



Whirlpool

Designed with imagination.
Defined by performance.



Annual Report 2017-18

Whirlpool Corporation is the world's leading
major appliance manufacturer



**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.



Powered by imagination

Technology is all around us. And when used with imagination, its benefits are countless. We've spent years reimagining the technology that goes into building our appliances. The innovations that drive them are proof of that imagination.

The all-new range of
Intellifresh Refrigerators





Reimagining intelligence

Experience the new definition of intelligence with the
Intellifresh range of refrigerators from Whirlpool.

It's powered by the advanced
6TH SENSE® *Intellisensor* Technology that comprises
an AI Microprocessor and 3 *Intellisensors* to deliver
long-lasting freshness.

The all-new range of
Vitamagic Refrigerators





Designed to redefine performance

Innovation comes in full gear with the Whirlpool VitaMagic range of refrigerators. The thoughtfully designed Eurobar handle and UI panel on its exterior takes your refrigeration experience to the next level. And of course, powered by the 6TH SENSE® *VitaMagic* Technology and *Intellifrost* Technology, it cools intuitively and defrosts automatically.

The definition of European standards

A pinnacle of European design and performance, the Whirlpool front load range of Supreme Care and Fresh Care washing machines is designed to treat clothes with care. It's powered by the 6TH SENSE® *SoftMove* Technology that intelligently customises drum movements and *SteamCare* Technology that uses the power of steam to keep clothes fresh and odour-free for up to 6 hours* post the wash cycle. They're a testament to the power of imagination.

*When clothes are left in the washing machine post wash cycle.

The all-new range of
Front Load Washing Machines



Washing driven by imagination

Washing is an art with the Whirlpool 360° BloomWash™ range of washing machines. Powered by the 6TH SENSE® ***TumbleCare*** Technology, it senses the laundry conditions and moves clothes in a unique 360° Tumble motion to give the best cleaning results. Also, its elegant finish and design complement consumer lifestyles.

