



Whirlpool of India Limited expands its refrigerator production capacity with a new line at its Pune Plant with an investment of INR 245+ crore

New state-of-the-art production line reinforces Whirlpool's 'Make in India' commitment and creates manufacturing capabilities for large-capacity refrigerators



Pune, Maharashtra | 23rd July 2026: Whirlpool of India Limited, one of India's leading home appliance manufacturers, today inaugurated a new refrigerator production line at its Rajnangaon manufacturing facility in Pune, marking a significant milestone in strengthening its manufacturing footprint in India. Established with an investment of upwards of INR 245 crores, the new production line will allow Whirlpool of India Limited to manufacture large-capacity refrigerators in India, reinforcing the company's long-term commitment to the market and the Government's 'Make in India' vision. This investment increases the Pune facility's manufacturing capacity to 3.4 Mn units annually and is expected to generate over 750 additional jobs over a period of time.

The new line has been designed to support Whirlpool India's growing portfolio of large-capacity refrigerators, a category witnessing increasing consumer demand as households seek higher storage capacity, advanced cooling technologies and premium design. Equipped with state-of-the-art manufacturing technologies and advanced automation, the facility further strengthens Whirlpool's ability to deliver innovative products while enhancing manufacturing efficiency, product quality and operational excellence.

Commenting on the inauguration, Mr. Narasimhan Eswar, Managing Director, Whirlpool of India Limited, said: " *Large appliances remain a massively under-penetrated opportunity. As per capita disposable incomes continue to grow on the back of multiple initiatives that the Government has taken, we expect demand for large appliances to continue to rise and in particular for the*

premium end of large appliances to grow at an extremely fast pace. Strengthening our manufacturing capabilities remains critical to ride this wave of growth. The inauguration of this new refrigerator production line is another important milestone in our manufacturing journey, enabling us to meet the growing demand for large-capacity refrigerators while reinforcing our commitment to designing and manufacturing world-class products for India, in India. Through continued investments in advanced manufacturing technologies and local capabilities, we remain focused on delivering meaningful innovations while contributing to India's manufacturing growth story."

Strengthening manufacturing for evolving consumer needs

As Indian households continue to evolve, consumer preferences are shifting towards larger-capacity refrigerators that offer larger storage space, greater convenience, flexibility and advanced cooling technologies. The new production line has been developed to support Whirlpool's expanding premium refrigerator portfolio while enabling greater manufacturing agility and responsiveness to market demand.

Reinforcing Whirlpool's 'Make in India' commitment

The inauguration further reinforces Whirlpool's commitment to manufacturing in India and investing in local capabilities to serve the country's growing consumer market.

With manufacturing facilities in **Faridabad, Puducherry and Pune**, Whirlpool continues to strengthen its domestic manufacturing ecosystem through continuous investments in infrastructure, technology and innovation.

Driving long-term growth and manufacturing excellence

The new production line represents a strategic investment in Whirlpool India's long-term growth roadmap. By expanding manufacturing capacity, investing in advanced technologies and strengthening local production capabilities, the company is well-positioned to meet evolving consumer expectations while supporting India's ambition to become a global manufacturing hub.

About Whirlpool India:

Whirlpool of India Limited (WOIL), headquartered in Gurugram, is one of the leading manufacturers and marketers of major home appliances in the country. It operates three state-of-the-art manufacturing facilities at Faridabad, Puducherry and Pune—each featuring infrastructure that attests to WOIL's commitment to providing its consumers with the best in class solutions. Additional company information is available at <https://india.whirlpool.in>

Additional information about the company can be found on X, Facebook & Instagram @whirlpool_india

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