



# EQUITY STRATEGISTS™

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## STOCKWATCH

**LOW RISK / HIGH RETURN**

**HOLDING PERIOD – ONE MONTH PLUS**

### WHIRLPOOL ( BSE)

**Present Price – Rs.91.65**

**Projected Price – Rs.120**

Whirlpool has remained at the forefront of the air-conditioning industry due to its wide range of products available in the market. New technological breakthrough allows Whirlpool to provide higher quality, efficient and reliable refrigeration solutions. Whirlpool having access to its parent's technology is in a better place to capitalize on the growth as predicted by the industry. The company plans to focus on the lower end of the business.

It has recently forayed into 2 new segments of home appliances – Water Purifiers and Built-in-Kitchen Appliances. has been adding products to its profile, air conditioners and micro ovens are its new businesses and it has about 5% market share in each of them. In addition to this it has recently launched water purifiers. In the washing machine segment it has a market share of 15% and plans to increase it to 20% in the near future. The market share in refrigeration business is about 20% and it has plans to ramp it up substantially. Emergence of retailers, nuclear families, increase in disposable incomes, growth in Tier II & III class cities all augur well for the growth of this industry.

***Whirpoo, is a debt free company and would grow by over 15-20% for the next three years.***

***BUYING IS ADVISED FOR MEDIUM TO LONG TERM.***

**Note: In case of any problem in receiving NEWSLETTER, kindly contact Mr Devesh Chauhan at 9350171231**

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