



In order to enter the front-load washing machine market in the nation, [Whirlpool India](#) is increasing its production capacity.

To produce high-end front-load washing machines, the business has invested 115 crore in its Puducherry manufacturing facility.

In India, top-load and semi-automatic washing machines are already produced.

Vishal Bhola, Managing Director, Whirlpool of India, said, “Front-load washing machines contribute 30 per cent share to the overall washing machines segment in the country. We were so far absent in this segment and now we are going to make a play in this segment for the first time. Despite not having a presence in this segment, we are already among the top three players in the washing machine segment.”

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