



uncompromise on
**FABRIC
DISH
MACHINE
KITCHEN**
care

- ✓ wash
- ✓ refill
- ✓ add fragrance
- ✓ soften
- ✓ revive woollens
- ✓ remove stains
- ✓ shine
- ✓ sparkle
- ✓ rinse
- ✓ protect
- ✓ descale
- ✓ maintain
- ✓ sanitise
- ✓ clean
- ✓ wipe



A COMPLETE RANGE

Cleans, protects and preserves



A COMMITMENT TO WELLBEING

Products that look out for you and your appliances



A WAY OF LIFE

Unique solutions for better living



Fabric Care

**discover how good
your clothes look and feel**



**30 YEARS OF
EXPERTISE**

We know
laundry best



**SPECIALLY
FORMULATED**

Protect whites, colours,
woollens and silks



**INNOVATIVE
SOLUTIONS**

Raise the bar
in laundry



FLUFF

Liquid Detergent | Front Load | 1 L

Clothes remain as good as new even after repeated washes



**UP TO
25
WASHES**
Wash More.
Save More.



**SUPERIOR
WASH QUALITY**
Low Foam
Technology



**FLORAL
FRAGRANCE**
Refreshes
clothes

**JUST
2 CAPS
(40 ml)**



BUY NOW



FLUFF REFILL

Liquid Detergent | Front Load | 2L

Refill, refresh, renew your clothes and the environment



SAVE WHEN YOU REFILL!



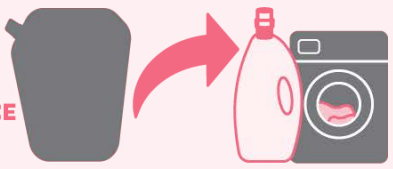
SUPERIOR WASH QUALITY

Low Foam Technology



FLORAL FRAGRANCE

Refreshes clothes



BUY NOW

*As compared to Fluff Matic 1 L bottle



FLUFF

Liquid Detergent | Top Load | 1 L

Clothes remain as good as new even after repeated washes

UP TO 25 WASHES
Wash More. Save More.


SUPERIOR WASH QUALITY
Low Foam Technology


FLORAL FRAGRANCE
Refreshes clothes


JUST 2 CAPS (40 ml) 


BUY NOW



FLUFF

Fabric Conditioner | 1 L

*Add fragrance and fluff
to your clothes*



**UP TO
25
WASHES**

Wash More.
Save More.



**ALL-DAY
FRESH**

Long-lasting
soft clothes



**FLORAL
FRAGRANCE**

Even in musty,
moist conditions



**JUST
2 CAPS
(40 ml)**



BUY NOW



FLUFF

Liquid Detergent for Woollens & Silks | 1 L

*Rejuvenate your
winter wardrobe*



STYLE PRESERVED

Keeps your knits and silks in shape



DELICATE CARE

The tender touch your clothes need



FRESH AROMA

Pleasant fragrance for clothes and your senses



JUST 2 CAPS
(40 ml)



BUY NOW



SENSORA

Morning Dew & Ocean Mist
Fragrance Booster | 150 ML

*Treat your clothes to
an aromatic steam spa*



SUPERIOR FRESHNESS

Infuse an exotic fragrance



INSTANT REFRESH

Revive clothes without washing



CHOOSE BETWEEN

2 exotic fragrances

REFRESH WITH
JUST 1 CAP
(30 ml)



BUY NOW



FABO

Stain Remover | 100 ML

*Gentle on fabrics, tough on stains
like blood, wine and chocolate*



NO STAINS

Effective against protein and non-protein stains



NO GRIME

Removes grime from cuffs and collars



100% SAFE

Cost-effective preservation of your expensive and special clothes



**Apply
on stain
& wash**

BUY NOW



FABO

Stain Remover Pen | 9 ML

Keep your clothes
stain-free on-the-go!



PORTABLE

Easy to carry,
easy to use



STAIN SHIELD

Effective against egg,
blood, wine and chocolate



SAFE CHOICE

Great for
your clothes



BUY NOW



DIRT & COLOUR CATCHER

30 SHEETS

*Safeguard your clothes
from colour bleeds*



DIRT MAGNET

For dyes and dirt
in the wash load



COLOUR SAFETY

Wash mixed loads
without worries



BLEED PROTECTION

Prevents colour damage
to your favourite clothes



Put the sheets
with the clothes
into the washing
machine drum



BUY NOW



SUNFRESH

All-in-1 Dryer Care | 1 UNIT

Sun-kissed freshness for your clothes and dryer



ALL SEASON FRESHNESS

Keeps your clothes crisp and your dryer odour-free



INSTANT FRAGRANCE

Adds a lemony aroma instantly



DRYER FRIENDLY

Works best with IFB 100% Clothes Dryer



1 UNIT = 15 CYCLES



BUY NOW



LIMO

Fabric Brightener | 200 G

*Give your clothes
a timeless appeal*



WHITE BOOST

Improves the dazzle of the fabric



COLOUR VIBRANCE

Brightens your coloured clothes



NEW LOOK

Keeps clothes forever new

JUST
1 TEASPOON



BUY NOW



Dish
Care

**love that sparkle and shine
on your utensils**



**ULTIMATE
PROTECTION**

Perfect for Indian
dishes and utensils



**CUTS THROUGH
GREASE**

Leaves utensils spotless
and sparkling



**EASE OF
USE**

Takes the chore out
of dishwashing



DISHWASHER TABLETS

30 TABS

Experience the ultimate in dish care



SHINE BOOST

Removes grease, leaves utensils sparkling clean



BIO WASH

Effective with hard water for a perfect wash



LEMONY FRESH

Infuses dishes with a refreshing aroma



JUST 1 TAB



BUY NOW



DISHWASHER TABLETS

Standeepack | 30 TABS

*Stand up for clean,
sparkling dishwashing*



SHINE BOOST

Removes grease, leaves utensils sparkling clean



LEMONY FRESH BIO WASH

Effective with hard water.
Infuses dishes with a refreshing aroma



JUST 1 TAB



BUY NOW



AUTODISH

Dishwashing Detergent | 1 KG

Beat all the cleaning challenges of Indian utensils



STAIN REMOVAL

Tackles grease, tea and food odours



OILY STAINS

Effective against oily and grease residues



HYGIENIC WASH

Ensures utensils are germ-free after washing

1
TEASPOON
= 10 G



BUY NOW



AUTODISH

Dishwashing Salt | 1 KG

Ensure the efficiency and longevity of your dishwasher



UNIFORM ACTION

Consistent performance



ECO FRIENDLY

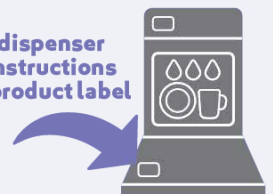
Safe for appliances and the environment



WORKS WELL WITH ALL DISHWASHERS

Not only IFB!

Fill the dispenser as per instructions on the product label



BUY NOW



AUTODISH

Rinse Aid | 200 ML

*Turn your dishes into
a spectacle of shine*



SPOT PREVENTION

No more water spots and streaks on glasses or dishes



QUICK DRY

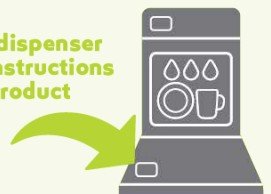
Enhances drying, adds an extra sparkle



WORKS WELL WITH ALL!

whether it's an IFB dishwasher or not

Fill the dispenser as per instructions on the product



BUY NOW



SENSORA

Dishwasher Freshener | 1 UNIT

*Refreshes your dishwasher
and utensils perfectly*



LEMONY FRESH

Removes odours from the dishwasher



MASKS ODOURS

Conceals the smell of food residue



GREEN FRESH

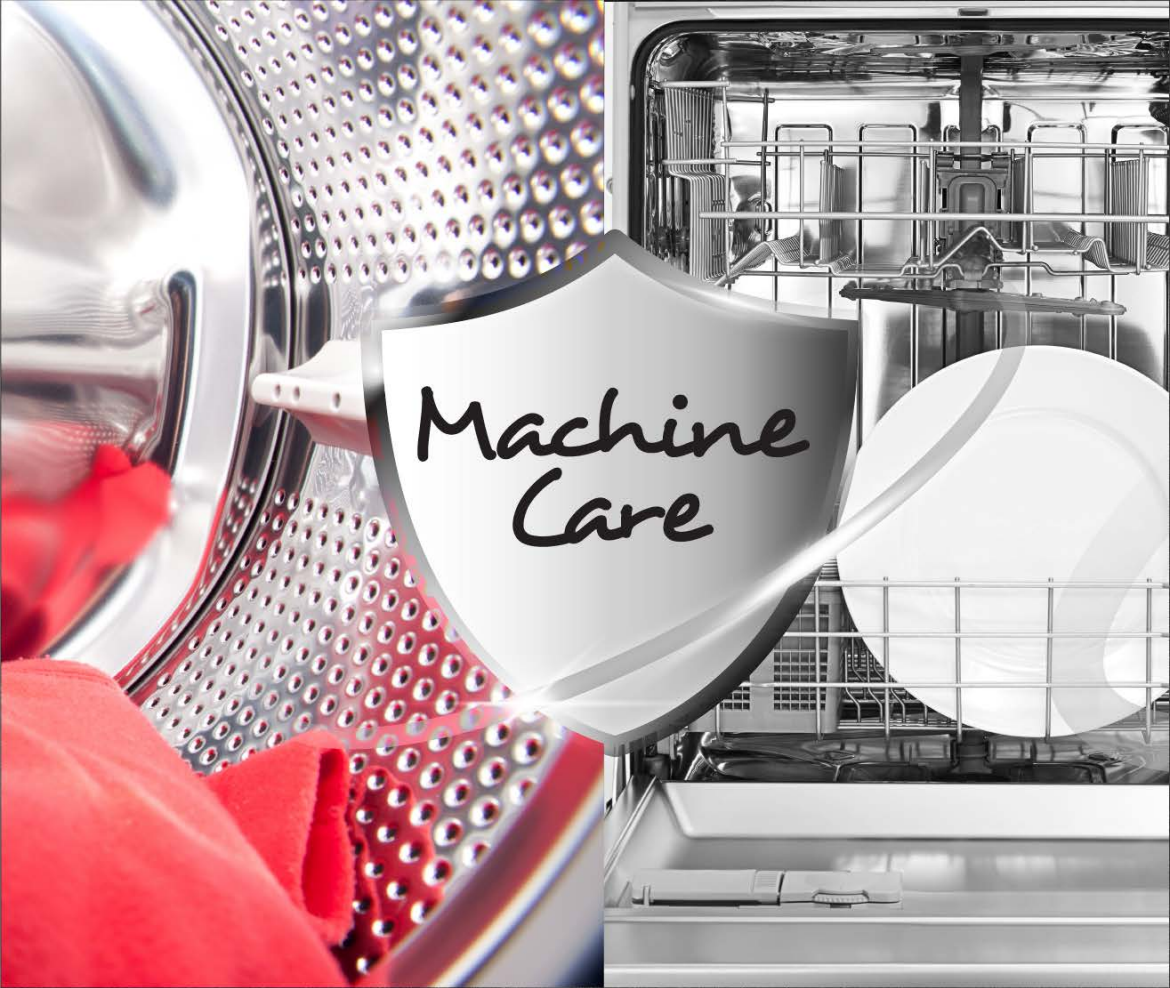
Eco-friendly, food-grade dishwasher deodorizer



**1 UNIT
= 26
WASHES**



BUY NOW



good care, better performance



WELLNESS GUARANTEED

Puts appliance care
in your control



LONG-TERM USAGE

Betters your home
maintenance routine



MAKE AN UPGRADE

Appliances thrive,
so does your lifestyle



PROTECTA LIQUID

Limescale Preventer | 500 ML

*Preserve the brilliance
of your appliance*



MACHINE SAFETY

Safeguards the heating elements, pipes and drum



EFFICIENCY BOOST

Regulates power consumption



INCREASES LONGEVITY

Keeps your machine running smoothly for years



JUST
1 CAP
(20 ml)



BUY NOW



IFB
essentials®

DESCAL
Appliance Descaler

**I'LL REMOVE
LIMESCALE
& MAKE YOUR
APPLIANCE
LIVE
LONGER**



DESCAL

Appliance Descaler | 100 G

*Keeps your washer
pristine and perfect*



LIMESCALE REMOVAL

Treats scale and other
stubborn residues



INCREASES LONGEVITY

Keeps your machine
running smoothly for years



COST SAVING

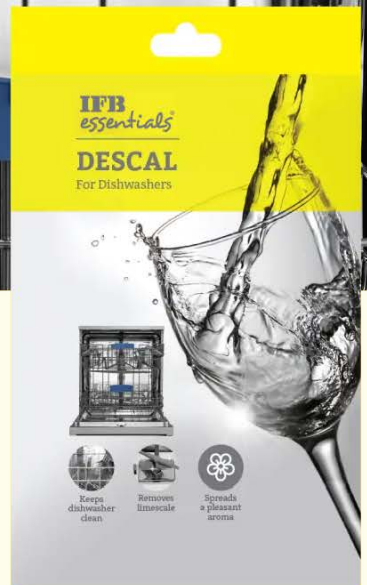
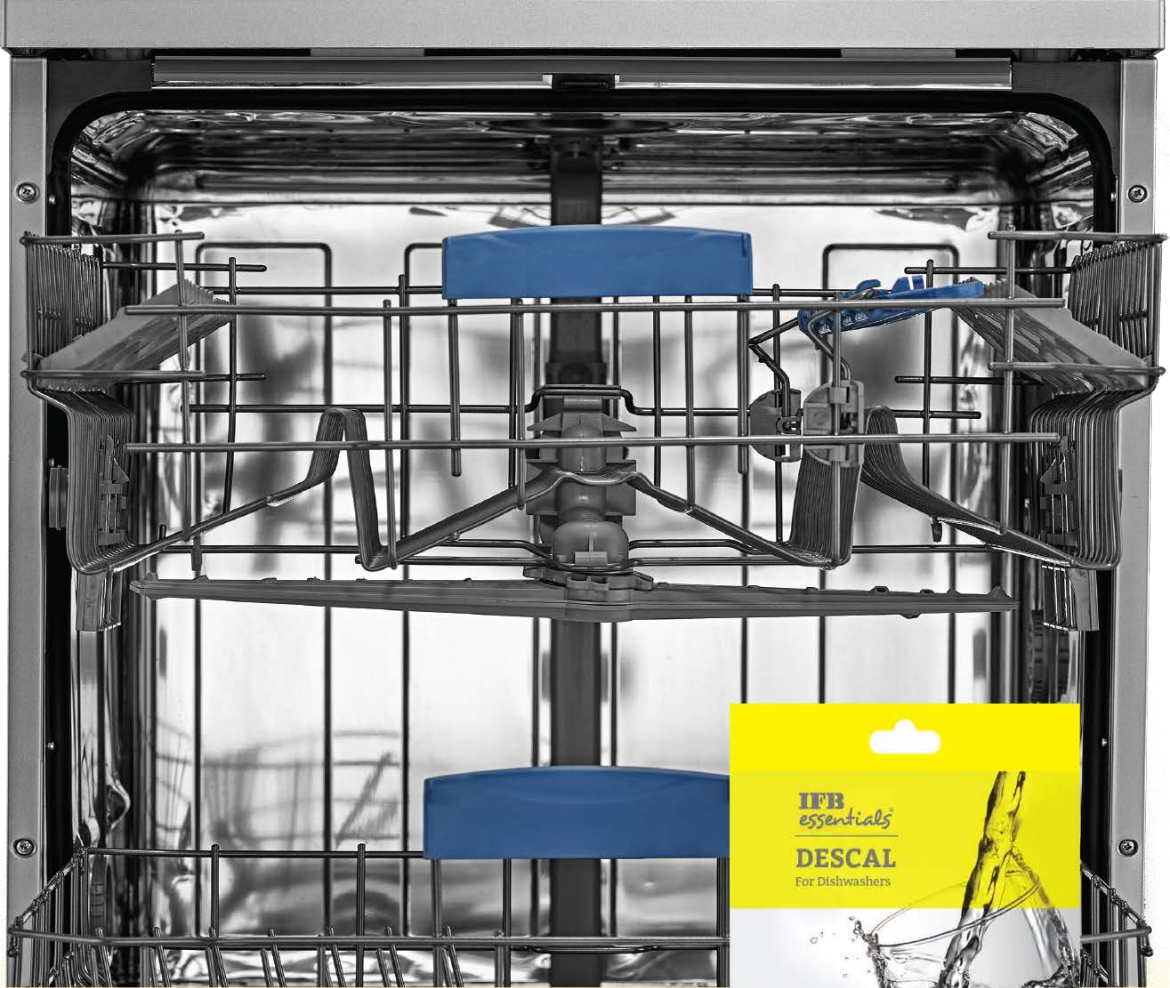
Lowers maintenance,
saves power



**Fill the dispenser
and run the longest
wash cycle**



BUY NOW



DESCAL

Dishwasher Descaler | 100 G

Ensure complete maintenance and protection for your dishwasher



SPARKLING CLEAN

Keeps dishwashers fresh and hygienic



FIGHTS SCALING

Removes limescale and stubborn grime



SMELLS FRESH

Spreads a pleasant aroma after every use



Fill the empty drum and run the longest wash cycle



BUY NOW



EQUIPMENT SANITISER & CLEANER

Premium Descal | 250 ML

Protect your washing machine with 6-in-1 maintenance benefits



GERM PROTECTION

Kills 99.9% germs, eliminates foul odours



FIGHTS SCALING

Removes limescale and residual dirt



CITRUS SCENT

Spreads a pleasant aroma after each use



Add 250 ml to the dispenser and run the longest wash cycle

BUY NOW



unfold a hygienic, sparkling kitchen



DUAL BENEFITS

Hygiene and shine
in one application



FRESH & CLEAN

Zap away spatters,
germs and odours



ENSURES HYGIENE

Keeps appliances and
surfaces germ-free



MICROCLEAN

Kitchen Appliance Cleaner | 250 ML

Cleaning maestro for sparkling fresh microwaves



DUAL BENEFITS

Hygiene and shine in one application



GERM-FREE HYGIENE

Removes odour, sanitises and leaves a shiny surface



NO MORE ODOURS

Eliminates foul smells, ensuring a clean appliance



Just spray and swipe for a sparkle



BUY NOW



SURFACE CLEANER LIQUID

2-in-1 Kitchen Disinfectant & Cleaner | 500 ML

Keep your kitchen
sparkling and spotless!



STAIN CARE

Formulated for common kitchen surface stains



GERM-FREE HYGIENE

Disinfects surfaces, kills 99.9% germs

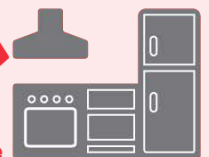


CITRUS SCENT

Leaves a refreshing lemony fragrance



Just spray,
wait and wipe



BUY NOW



Dishwasher • Refrigerators • Chimney • Built-in-Hob • Built-in-Oven • Microwave Oven • 100% Clothes Dryer • Top Load Washer • Front Load Washer • Air Conditioner

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