

Statistics

FOR WHIRLPOOL INDIA

3500

Service network across
3500+ cities & Towns

110+

Parent History of more
than 100 years.

1200+

Cash and Equivalents of
more than 1200 crores.

ABOUT

Whirlpool of India is a completely debt free, cash rich subsidiary of the Whirlpool Corporation an American multinational manufacturer and marketer of home appliances, headquartered in Benton Charter Township, Michigan, United States. It is one of the leading manufacturers and traders of electric home appliances such as refrigerators, washing machines. The company also manufactures and trades in air conditioners, microwave Ovens, built in and small appliances and caters to both domestic and international markets.

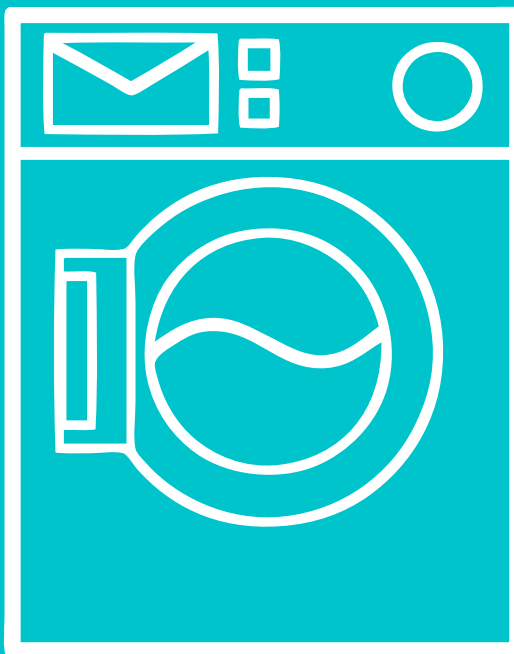
WHIRLPOOL OF INDIA

EVERY DAY, CARE

PARENT INFORMATION-:

The company was started back in 1911 when Louis Upton (Lou), who worked as an insurance salesman, and his uncle, Emory Upton, who owned a machine shop, founded the Upton Machine Company.

Today Whirlpool is one of the Fortune 500 companies with an annual revenue of approximately \$21 billion, 92,000 employees, and more than 70 manufacturing and technology research centres around the world.



KEY FACTORS

MARKET PENETRATION

The main growth drivers are increasing per capita growth, India's young and aspiring demographic, increasing urbanisation, nuclearization of families, working woman, lower penetration rate, improving power supply etc. The current penetration of refrigerator in the country is around 33% and that of washers and air-conditioners is even lower at 14% and 5% respectively.

GOING FORWARD

Going forward, Whirlpool is likely to maintain its market position, backed by a strong brand, better distribution network, new product launches and potential demand in tier-II and tier-III cities. The company continues to invest in augmenting capacity to maintain and strengthen its product portfolio.

VALUATION

Given high valuations of the company some users may find it difficult to digest the valuation but normally MNC's with good fundamentals, strong brand presence and solid parent backing do trade at premium valuations.