is magic?

Magic is illusion to some, unreal to others. But to us, magic is the technological prowess in our appliances and it's also the aesthetic charm that comes with them. And why do we call them magic? It's because they deliver experiences that are truly delightful and of course magical.

WITH NEW TECHNOLOGIES BUILT AND PERFECTED
BY EXPERTS OVER A 100 YEARS

Operating in more than 170 countries.
Technologies from 70 manufacturing & technology centres.
Centres in USA, Brazil, India, China & South Africa.



INTELLIFRESH REFRIGERATORS

MAGIC OF INTELLIGENCE

The IntelliFresh range of refrigerators from Whirlpool is a perfect unison between beauty and brains. It's powered by the advanced 6TH SENSE® **IntelliSensor** Technology that comprises 3 Intellisensors that sense the temperature outside, the conditions inside and constantly adjust the cooling, keeping the food fresh for long. Magic never lasted so long.



ICEMAGIC™ FRESH REFRIGERATOR

MAGIC OF FRESHNESS

With class leading performance and brilliant design, the IceMagic™ Fresh range of refrigerators from Whirlpool is made to be a cut above the rest. It's powered by 6TH SENSE® **FreshControl** Technology and MicroBlock™ Technology that keeps fruits & vegetables fresh for up to 7 days* and provides up to 99.9% protection* from bacterial growth. Magic never felt so fresh.

*Results shown are based on internal lab testing done on select models under specific conditions and may vary depending on testing conditions.



S U P R E M E C A R E W A S H I N G M A C H I N E S

MAGIC OF CARE

Engineered and crafted entirely in Europe, the Supreme Care range of front-load washing machines from Whirlpool is nothing short of a ground-breaking masterpiece. It features 6TH SENSE® **SoftMove** Technology, which intelligently customises the drum movement depending on the type of fabric and removes the toughest stains with the softest touch. In short, it's the magic your precious clothes deserve.



360° BLOOMWASH™ WASHING MACHINES

MAGIC OF INTUITIVENESS

The 360° BloomWash™ washing machines from Whirlpool are the perfect fusion of design, technology and performance. With their understated yet modern design, they are short of a marvel in the world of washing machines. They're powered by the intelligent 6TH SENSE® **TumbleCare** Technology that uses a unique 360° Tumble motion to give results that are better than front loaders. And that's how it makes washing more intuitive and magical.



ACE™ STAINFREE WASHING MACHINE

MAGIC OF POWER

The Ace™ Stainfree washing machines from Whirlpool are designed with elegance in mind and developed with the advanced Pentawash™ Technology. They're equipped with the all-new Agipellar that can remove up to 10 types of tough stains*.

They also feature TurboDry Technology that gives perfectly dry results.

If that's not magic, then what is?

*Results shown are based on internal lab testing done on select models under specific conditions and may vary depending on testing conditions. Features may vary model to model. Terms and conditions apply.



3 D C O O L ™ I N V E R T E R A C

MAGIC OF COMFORT

The advanced 3D Cool™ Inverter air conditioners from Whirlpool are more than what meets the eye. They're powered by the world's leading 6TH SENSE® **IntelliComfort**™ Technology and India's first humidity sensor under the hood of a design that's exceptional in every sense. It's capable of providing faster cooling & better savings which leads to a magical experience every time.



JET CHEF MICROWAVE OVEN

MAGIC OF TASTE

The Jet C World Series from Whirlpool is a perfect blend of European design with intelligent technology. Along with featuring state-of-the-art design, the range is equipped with smart humidity sensor, weight sensor and the advanced 6TH SENSE® **Crisp&Bake** Technology that helps deliver perfect crisping in just 2 minutes with 50% lesser oil*. Now that's how the taste of magic comes alive.

*Results shown are based on internal lab testing done on select models under specific conditions and may vary depending on testing conditions.



BUILT-IN APPLIANCES

MAGIC OF PERFECTION

The blend of chic European style and contemporary functionality makes the Whirlpool Built-in range every connoisseur's favourite. Its sleek designs accentuate the space and its state-of-the-art 6TH SENSE® Technology makes it the perfect range of appliances to offer results that are truly professional and magical.