

## Whirlpool creates 'Sensation'

Whirlpool Corporation, a global manufacturer and marketer of major home appliances, is all set to add sparkle to the mundane chore of washing clothes, with the launch of its new front - loading washing machine - '*Sensation*'.

**Whirlpool *Sensation***, a front-loading washing machine offers the best wash performance with 20% lower water consumption & its special ***Stainwash*** function can help remove **10 stubborn stains** - Tea, Coffee, Ketchup, Pickle, Shoe Polish, Red Sand, Blood, Milk, Chocolate and Curry. Priced between **Rs.18,990/- to 22,990/-** , **Whirlpool *Sensation*** washing machine is available in **6.5 kgs capacity with the unique *Stainwash* and *Whitest Whites* programmes**. The product will be available across all retail outlets selling Whirlpool products.

**Speaking on the launch, Mr. Shantanu Dasgupta, Vice President, Marketing, Whirlpool Of India, said, '*Our endeavour has always been to understand our consumers and cater to their needs. On studying the market, we noticed that, consumer were facing a problem in removing stains from their clothes. Stains like coffee, Pickle, Shoe Polish, Blood, Milk, Chocolate and Curry marks, were the most difficult stains to get rid off. Hence, we saw a need to launch a washing machine with a special *Stainwash* function that can help remove 10 stubborn stains. Another highlighted feature of '*Sensation*' is that it consumes less water, hence is a best solution for areas with water scarcity***.

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