



WHIRLPOOL OF INDIA LIMITED
(CIN NO. : L2919TPNT1960PLC020063)

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Date: 2nd June, 2018

The Manager Department of Corporate Services – Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai, Maharashtra - 400001 Scrip Code: 500238	The Manager Listing Department National Stock Exchange of India Limited Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra – 400051 Symbol: WHIRLPOOL
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Dear Sir/Mam,

Sub: Press release

Please find attached herewith a Press Release regarding outcome of the Board Meeting held on 1st June, 2018.

Trust, this would meet with your requirements.

Yours faithfully

For Whirlpool of India Ltd.

Roopali Singh
Sr. Director Legal & Company Secretary



Whirlpool India announces strategic Joint Venture with Elica to Expand Cooking Business

Whirlpool India plans to acquire 49% ownership interest in Elica PB India Private Limited

In line with the strategic priority for Whirlpool India to expand the cooking & built-in appliance portfolio, the board of Whirlpool India today approved a proposal to enter into a strategic joint venture with Elica and acquire 49% equity in Elica PB India Pvt Ltd. As part of the Joint Venture, Elica PB India will manufacture and distribute cooking and built-in appliances under the Whirlpool brand in India. Elica PB India is a subsidiary of Elica SpA Italy and has been operating in India since 2010. The parties expect the transaction to close in the second half of 2018.

Sunil D'Souza, Managing Director of Whirlpool India said, "The cooking and built-in appliance space is poised for very strong growth in India based on increasing consumer demand. Whirlpool aims to expand its portfolio of innovative products with Elica's impressive capabilities in consumer insights, design, manufacturing and also broaden its distribution. This association will bring outstanding product innovation and provide more options to the kitchens of our consumers."

Speaking about this Joint Venture, Pralhad Bhutada, CEO of Elica PB India said "Elica PB has built a very strong product portfolio and distribution network for the Elica brand. With the addition of Whirlpool brand's products, we will be offering two very appealing appliance brands to the Indian consumers and we are confident that we can take both these brands to greater heights."

About Whirlpool India:

Whirlpool of India Limited headquartered in Gurugram, is one of the leading manufacturers and marketers of major home appliances in the country. Whirlpool entered India in the late 1980s as part of its global expansion strategy and presently owns three state-of-the-art manufacturing facilities at Faridabad, Pondicherry and Pune. Each of the manufacturing set-up features an infrastructure that is witness of Whirlpool's commitment to providing its consumer with forward looking solutions. Additional information about the company can be found on Twitter and Facebook [@whirlpool india](#).

About Elica PB India:

Elica SpA formed a joint venture, Elica PB India Private Limited in India in 2010. The manufacturing unit in India is located in Pune, Maharashtra. This state-of-the-art manufacturing plant is well-equipped with machinery, automated assembly lines and equipment imported from Italy. Each process of manufacturing receives technical assistance from Italy. With a manufacturing capacity to produce more than 15 models and over 50 versions of kitchen hoods, Over 15 models of Built-In-Hobs and Cooktops.

