

Whirlpool of India Ltd in Consumer Appliances (India)

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Abstracts

Whirlpool of India intends to build on its strong brand equity built in India over the years by launching a series of innovative, cutting edge consumer appliances based on its four pillars: Innovation, customer-centricity, operational excellence and diversified talent. The company is hoping to achieve a leading market share in consumer appliances where it enjoys the greatest brand recall, primarily in washing machines and refrigerators.

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