



**WHIRLPOOL OF INDIA LIMITED**  
(CIN No. : L29191PN1960PLC020063)

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**12.06.2024**

<p>The Manager <b>Listing Department</b> <b>BSE Limited</b> Phiroze Jeejeebhoy Towers Dalal Street, Mumbai, Maharashtra - 400001</p> <p><b>Scrip Code - 500238</b></p>	<p>The Manager <b>Listing Department</b> <b>National Stock Exchange of India Limited,</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra - 400051</p> <p><b>Symbol - WHIRLPOOL</b></p>
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**Subject - Press Release**

Dear Sir/Ma'am,

Please find enclosed a copy of the Press Release with respect to joint marketing agreement with Hindustan Unilever Limited on 12th June, 2024.

This is for your information and records.

Thanking You

Yours faithfully

**For Whirlpool of India Limited**

**Roopali Singh**  
**Vice President - Legal & Company Secretary**

**Plot No. 40, Sector 44,**  
**Gurugram, Haryana - 122002**

**Encl: as above**

## 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.