

# Whirlpool

The chicken or egg paradox exists in everyone's wardrobes. What is responsible for cleaning the clothes? Detergent or the washing machine? Today's washing machines have made the answer a lot more complicated. They are highly intelligent, extremely efficient and are adequately equipped to take any kind of strain head on. The US\$ 20 billion Whirlpool Corporation, the world's leading home appliances brand, has spent nearly 110 years in designing and creating exactly these kinds of washing machines. And today, Whirlpool India offers the very same technology through its range of semi-automatic and fully-automatic washing machines and dryers to give Indian consumers that cutting-edge experience.

## Market

Hygiene has been the buzzword for quite some time, not just now. Thanks to the internet, people are well-versed with the science of hygiene. And this well-informed generation is where the new Indian consumers belong. They aspire to stay away from the traditional dhobi ghats and stay close to technology that helps them maintain hygiene.

This can be testified by the fact that the Indian washing machine market is looking forward to having an optimistic growth at a CAGR of 3.67% during 2020-2026. Valued at US\$ 1,267 million in 2019, it is expected to reach US\$ 1,698 by 2026. This growth will be driven, not just by urban consumers with busy lives, but also by rural users with newly electrified homes.

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And with the recent tides of time, Whirlpool has seen its entire washing machine segment expand significantly due to ease of use and lower human intervention. It has also introduced a bevy of innovations to serve the finest and most hygienic experience to the consumers. The In-Built Heater technology is a befitting example – a technology that has been developed keeping the Indian market at the core. It modernises the traditional method of washing clothes, and it does it efficiently.

## Achievements

When design and technology work towards a common goal, the end product is bound to be iconic. Whirlpool strives to achieve the same with its washing machines. In fact, owing to its tremendous brand

the first automatic washing machine in 1951. Before that, people struggled with the whiteboard, as it was the only washing aid available and had been in use since the Industrial Revolution.

As a company, Whirlpool has been an integral part of washing machine history.

In 1911, Lou Upton, the founding father of Whirlpool, patented an electric motor-driven wringer washer and set up the Upton Machine Company. The next century saw the Upton family continually improving their washers, based on Lou Upton's belief – "there is no

right way to do a wrong thing." These words catapulted Whirlpool to become the world's leading kitchen & laundry home appliance company, selling around US\$ 20 billion worth of products annually.

equity, Whirlpool is almost synonymous with washing machines. In this age of modern homes, household appliances need to look as good as their surroundings, and the design team has left no stone unturned. Their efforts have been awarded and celebrated. The 360° Bloomwash has been nothing short of a showstopper. It has bagged the coveted India Design Mark, thanks to its unique blooming action that helps remove up to 50 stains.

And that's not all, the iconic Whirlpool's AceXL and Bloomwash Pro walked away with awards at the iF Design Award – 2019, one of the most prestigious design awards – amongst 6,400 entries from 50 countries.

## History

It all started when Whirlpool gave a gift to the world in 1908 in the form of the world's first electric-powered washing machine, followed by

The Indian journey began in the 1980s as a part of Whirlpool's global expansion strategy. The first steps were taken through a joint venture with the TVS Group in Chennai and with that, the first Whirlpool facility in Pondicherry (now Puducherry) to manufacture washing machines was established.

In 1995, ambition took centre-stage. Whirlpool acquired Kelvinator India Limited to enter the refrigerator market. A year later, the Kelvinator and TVS acquisitions were merged to create Whirlpool of India Limited. Headquartered in Gurugram, the company runs three manufacturing facilities at Faridabad, Pune and Puducherry.

## Product

With time, the washing machine technology has undergone a huge metamorphosis.

What we expect from the machine at the corner of washroom has changed drastically. It is not just expected to clean clothes anymore. It needs to be a lot more than



that. With its international lineage of innovative technology, Whirlpool has served the demands with smart washing machines that not only deliver exceptional washes but also has to be efficient in terms of hygiene and energy. The entire range not only has 5-star rating, making it highly energy efficient, it is also equipped with novel features that help the modern consumer deal with time crunch. Quick and easy programmes result in speedy and efficient wash cycles. The machines intuitively sense the wash load and recommends detergent dosage ideal to give best wash results. This constant chase for ground-breaking innovations has led Whirlpool to develop revolutionary technologies such as 6th Sense® SoftMove technology, SteamCare technology, 360° BloomWash technology, In-Built Heater and many more. The common thing in each of them – they all help deliver superior cleaning, customised fabric care and a quiet washing experience.

The popular semi-automatic range of washing machines operates with four capacity options ranging from 6.5 kg to 10.5 kg. And no short-cuts are taken to make them exemplary. They are equipped with the ingenious 3D Scrub technology which removes up to ten tough stains, even in hard water. The fully automatic top load range has three different series – WhiteMagic, StainWash and BloomWash.

The marquee product, 360° BloomWash, utilises a unique blooming action to remove up to 50 tough stains, ensuring the best-in-class cleaning performance. The In-Built Heater technology helps remove up to 99.9% germs and allergens. Along with its six-stage stain remover and four spin drying speeds, 360° BloomWash holds its fort.

The crème-de-la-crème of fully automatic washing machines, the front loaders, have been crafted with European precision and aesthetics and its three flagship ranges have been introduced in India for the first time. They are equipped with the advanced 6th Sense® SoftMove technology that intelligently senses the load and its type, and then modifies the drum rotation accordingly. The SteamCare technology provides slow gentle movements of the drum and combined with the power of steam, keeps garments fresh inside the drum for up to 6 hours# after the end of the washing cycle. Additionally the technology keeps clothes germ-free and odour-free. The Whirlpool FreshCare washer-dryer combos take the washing technology up by several notches. Expert washing meets expert drying. These super machines have four drying levels to let you go from wash- to dry- to wear in just 45 minutes.

### Recent Developments

Whirlpool has always understood what the consumer aspires for. The recent introduction of its successful European range of FreshCare washing machines in India bears testimony to that. Now consumers have products which blend with the lifestyle they desire.

These launches have given the brand an impetus it was striving for and now has a strong foothold in the front load category.

Whirlpool launched the BloomWash Pro Series with its 2019 iF Design award-winning design and promoted it as



the machine that is No.1 in cleaning-performance in its category. And it is not just performance that caught the eye but its great aesthetics too. The perfect blend of form and function with its

edge-to-edge black glass top and premium-looking chrome bar, set the standards of designs others are still trying to match.

The semi-automatic range was further strengthened when the design

philosophy of Bloomwash Pro flowed down to the Stainwash range, making it the most premium offering in its class.

Another 2019 iF Design award-winner, the AceXL range gained its ground with an aggressive distribution strategy.



### Promotion

Whirlpool has never been just about features and technology. It has always connected with the consumer through the lens of care. From being the first brand to take the television route to advertise itself, to talking about care in everyday lives, Whirlpool has come a long way. It makes consumers feel as if it's a part of their family and the 'Whirlpool Whirlpool' refrain has now become a familiar tune.

The brand has celebrated the role of the homemaker in all its communication. It has empowered her and has let the world understand her importance. The iconic Whirlpool Mom has evolved with the times, taking on various cleaning challenges and addressing them with Whirlpool washing machines. The memorable campaign – You and Whirlpool. The World's Best Homemakers – struck a chord with the core target audience and helped the brand establish a strong bond with them. The commercial for WhiteMagic helped create Mummy ka Magic – where, armed

with her washing machine, a mom confidently takes on any kind of stain. Subsequent campaigns with the real-life cine couple, Kajol and Ajay, launched the easy 1-2-3 wash feature and the brand's 6th Sense® technology by depicting a whole host of household stains. In 2019, the popular celebrity Kirti Sanon became the brand ambassador to showcase the brand's global narrative – Everyday, Care – that celebrated caring through the little moments of life that really matter, to strengthen the brand's emotional equity with consumers.

### Brand Values

What drives Whirlpool as a company is the mission to make home appliance with advanced technology that will exceed consumers' expectations each time. This mission serves as an inspiration to make the company purposeful and performance-centric. At the core of the company's bond with consumers is the brand vision – Creating Happier Homes. Each Whirlpool washing machine is designed with advanced technology to make caring for each other easier and each day a celebration of life.

### Things you didn't know about Whirlpool Washing Machines

- \* Whirlpool's semi-automatic washing machine, Ace XL, can wash up to fourteen king-size bed sheets in one go
- \* Whirlpool's top load washing machines come equipped with Eco Wash Cycle that saves more than two buckets of water every wash
- \* Bloomwash Pro+ Range of top-load washing machines have an automatic detergent and softener dispenser which can dispense for up to 30\* wash cycles
- \* In 1947, the company introduced the first automatic spinner-type washer under the Sears' Kenmore brand
- \* The company introduced automatic dryers way back in 1950, just before it changed its name to Whirlpool Corporation

\*Results based on internal lab tests done on select models under standard test conditions and may vary depending on testing conditions and programmes