

MAHARAJA
— WHITELINE —

Swaad rahega yaad

SWAAD RAHEGA YAAD



PRODUCT CATALOGUE 2019-20

MAHARAJA
—WHITELINE—

Swaad rahega yaad

**Food isn't always just food.
Sometimes, it's a place where memories hide.**

Just a taste can take you back in time.

To summer vacations that tasted of mango milkshakes
and winter evenings warmed by creamy tomato soup.

To childhood breakfasts spiced by the fiery tang of chilli chutney,
and Mummy's trademark fluffy idlis or crisp dosas.

To the paneer pasanda that no restaurant could match in taste and
the malai koftas you remembered fondly in the hostel canteen.

And to that kitchen that always smelled of cumin or cardamom,
long after the garam masala had been ground.

Leaving an aroma and a taste that lingered in your memory
long after it vanished from your tastebuds.

Swaad rahega yaad.



CONTENTS



Categories in which Maharaja Whiteline operates

FOOD PREPARATION	COOKING	GARMENT CARE	HOME COMFORT
Mixer Grinder Juicer Mixer Grinder Juice Extractor Hand Blender Food Processor Wet Grinder	Rice Cooker	Dry Iron	Room Heater Air Cooler

THE WORLD LEADER

IN SMALL DOMESTIC EQUIPMENTS



EXCEPTIONAL PORTFOLIO OF

29 WORLD RENOWNED BRANDS INCLUDING

Lagostina
1901

Moulinex

KRUPS

All-Clad
METALCRAFTERS LLC

Tefal

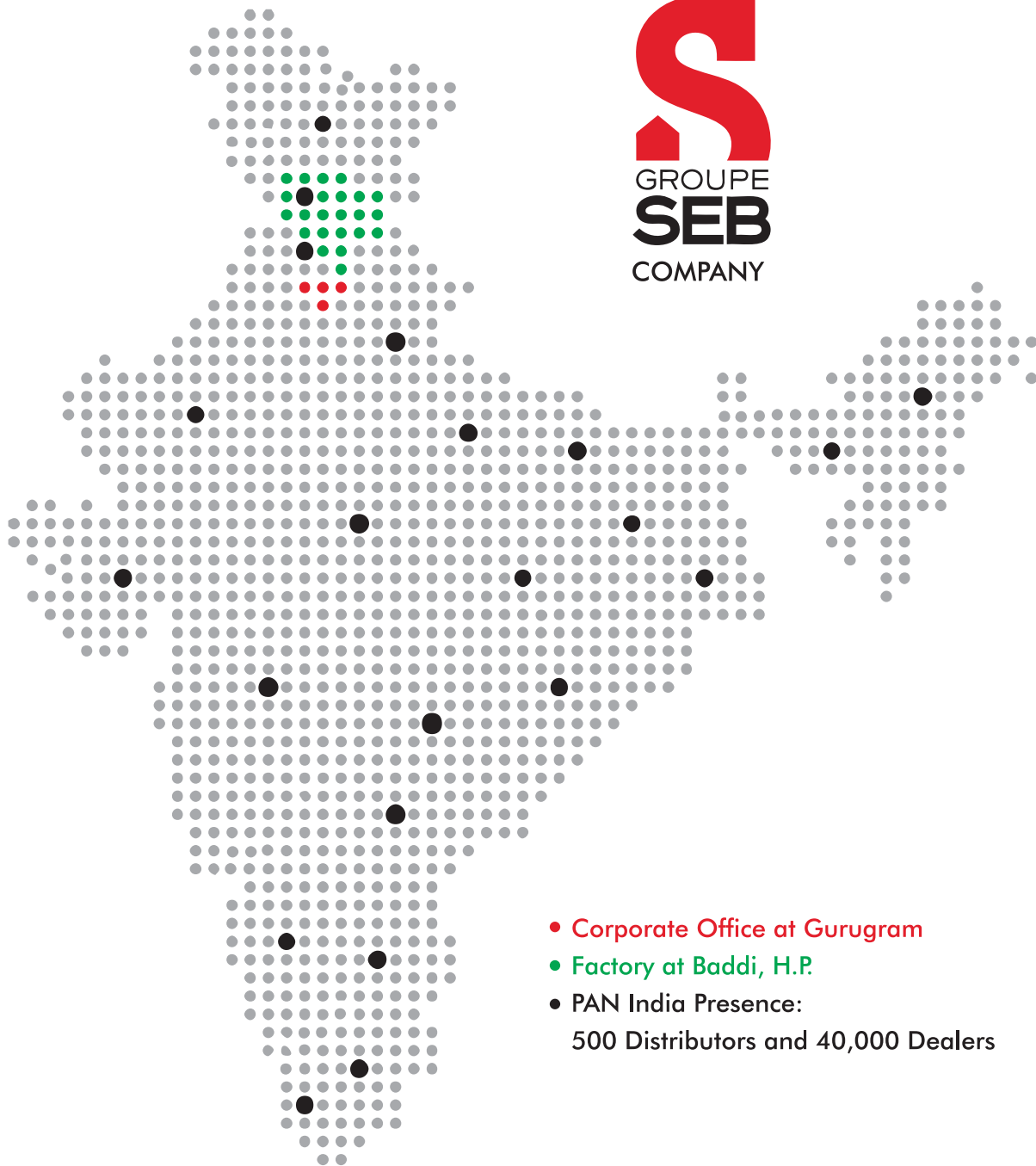
Rowenta

BASED IN LYON, FRANCE



ABOUT

GROUP SEB INDIA



- Corporate Office at Gurugram
- Factory at Baddi, H.P.
- PAN India Presence:
500 Distributors and 40,000 Dealers

- Leader in Mixer Grinders, Juicer Mixer Grinders and Room Heaters
- Pan-India presence: 22 Branch Offices.
- Leadership position in North India with 15% market share
- Headquartered in Delhi, India
- Fastest growing Company in the industry with 100%+ growth in the last 4 years
- Focus on Innovation: Launched 170+ new products in the last 4 years
- Complete Customer Care Package - PAN India Network: 277 Service Centres
- In-house Design, R&D, Quality and Manufacturing

BRAND POSITIONING

WITH MAHARAJA, LIFE'S EASY. COOKING, SIMPLE.
AND TASTE, MEMORABLE.



2nd most known small appliance brand in India

- No.1 position in North India*
- 40 years experience
- 50+ new products in 2019
- A renowned name in Mixer Grinders & Juicer Mixer Grinders
- Kitchen Appliances, Garment Care and Home Comfort
- PAN INDIA presence
- 76% awareness - "1,2,3, Maharaja Mixie"
- Most dynamic digital brand
- Strong customer service

MAHARAJA CARE NETWORK



LARGEST PORTFOLIO WITH ITS PRESENCE IN ALL CATEGORIES



KITCHEN APPLIANCES



HOME COMFORT

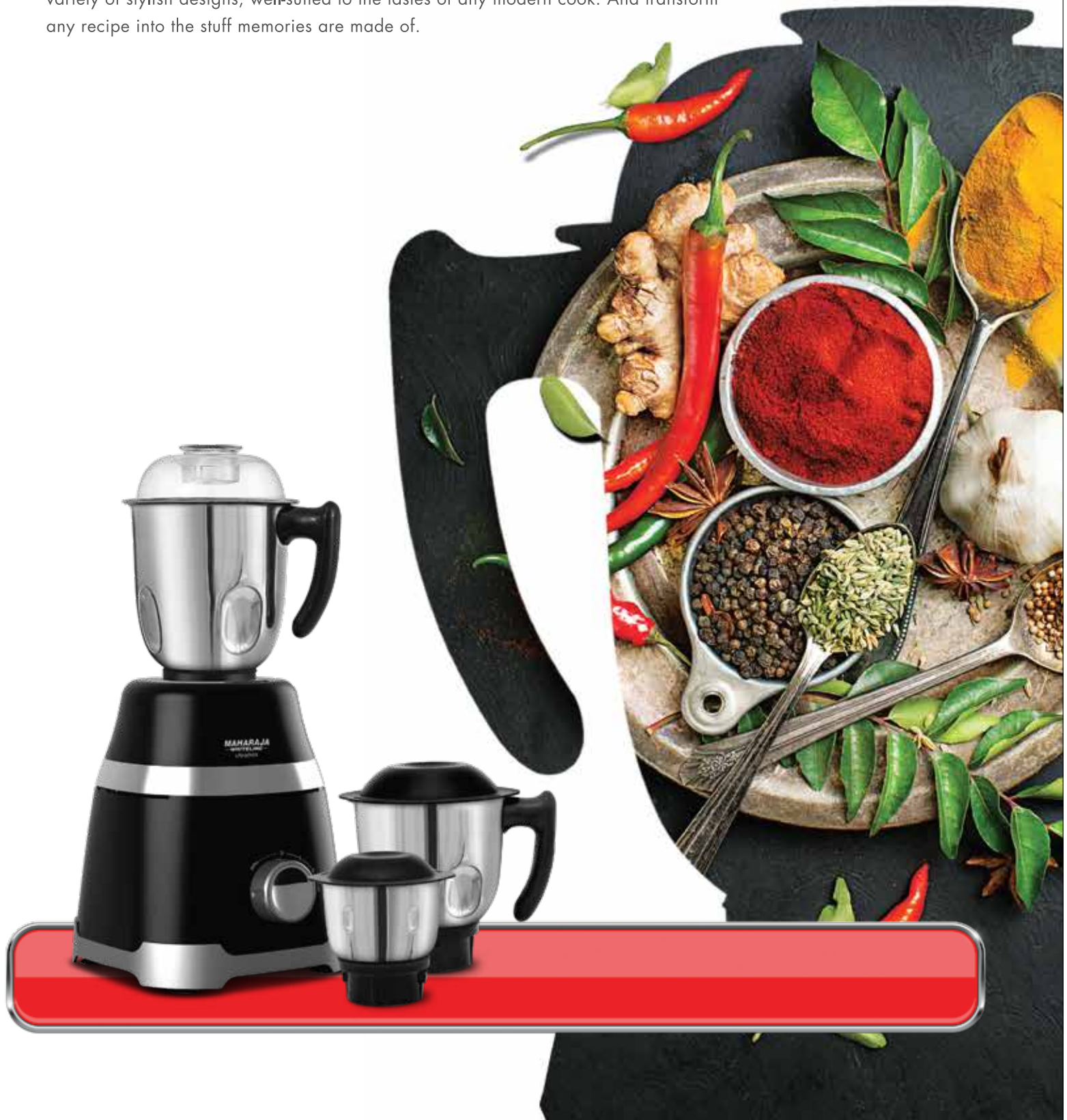


GARMENT CARE

*Source : Francis Kanoi, TRA Brand Trust Report 2016

MIXER GRINDER

Cooking becomes effortless with a Maharaja Whiteline Mixer Grinder. Its long-lasting powerful motor allows you to grind smoothly, while its sturdy jars with their super sharp blades flawlessly transform ingredients into fine powders, smooth pastes and purees. Designed specially for the Indian kitchen, Maharaja Mixer Grinders come in a variety of stylish designs, well-suited to the tastes of any modern cook. And transform any recipe into the stuff memories are made of.



Ultramax



The stylish new Ultramax range is the very essence of elegance and performance combined. It can take on every task demanded in the creation of complex Indian dishes. Purees, chutneys, batters, home-made masalas – an Ultramax mixer grinder helps you infuse every recipe with unforgettable flavour. And makes your kitchen look stylishly modern, with its clean, minimalist design.



20% Superior Cooling*



Food Grade Safe



Powerful Vacuum Foothold



MRP: ₹7,299



**1000W
Copper Motor**



**20% Superior
Cooling***



**Food Grade
Safe**



**Powerful Vacuum
Foothold**

- Unique Premium Design
- 30 mins continuous grinding**
- Super Sharp SS 304 Blades
- Unique Jar Flow Breakers
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 1L; SS Chutney Grinding Jar – 0.4L
- 22,000 RPM Motor Speed
- 5 year warranty on Motor and
2 year warranty on Product



MRP: ₹5,699



**750W
Hybrid Motor**



**20% Superior
Cooling***



**Food Grade
Safe**



**Powerful Vacuum
Foothold**



**ISI
Certified**

- Unique Premium Design
- 30 mins continuous grinding**
- Super Sharp SS 304 Blades
- Unique Jar Flow Breakers
- 4 Jars - SS Blending Jar – 1.5L;
SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 1L; SS Chutney Grinding Jar – 0.4L
- Blender with Fruit Filter
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and
2 year warranty on Product



MRP: ₹5,199



**750W
Hybrid Motor**



**20% Superior
Cooling***



**Food Grade
Safe**



**Powerful Vacuum
Foothold**



**ISI
Certified**

- Unique Premium Design
- 30 mins continuous grinding**
- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- Unique Jar Flow Breakers
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 1L; SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and
2 year warranty on Product

*Under standard conditions
**Considering 2 mins of resting time after every 5 mins operation at standard condition

Turbo Prime



The all new Turbo Prime mixer grinder range is distinguished by its solid power. Power that lends itself to astounding performance. Whether it's grinding a wide range of food ingredients or mixing up a variety of batters, this mixer grinder makes the process simpler and faster. Leaving you with dishes that stand out for their fine texture, heady aroma and unforgettably delicious flavour.



**Hands Free
Operation**



**Food
Grade Safe**



**30 mins
continuous grinding***

*Considering 2 mins of resting time after every 5 mins operation at standard condition



Turbo Prime HD - 1000W

MRP: ₹6,999



**1000W
Copper Motor**



**Hands Free
Operation**



**Food Grade
Safe**



**Unbreakable
PC Lid**

- Easy Jar Locking
- 30 mins continuous grinding*
- Super Sharp SS 304 Blades
- Unique Jar Flow Breakers
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 1L;
SS Chutney Grinding Jar – 0.4L
- 22,000 RPM Motor Speed
- 5 year warranty on Motor and
2 year warranty on Product



Turbo Prime Elite - 750W

MRP: ₹5,499



**750W
Hybrid Motor**



**Hands Free
Operation**



**Food Grade
Safe**



**Unbreakable
PC Lid**



**ISI
Certified**

- Easy Jar Locking
- 30 mins continuous grinding*
- Super Sharp SS 304 Blades
- Unique Jar Flow Breakers
- 4 Jars - Blending Jar - 1.5L; SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 1L; SS Chutney Grinding Jar – 0.4L
- Blender with Fruit Filter
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and
2 year warranty on Product



Turbo Prime DLX - 750W

MRP: ₹4,799



**750W
Hybrid Motor**



**Hands Free
Operation**



**Food Grade
Safe**



**Unbreakable
PC Lid**



**ISI
Certified**

- Easy Jar Locking
- 30 mins continuous grinding*
- Super Sharp SS 304 Blades
- Unique Jar Flow Breakers
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 1L;
SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and
2 year warranty on Product



Turbo Prime Classic - 500W

MRP: ₹3,499



500W



**30 mins continuous
grinding***



**Food Grade
Safe**



**20,000 RPM
Motor Speed**



**ISI
Certified**

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 0.7L;
SS Chutney Grinding Jar – 0.4L
- 2 year warranty on Motor and
1 year warranty on Product

*Considering 2 mins of resting time after every 5 mins operation at standard condition

750W Range



MG Powerclick Plus

MRP: ₹5,799



Copper Hercules Motor



Innovative Easy Lock System



Food Grade Safe



ISI Certified

- 30 mins continuous grinding*
- Super Sharp SS 304 Blades
- Unique Jar Flow Breakers
- 4 Jars - Blending Jar 1.5L; SS Liquidizing Jar – 1.5L; SS Dry Grinding Jar – 1L; SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



MG Powerclick Neon / Violet / Indigo

MRP: ₹5,299



Copper Hercules Motor



Innovative Easy Lock System



Food Grade Safe



ISI Certified

- 30 mins continuous grinding*
- Super Sharp SS 304 Blades
- Unique Jar Flow Breakers
- 3 Jars - SS Liquidizing Jar – 1.5L; SS Dry Grinding Jar – 1L; SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



MG Joy Max

MRP: ₹4,799



750W Hybrid Motor



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- Unique Jar Flow Breakers
- 3 Jars - SS Liquidizing Jar – 1.5L; SS Dry Grinding Jar – 1L; SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product

*Considering 2 mins of resting time after every 5 mins operation at standard condition



MRP: ₹4,299



750W
Hybrid Motor



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- Unique Jar Flow Breakers
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 1L; SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and
2 year warranty on Product



MRP: ₹4,099



750W
Hybrid Motor



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- Unique Jar Flow Breakers
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 1L; SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and
2 year warranty on Product

500W Range



MRP: ₹3,999



500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- Unique Jar Flow breakers
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 1L;
SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and
1 year warranty on Product



MRP: ₹3,699



500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 0.7L;
SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and
1 year warranty on Product



MRP: ₹3,499



500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 0.7L;
SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and
1 year warranty on Product

*Considering 2 mins of resting time after every 5 mins operation at standard condition



MG Convenio

MRP: ₹3,499



500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- Unique Jar Flow breakers
- 3 Jars - SS Liquidizing Jar – 1.5L; SS Dry Grinding Jar – 1L; SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and 1 year warranty on Product



MG Solo Happiness

MRP: ₹3,399



500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L; SS Dry Grinding Jar – 0.7L; SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and 1 year warranty on Product



MG 1..2..3

MRP: ₹3,199



500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L; SS Dry Grinding Jar – 0.7L; SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and 1 year warranty on Product



MG Stunner

MRP: ₹3,199



500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L; SS Dry Grinding Jar – 0.7L; SS Chutney Grinding Jar – 0.4L
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and 1 year warranty on Product

*Considering 2 mins of resting time after every 5 mins operation at standard condition



MG Stellar

MRP: ₹3,199



500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L; SS Dry Grinding Jar – 0.7L; SS Chutney Grinding Jar – 0.4L

- 20,000 RPM Motor Speed
- 2 year warranty on Motor and 1 year warranty on Product



MG Apex

MRP: ₹3,199



500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L; SS Dry Grinding Jar – 0.7L; SS Chutney Grinding Jar – 0.4L

- 20,000 RPM Motor Speed
- 2 year warranty on Motor and 1 year warranty on Product



MG Apex 2J

MRP: ₹2,599



500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 2 Jars - SS Dry Grinding Jar – 0.7L; SS Chutney Grinding Jar – 0.4L

- 20,000 RPM Motor Speed
- 2 year warranty on Motor and 1 year warranty on Product

JUICER MIXER GRINDER

It's easy to stay healthy, if you bring home a Maharaja Whiteline Juicer Mixer Grinder. With three different jars and three different speed settings at your fingertips, you'll breeze through recipes in no time. Its durable and powerful motor makes short work of dry grinding spices or wet grinding chutneys or batter. And its sturdy juicing mesh ensures you get fresh, delicious juice, without any pulp. Stylishly designed, efficient and versatile, the Maharaja Juicer Mixer Grinder is a great addition to a health-conscious family's kitchen. Not to mention, a valuable assistant when it comes to creating dishes with truly memorable flavour.





MRP: ₹5,199



550W



30 mins
continuous grinding
& juicing*



Food Grade
Safe



Integrated Juice
Carafe



ISI
Certified

- Superior Stainless Steel Juicer Mesh
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L;
SS Grinder Jar – 0.7L;
SS Chutney Grinding Jar – 0.4L
- 5 year warranty on Motor and
2 year warranty on Product



MRP: ₹4,299



450W



30 mins
continuous grinding
& juicing*



Food Grade
Safe



Unique Side
Locking



ISI
Certified

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Detachable Spout
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinder Jar – 0.7L; SS Chutney Grinding Jar – 0.4L
- 2 year warranty on Motor and 2 year warranty on Product



MRP: ₹3,799



450W



30 mins
continuous grinding
& juicing*



Food Grade
Safe



Anti Drip Spout
that prevents
spillage of juice



ISI
Certified

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Detachable Spout
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinder Jar – 0.7L; SS Chutney Grinding Jar – 0.4L
- 2 year warranty on Motor and 2 year warranty on Product



MRP: ₹3,699



450W



30 mins
continuous grinding
& juicing*



Food Grade
Safe



Anti Drip Spout
that prevents
spillage of juice



ISI
Certified

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Detachable Spout
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L;
SS Grinder Jar – 0.7L
- 2 year warranty on Motor and 1 year
warranty on Product

*Considering 2 mins of resting time after every 5 mins operation at standard condition



MRP: ₹3,599



450W



30 mins
continuous grinding
& juicing*



Food Grade
Safe



ISI
Certified

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Outlet
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinding Jar – 0.7L
- 1 year Product warranty



MRP: ₹3,599



450W



30 mins
continuous grinding
& juicing*



Food Grade
Safe



ISI
Certified

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Outlet
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinding Jar – 0.7L
- 1 year Product warranty



MRP: ₹3,449



450W



30 mins
continuous grinding
& juicing*



Food Grade
Safe



ISI
Certified

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Outlet
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinding Jar – 0.7L
- 2 year warranty on Motor and 1 year warranty on Product

JUICE EXTRACTOR

Mornings become brighter with fresh juice from a Maharaja Whiteline Juice Extractor. With features such as an anti-splash cover and a sturdy stainless-steel mesh, it ensures that you can enjoy a delectable glass of juice while keeping your kitchen spotless. As powerful as it is durable, a Maharaja Whiteline Juice Extractor squeezes the very last drop of juice from fruits, and its compact size and clean design allows it to fit neatly in most cabinets. Making it the perfect companion for a healthy lifestyle. And turning a simple glass of juice into a memory that lasts for a lifetime.





MRP: ₹4,099



550W



Food Grade Safe



Full Apple Feeder Tube

- Anti Drip Spout that prevents spillage of juice
- Anti-Splash Outlet

- 2 year warranty on Product
- 2 year warranty on Motor



MRP: ₹3,299



450W



Food Grade Safe



Unique Side Locking

- Anti-Splash Outlet
- Large Feeder Tube
- 2 year warranty on Product
- 2 year warranty on Motor



MRP: ₹2,949



450W

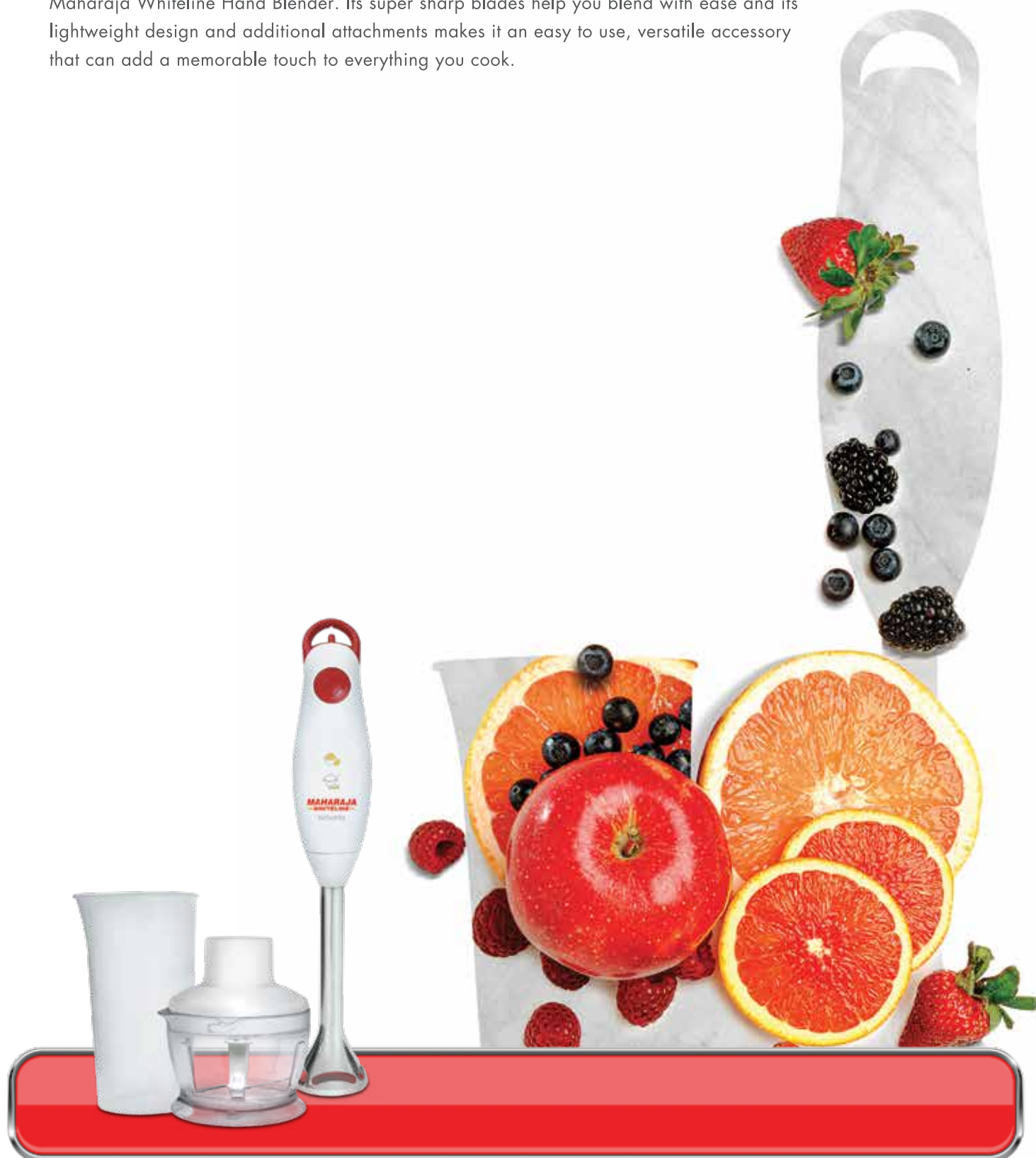


Food Grade Safe

- 2.5 Online Pulp Container
- Anti-Splash Outlet
- 2 year warranty on Product
- 2 year warranty on Motor

HAND BLENDER

When it comes to blending smoothies, shakes or purees, it doesn't get better than a Maharaja Whiteline Hand Blender. Its super sharp blades help you blend with ease and its lightweight design and additional attachments makes it an easy to use, versatile accessory that can add a memorable touch to everything you cook.





MRP: ₹2,299



**Super Sharp Ice
Crushing Blades**



**2-in-1
Silent yet
Powerful
Operation**



**Ergonomic
Design**



**2 Year
Warranty**

- Powerful 130W Motor
- Detachable Metal Foot
- Hanging Loop
- Contains chopper and beaker
- Easy to handle



MRP: ₹1,549



**Super Sharp Ice
Crushing Blades**



**2-in-1
Silent yet
Powerful
Operation**



**Ergonomic
Design**



**2 Year
Warranty**

- Powerful 130W Motor
- Detachable Metal Foot
- Hanging Loop
- Contains beaker
- Easy to handle



MRP: ₹1,099



**Super Sharp Ice
Crushing Blades**



**2-in-1
Silent yet
Powerful
Operation**



**Ergonomic
Design**



**2 Year
Warranty**

- Powerful 130W Motor
- Detachable Plastic Foot
- Easy-to-use push button
- Easy to handle



MRP: ₹1,549



**Ergonomic
Design**



**2 Year
Warranty**



**Convenient
Wall Holder**

- 125W Motor
- Metal Foot
- Interchangeable blade
- Easy to handle

FOOD PROCESSOR

Busy mornings can be a lot less hectic, with a Maharaja Smart Chef Food Processor. Kneading dough? No problem. Chopping vegetables? Done. Grinding batter for crisp dosas or fluffy idlis? Absolutely. It'll even make fresh juice to go with them. And help you with 8 other tasks, including grating and slicing, to make cooking simpler, your morning, stress-free and your every meal, truly unforgettable.

Smart Chef



12 Versatile Attachments



600W Powerful Motor



Dual Safety Mechanism



Super Sharp Blades

- Jar Flow Breakers
- Processing Bowl - 2L; Blending Jar - 1.5L; SS Dry Grinding Jar - 1L; SS Chutney Grinding Jar - 0.4L
- 5 Year warranty on Motor and 2 year warranty on Product



MRP: ₹9,099

WET GRINDER

Cooking food from scratch has its own charm. It's easy too, if you have a Maharaja Whiteline Wet Grinder. Its sturdy grooved grinding stones ensure perfection, whether it's grinding idli or dosa batter, kneading dough or even grating coconuts. And its large 2 litre-size means it's up for any challenge – even if it's a meal for surprise guests or a grand lunch with your whole family. A meal that will stay with them, long after they leave.





MRP: ₹5,299



150W



5 Year Warranty



2 Litre
Capacity



Sturdy Grooved
Grinding Stone

- Non Slip Feet
- Jar Flow Breaker for optimal grinding
- SS Drum – 2L
- Atta Kneader & Coconut Scraper
- 5 year warranty on Motor and 2 year warranty on Product



MRP: ₹5,199



150W



5 Year Warranty



2 Litre
Capacity



Sturdy Grooved
Grinding Stone

- Non Slip Feet
- Jar Flow Breaker for optimal grinding
- SS Drum – 2L
- Atta Kneader & Coconut Scraper
- 5 year warranty on Motor and 2 year warranty on Product



MRP: ₹4,799



150W



5 Year Warranty



2 Litre
Capacity



Sturdy Grooved
Grinding Stone

- Non Slip Feet
- Jar Flow Breaker for optimal grinding
- SS Drum – 2L
- 5 year warranty on Motor and 2 year warranty on Product

RICE COOKER

Plain dal rice or a bowl of noodles? Why not both? With two different-sized bowls to cook in, a Maharaja Whiteline Rice Cooker lets you indulge your taste-buds with variety, and a flavour that you'll remember for a long time. Its 1.8 litre size allows you to cook a feast for a large number of people, with ease. And its insulated handles are safe to touch, even when the cooker is hot. Powered by 700 watts, this is an appliance that brings a new kind of convenience to your kitchen.

Inicio Duo



2 Year
Warranty



5 Year
on Heating Element



Keep Warm
Function



Large Cooking
Capacity



2 Cooking
Bowls

- 700W Rice Cooker for quick, efficient and perfect results
- Optimum capacity of 1.8L
- Easy to use with insulated body and safe-to-touch inside handles
- Added accessories include - Spatula and Measuring Cup
- Auto cut-off feature that saves power
- Rust-free and sturdy stainless steel body



MRP: ₹2,899



DRY IRON

Maharaja Whiteline's Dry Iron makes quick work of ironing clothes. Available in a variety of stylish designs, it comes with a soleplate that makes sure the fabric doesn't stick to the iron and an adjustable control knob that helps maintain the temperature you set. So that you get crisp, ironed clothes with a minimum of fuss.





MRP: ₹849



**2 Year
Warranty**



**Smart
Thermostat**



**Ergonomic
Design**



ISI Certified

- 1000W Power for quick heating
- Golden American Heritage & Non-Stick Soleplate for seamless ironing experience
- Elegant colour combinations with floral patterns
- Adjustable Knob for iron-based fabric type
- Ergonomic handle design for enhanced grip



MRP: ₹1,299



**2 Year
Warranty**



**Smart
Thermostat**



**Ergonomic
Design**



ISI Certified

- 1200W Power for quick heating
- Heavy-weight dry iron (1.8 Kgs) for powerful and crisp ironing
- Golden American Heritage & Non-Stick Soleplate for seamless ironing experience
- Elegant and unique colour combinations
- Ergonomic handle design for enhanced grip



MRP: ₹645



**2 Year
Warranty**



**Smart
Thermostat**



**Ergonomic
Design**



ISI Certified

- 1000W Power for quick heating
- Light-weight metal iron that is easy-to-use & durable
- Non-Stick Soleplate for easy glide
- Adjustable Knob for iron-based fabric type
- Ergonomic handle design for enhanced grip



ROOM HEATER

Chilly winters can become a lot warmer with a Maharaja Whiteline Room Heater. Stylishly designed and simple to use, it also saves power, keeping a check on your electricity bills. And being both noiseless and durable, it ensures you can enjoy a sound sleep for many winters to come.





**Lava Happiness
Halogen Heater**

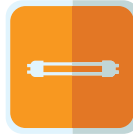
MRP: ₹2,799



**1 Year
Warranty**



**Multiple
Heat Settings**



**Easy-To-Replace
Halogen Tubes**



ISI Certified



**Easy
To Carry**



**Ergonomic
Design**

- Triple heat power setting – 400W/800W/1200W
- 3 Specially Processed Halogen Tubes for higher thermal efficiency
- Safety Tip over protection switch
- Oscillation for wider area coverage
- Shockproof Body (with ISI mark), compact, portable and trendy design



QUATO - Quartz Heater

MRP: ₹1,549



**1 Year
Warranty**



**Multiple
Heat Settings**



ISI Certified



**Easy
To Carry**



**Ergonomic
Design**

- Dual heat power setting – 400W/800W Quartz Tubes
- Compact and efficient
- Safety Tip over protection switch
- Latest elegant and compact design



**FLARE 2000T
Heat Convector**

MRP: ₹2,899



**1 Year
Warranty**



**Multiple
Heat Settings**



ISI Certified



**Easy
To Carry**



**Ergonomic
Design**

- Dual heat power setting with Blower – 1000W/2000W
- With Adjustable Thermostat settings
- Auto cut-off feature for safety
- Portable with easy to carry handle
- Durable and sturdy metal body

AIR COOLER

What if you could experience a cool mountain breeze at home? You can, with Maharaja Whiteline's wide range of Air Coolers. Ideal for every home, the cooler comes with a shockproof body, an inbuilt water level indicator and a large-sized water tank. What's more, you get a host of delightful designs to choose from. Its Unique Hybrid Cooling Technology gives you a combination of two cooling pads. And if it gets too cold, you can manage the temperature with its various speed options. So, stay cool this season with Maharaja Whiteline's Air coolers.



Unique Hybrid Cooling Technology
(additional benefit of 2 Cooling Pads)



Woodwool Pads

+



Honeycomb Pads



Hybridcool Coolers



MRP : Hybridcool 65 - ₹12,499
MRP : Hybridcool 55 - ₹11,999



Unique Hybrid Cooling Technology
(additional benefit of 2 Cooling Pads)



High Air Delivery
5000 CMH



Strong Air Throw
52 Feet



Powerful Cyclonic Suction



Anti-Bacterial Tank

- Available in 65/55 Litre Tank Capacity
- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Comes with Dry Run Protected Submersible Pump
- Chiller Enhancer
- Castor Wheels for Mobility
- Contains Anti-Bacterial Tank



MRP : Hybridcool 65 - ₹13,499
MRP : Hybridcool 55 - ₹12,999



Unique Hybrid Cooling Technology
(additional benefit of 2 Cooling Pads)



Remote Control



Soft Touch Buttons



Powerful Cyclonic Suction



Sleek and Compact Design



Anti-Bacterial Tank



High Air Delivery
5000 CMH



Strong Air Throw
52 Feet

- Available in 65/55 Litre Tank Capacity
- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Comes with Dry Run Protected Submersible Pump
- Chiller Enhancer
- Castor Wheels for Mobility

Glacio Prime Cooler



Glacio Prime Cooler

MRP : ₹11,699



Woodwool Pads



High Air Delivery
4800 CMH



Strong Air Throw
43 Feet



Powerful Cyclonic Suction



Sleek and Compact Design



Dry Run Protected Submersible Pump



Castor Wheels for Mobility



Anti-Bacterial Tank

- Available in 65 Litre Tank Capacity
- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Chiller Enhancer

Hybridcool Pro 65



Hybridcool Pro 65

MRP : ₹11,599



Unique Hybrid Cooling Technology (additional benefit of 2 Cooling Pads)



High Air Delivery
5100 CMH



Strong Air Throw
48 Feet



Castor Wheels for Mobility



Tough and long-lasting Plastic Body



Wooden/Chrome Deco Panels



Larger Fan-size, Larger Duct & Wider Air Coverage



Chiller Enhancer



Chrome Knobs



Anti-Bacterial Tank

- Available in 65 Litre Tank Capacity
- Aroma Chamber
- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Comes with Dry Run Protected Submersible Pump
- Sleek and Compact Design

Bravo Series



Bravo Hybridcool 65

MRP : ₹12,899



Unique Hybrid Cooling Technology
(additional benefit of 2 Cooling Pads)



High Air Delivery
5500 CMH



Strong Air Throw
54 Feet



Turbo Air Flow Technology



Chiller Enhancer



Chrome Knobs

- Available in 65 Litre Tank Capacity
- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Comes with Dry Run Protected Submersible Pump
- Aroma Chamber



Bravo Prime 65

MRP : ₹11,899



Turbo Air Flow Technology



High Air Delivery
5100 CMH



Strong Air Throw
50 Feet



Chiller Enhancer



Anti-Bacterial Tank

- Available in 65 Litre Tank Capacity
- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Comes with Dry Run Protected Submersible Pump
- Aroma Chamber

Super Grand Series



Super Grand 70 Plus

MRP : ₹11,899



Honeycomb Pads



High Air Delivery 6000 CMH



Strong Air Throw 60 Feet



Turbo Air Flow Technology



Anti-Bacterial Tank



Chrome Knobs

- Available in 70 Litre Tank Capacity
- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Aroma Chamber
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Comes with Dry Run Protected Submersible Pump



Super Grand 70

MRP : ₹10,899



Woodwool Pads



High Air Delivery 5000 CMH



Strong Air Throw 50 Feet



Turbo Air Flow Technology



Anti-Bacterial Tank

- Available in 70 Litre Tank Capacity
- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Aroma Chamber
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Comes with Dry Run Protected Submersible Pump

Blizzard Deco Cooler Series



MRP : Blizzard deco 55 – ₹10,099

MRP : Blizzard deco 25 – ₹8,599



Honeycomb Pads



High Air Delivery
1600 CMH



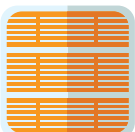
Strong Air Throw
25 Feet



Eco-Efficient
Centrifugal
Blower



54/22 Litre
Tank Capacity



Wooden/Chrome
Deco Panels



Anti-Mosquito
cum Dust
Filter Net

- Sleek & Tall Design
- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Comes with Dry Run Protected Submersible Pump
- Chiller Enhancer
- Castor Wheels for Mobility
- Contains Anti-Bacterial Tank
- Sleek & Compact Design



MRP : Blizzard deco 55 Remote – ₹11,099

MRP : Blizzard deco 25 Remote – ₹9,599



Honeycomb Pads



High Air Delivery
1600 CMH



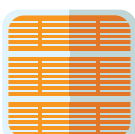
Strong Air Throw
25 Feet



Eco-Efficient
Centrifugal
Blower



54/22 Litre
Tank Capacity



Wooden/Chrome
Deco Panels



Remote Control



Anti-Mosquito
cum Dust
Filter Net

- Sleek & Tall Design
- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Comes with Dry Run Protected Submersible Pump
- Chiller Enhancer
- Castor Wheels for Mobility
- Contains Anti-Bacterial Tank
- Sleek & Compact Design

Frostair Cooler Series



MRP : Frostair 45 - ₹7,499
MRP : Frostair 25 - ₹6,499



Honeycomb Pads



High Air Delivery
1900 CMH



Strong Air Throw
30 Feet



Eco-Efficient
Centrifugal
Blower



42/22 Litre
Tank Capacity



Anti-Mosquito
cum Dust
Filter Net

- Inverter-compatible
- 4-Way Air Deflection for effective distribution of cool air
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Comes with Dry Run Protected Submersible Pump
- Chiller Enhancer
- Castor Wheels for Mobility
- Contains Anti-Bacterial Tank

Arrow Delux Air Cooler



MRP : ₹8,499



High Air
Delivery
2500 CMH



Strong Air Throw
35 Feet



4-Way
Air Deflection



Quadcool
Technology



50 Litre Tank
Capacity

- Woodwool Pads
- Inverter-compatible
- Made of Rust-resistant and Shockproof High-Grade Plastic Body
- Peak Air Velocity



Category	Desert	Desert	Desert
Model	HYBRIDCOOL 65 REMOTE	HYBRIDCOOL 65	HYBRIDCOOL 55 REMOTE
Technical Specification			
Voltage	230V AC 50 Hz	230V AC 50 Hz	230V AC 50 Hz
Power consumption	180W	180W	180W
Mains cord	3-pin, 1.5 Mtr	3-pin, 1.5 Mtr	3-pin, 1.5 Mtr
RPM	1400	1400	1400
Blower/ Fan	Plastic Fan	Plastic Fan	Plastic Fan
Speed Settings	3	3	3
Louver Movement	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised
Pump Type	Submersible	Submersible	Submersible
Water Level Indicator	Yes	Yes	Yes
Water Inlet	Front Water Inlet Door Top Ice Chamber	Front Water Inlet Door Top Ice Chamber	Front Water Inlet Door Top Ice Chamber
Water Over Flow	Yes	Yes	Yes
Water Draining	Yes	Yes	Yes
Motor Mounting	On Plastic Stand	On Plastic Stand	On Plastic Stand
Pad Replacement	Easy	Easy	Easy
Motor Replacement	Easy	Easy	Easy
Switch Replacement	Easy	Easy	Easy
Noise (db)	Low	Low	Low
Air Delivery (m ³ /hr) Max	5000	5000	5000
Air Throw (ft.)- @0.5 m/sec	52	52	52
Cooling Area (Sq. ft)	750	750	750
Cooling Media	Honeycomb + Woodwool	Honeycomb + Woodwool	Honeycomb + Woodwool
Net Weight (kg) approx	15.8	15.8	15.5
Gross Weight (kg) approx	19.5	19.5	19
Water Tank Capacity (ltr.)	65	65	55
Size			
Blower/Fan Diameter (inch)	16"	16"	16"
Product Dimensions (LxWxH)mm	602x450x1245	602x450x1245	602x450x1180
Carton Dimensions (LxWxH)mm	685x510x1290	685x510x1290	685x510x1230
Added Feature			
Aroma Chamber	No	No	No
Ice Chamber	Yes	Yes	Yes
Castors	Yes	Yes	Yes
Mosquito Net cum Dust Filter	No	No	No
Remote	Yes	No	Yes



Category	Desert	Desert	Desert
Model	HYBRIDCOOL 55	GLACIO PRIME 65	HYBRIDCOOL PRO 65
Technical Specification			
Voltage	230V AC 50 Hz	230V AC 50 Hz	230V AC 50 Hz
Power consumption	180W	180W	165W
Mains cord	3-pin, 1.5 Mtr	3-pin, 1.5 Mtr	3-pin, 1.5 Mtr
RPM	1400	1400	1400
Blower/ Fan	Plastic Fan	Plastic Fan	Plastic Fan
Speed Settings	3	3	3
Louver Movement	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised
Pump Type	Submersible	Submersible	Submersible
Water Level Indicator	Yes	Yes	Yes
Water Inlet	Front Water Inlet Door Top Ice Chamber	Front Water Inlet Door Top Ice Chamber	Top Ice Chamber & Back Inlet Valve
Water Over Flow	Yes	Yes	Yes
Water Draining	Yes	Yes	Yes
Motor Mounting	On Plastic Stand	On Plastic Stand	On Plastic Stand
Pad Replacement	Easy	Easy	Easy
Motor Replacement	Easy	Easy	Easy
Switch Replacement	Easy	Easy	Easy
Noise (db)	Low	Low	Low
Air Delivery (m ³ /hr) Max	5000	4800	5100
Air Throw (ft.)- @0.5 m/sec	52	43	48
Cooling Area (Sq. ft)	750	750	750
Cooling Media	Honeycomb + Woodwool	Woodwool Pads	Woodwool Pads
Net Weight (kg) approx	15.5	16.2	17.8
Gross Weight (kg) approx	19	20.8	22.5
Water Tank Capacity (ltr.)	55	65	65
Size			
Blower/Fan Diameter (inch)	16"	16"	18"
Product Dimensions (LxWxH)mm	602x450x1180	602x450x1245	660x500x1080
Carton Dimensions (LxWxH)mm	685x510x1230	685x510x1290	725x565x1090
Added Feature			
Aroma Chamber	No	No	Yes
Ice Chamber	Yes	Yes	Yes
Castors	Yes	Yes	Yes
Mosquito Net cum Dust Filter	No	No	No
Remote	No	No	No



Category	Desert	Desert	Desert
Model	BRAVO HYBRIDCOOL 65	BRAVO PRIME	SUPER GRAND 70 PLUS
Technical Specification			
Voltage	230V AC 50 Hz	230V AC 50 Hz	230V AC 50 Hz
Power consumption	165W	165W	165W
Mains cord	3-pin, 1.5 Mtr	3-pin, 1.5 Mtr	3-pin, 1.5 Mtr
RPM	1400	1400	1400
Blower/ Fan	Plastic Fan	Plastic Fan	Plastic Fan
Speed Settings	3	3	3
Louver Movement	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised
Pump Type	Submersible	Submersible	Submersible
Water Level Indicator	Yes	Yes	Yes
Water Inlet	Front Water Inlet Door, Top Ice Chamber & Side Float Valve	Front Water Inlet Door, Top Ice Chamber & Side Float Valve	Front Water Inlet Door & Side Float Valve
Water Over Flow	Yes	Yes	Yes
Water Draining	Yes	Yes	Yes
Motor Mounting	On Plastic Stand	On Plastic Stand	On Plastic Stand
Pad Replacement	Easy	Easy	Easy
Motor Replacement	Easy	Easy	Easy
Switch Replacement	Easy	Easy	Easy
Noise (db)	Low	Low	Low
Air Delivery (m ³ /hr) Max	5500	5100	6000
Air Throw (ft.)- @0.5 m/sec	54	50	60
Cooling Area (Sq. ft)	750	750	800
Cooling Media	Honeycomb + Woodwool	Woodwool Pads	Honeycomb Pads
Net Weight (kg) approx	22.5	22.3	18.5
Gross Weight (kg) approx	25.2	25	21
Water Tank Capacity (ltr.)	65	65	70
Size			
Blower/Fan Diameter (inch)	18"	18"	18"
Product Dimensions (LxWxH)mm	680x670x930	680x670x930	690x690x870
Carton Dimensions (LxWxH)mm	700x720x950	700x720x950	720x730x890
Added Feature			
Aroma Chamber	Yes	Yes	Yes
Ice Chamber	Yes	Yes	No
Castors	No	No	No
Mosquito Net cum Dust Filter	No	No	No
Remote	No	No	No



Category	Desert	Tower	Tower
Model	SUPER GRAND 70	BLIZZARD DECO 55 REMOTE	BLIZZARD DECO 55
Technical Specification			
Voltage	230V AC 50 Hz	230V AC 50 Hz	230V AC 50 Hz
Power consumption	165W	125W	125W
Mains cord	3-pin, 1.5 Mtr	2-pin, 1.5 Mtr	2-pin, 1.5 Mtr
RPM	1400	1400	1400
Blower/ Fan	Plastic Fan	Blower	Blower
Speed Settings	3	3	3
Louver Movement	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised
Pump Type	Submersible	Submersible	Submersible
Water Level Indicator	Yes	Yes	Yes
Water Inlet	Front Water Inlet Door & Side Float Valve	Top Ice Chamber	Top Ice Chamber
Water Over Flow	Yes	Yes	Yes
Water Draining	Yes	Yes	Yes
Motor Mounting	On Plastic Stand	Front Panel Holding	Front Panel Holding
Pad Replacement	Easy	Easy	Easy
Motor Replacement	Easy	Easy	Easy
Switch Replacement	Easy	Easy	Easy
Noise (db)	Low	Low	Low
Air Delivery (m ³ /hr) Max	5000	1600	1600
Air Throw (ft.)- @0.5 m/sec	50	25	25
Cooling Area (Sq. ft)	750	160	160
Cooling Media	Woodwool Pads	Honeycomb Pads	Honeycomb Pads
Net Weight (kg) approx	18	11.5	11.5
Gross Weight (kg) approx	21	14	14
Water Tank Capacity (ltr.)	70	54	54
Size			
Blower/Fan Diameter (inch)	18"	8"	8"
Product Dimensions (LxWxH)mm	690x690x870	380x440x1290	380x440x1290
Carton Dimensions (LxWxH)mm	720x730x890	545x465x1325	545x465x1325
Added Feature			
Aroma Chamber	Yes	No	No
Ice Chamber	No	Yes	Yes
Castors	No	Yes	Yes
Mosquito Net cum Dust Filter	No	Yes	Yes
Remote	No	Yes	No



Category	Tower	Tower	Personal
Model	BLIZZARD DECO 25 REMOTE	BLIZZARD DECO 25	FROSTAIR 45
Technical Specification			
Voltage	230V AC 50 Hz	230V AC 50 Hz	230V AC 50 Hz
Power consumption	125W	125W	125W
Mains cord	2-pin, 1.5 Mtr	2-pin, 1.5 Mtr	2-pin, 1.5 Mtr
RPM	1400	1400	1400
Blower/ Fan	Blower	Blower	Blower
Speed Settings	3	3	3
Louver Movement	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised
Pump Type	Submersible	Submersible	Submersible
Water Level Indicator	Yes	Yes	Yes
Water Inlet	Top Ice Chamber	Top Ice Chamber	Top Ice Chamber
Water Over Flow	Yes	Yes	Yes
Water Draining	Yes	Yes	Yes
Motor Mounting	Front Panel Holding	Front Panel Holding	Front Panel Holding
Pad Replacement	Easy	Easy	Easy
Motor Replacement	Easy	Easy	Easy
Switch Replacement	Easy	Easy	Easy
Noise (db)	Low	Low	Low
Air Delivery (m ³ /hr) Max	1600	1600	1900
Air Throw (ft.)- @0.5 m/sec	25	25	30
Cooling Area (Sq. ft)	160	160	160
Cooling Media	Honeycomb Pads	Honeycomb Pads	Honeycomb Pads
Net Weight (kg) approx	9.5	9.5	10
Gross Weight (kg) approx	13	13	12
Water Tank Capacity (ltr.)	22	22	42
Size			
Blower/Fan Diameter (inch)	8"	8"	8"
Product Dimensions (LxWxH)mm	360x370x970	360x370x970	500x350x870
Carton Dimensions (LxWxH)mm	440x380x997	440x380x997	560x470x960
Added Feature			
Aroma Chamber	No	No	No
Ice Chamber	Yes	Yes	Yes
Castors	Yes	Yes	Yes
Mosquito Net cum Dust Filter	Yes	Yes	Yes
Remote	Yes	No	No



Category	Personal	Window
Model	FROSTAIR 25	ARROW DLX
Technical Specification		
Voltage	230V AC 50 Hz	230V AC 50 Hz
Power consumption	125W	220W
Mains cord	2-pin, 1.5 Mtr	3-pin, 1.5 Mtr
RPM	1400	1300
Blower/ Fan	Blower	Blower
Speed Settings	3	3
Louver Movement	Horizontal Manual Vertical Motorised	Horizontal Manual Vertical Motorised
Pump Type	Submersible	Inbulit with Fan motor
Water Level Indicator	Yes	Yes
Water Inlet	Top Ice Chamber	Front Water Inlet Door
Water Over Flow	No	No
Water Draining	Yes	Yes
Motor Mounting	Front Panel Holding	On Tank with MS Chanel
Pad Replacement	Easy	Easy
Motor Replacement	Easy	Easy
Switch Replacement	Easy	Easy
Noise (db)	Low	Low
Air Delivery (m ³ /hr) Max	1900	2500
Air Throw (ft.)- @0.5 m/sec	30	35
Cooling Area (Sq. ft)	160	350
Cooling Media	Honeycomb Pads	Woodwool Pads
Net Weight (kg) approx	9	12.5
Gross Weight (kg) approx	11	15.5
Water Tank Capacity (ltr.)	22	50
Size		
Blower/Fan Diameter (inch)	8"	8"
Product Dimensions (LxWxH)mm	490x355x700	620x530x556
Carton Dimensions (LxWxH)mm	565x470x810	715x595x615
Added Feature		
Aroma Chamber	No	No
Ice Chamber	Yes	No
Castors	Yes	No
Mosquito Net cum Dust Filter	Yes	No
Remote	No	No

MAHARAJA
—WHITELINE—

Swaad rahega yaad

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