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 spiked with 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.
### Categories in which Maharaja Whiteline operates

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THE WORLD LEADER
IN SMALL DOMESTIC EQUIPMENTS
Exceptional portfolio of 29 world renowned brands including

Lagostina  Moulinex  KRUPS

All-Clad  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
- PAN INDIA Network
- Dedicated contact numbers for consumers and partners
- Specific mobile application for service requests
- Online service request registration
- Trained team of technician for faster delivery service

LARGEST PORTFOLIO WITH ITS PRESENCE IN ALL CATEGORIES

KITCHEN APPLIANCES
HOME COMFORT
GARMENT CARE

*Source: Francis Kamal, 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.
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

*Under standard conditions
Ultramax HD - 1000W

- 1000W Copper Motor
- 20% Superior Cooling*
- Food Grade Safe
- Powerful Vacuum Foot hold
- 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

MRP: ₹7,299

Ultramax Elite - 750W

- 750W Hybrid Motor
- 20% Superior Cooling*
- Food Grade Safe
- Powerful Vacuum Foot hold
- 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

MRP: ₹5,699

Ultramax DLX - 750W

- 750W Hybrid Motor
- 20% Superior Cooling*
- Food Grade Safe
- Powerful Vacuum Foot hold
- 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

MRP: ₹5,199

*Under standard conditions

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

- 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

MRP: ₹6,999

Turbo Prime Elite - 750W

- 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

MRP: ₹5,499

Turbo Prime DLX - 750W

- 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

MRP: ₹4,799

Turbo Prime Classic - 500W

- 500W
- Hands Free Operation
- 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

MRP: ₹3,499

*Considering 2 mins of resting time after every 5 mins operation at standard condition
750W Range

**MG Powerclick Plus**
- 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
- MRP: ₹5,799
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product

**MG Powerclick Neon / Violet / Indigo**
- 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
- MRP: ₹5,299
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product

**MG Joy Max**
- 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
- MRP: ₹4,799
- 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
MG Turbo DLX
MRP: ₹4,299

MG Turbo Twist
MRP: ₹4,099

- Super Sharp SS 304 Blades
- 20,000 RPM Motor Speed
- Durable Nylon 66 Coupler
- 5 year warranty on Motor and
- Unique Jar Flow Breakers
- 2 year warranty on Product
- 3 Jars - SS Liquidizing Jar – 1.5L;
- SS Dry Grinding Jar – 1.1L; SS Chutney Grinding Jar – 0.4L

*Considering 2 mins of resting time after every 5 mins operation at standard condition
500W Range

**MG Flora**
- 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: ₹3,999

**MG Maestro**
- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 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

**MG Marvello**
- 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

*Considering 2 min of resting time after every 5 min operation at standard condition*
MG Convenio

MRP: ₹3,499

- 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

- 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...3

MRP: ₹3,199

- 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

- 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
- **Power:** 500W
- **Continuous Grinding:** 30 mins
- **Food Grade Safe:**
- **ISI Certified:**
- **Features:**
  - 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
- **Power:** 500W
- **Continuous Grinding:** 30 mins
- **Food Grade Safe:**
- **ISI Certified:**
- **Features:**
  - 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
- **Power:** 500W
- **Continuous Grinding:** 30 mins
- **Food Grade Safe:**
- **ISI Certified:**
- **Features:**
  - 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

*Considering 2 mins of resting time after every 5 mins operation at standard condition*
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.
Ultimate Red Treasure

- 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

Desire Red Treasure

- 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

Odacio Blue

- 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

Odacio

- 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
Real Happiness

- 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

Royal Happiness

- 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

Mark 1

- 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

MRP: ₹3,449

*Considering 2 mins of resting time after every 5 mins operation at standard condition
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.
Montero Full Apple Juicer

- 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: ₹4,099

Desire

- 450W
- Food Grade Safe
- Unique Side Locking
- Anti-Splash Outlet
- Large Feeder Tube
- 2 year warranty on Product
- 2 year warranty on Motor

MRP: ₹3,299

Super Juicer

- 450W
- Food Grade Safe
- 2.5 Online Pulp Container
- Anti-Splash Outlet
- 2 year warranty on Product
- 2 year warranty on Motor

MRP: ₹2,949
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.
- **Turbomix King**
  - MRP: ₹2,299
  - Features:
    - Super Sharp Ice Crushing Blades
    - 2-in-1 Silent yet Powerful Operation
    - Ergonomic Design
    - 2 Year Warranty
    - Contains chopper and beaker
    - Easy to handle

- **Turbomix DLX**
  - MRP: ₹1,549
  - Features:
    - Super Sharp Ice Crushing Blades
    - 2-in-1 Silent yet Powerful Operation
    - Ergonomic Design
    - 2 Year Warranty
    - Contains beaker
    - Easy to handle

- **Speedmix**
  - MRP: ₹1,099
  - Features:
    - 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

- **Jazz Plus**
  - MRP: ₹1,549
  - Features:
    - Ergonomic Design
    - 2 Year Warranty
    - Convenient Wall Holder
    - 125W Motor
    - Metal Foot
    - Interchangeable blade
    - Easy to handle
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.
**Fortune DLX Lavender**

- 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
- MRP: ₹5,299
- 5 year warranty on Motor and 2 year warranty on Product

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**Grindstone**

- 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
- MRP: ₹5,199
- 5 year warranty on Motor and 2 year warranty on Product

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**Fortune Cherry**

- 150W
- 5 Year Warranty
- 2 Litre Capacity
- Sturdy Grooved Grinding Stone
- Non Slip Feet
- Jar Flow Breaker for optimal grinding
- SS Drum – 2L
- MRP: ₹4,799
- 5 year warranty on Motor and 2 year warranty on Product
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**

- 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
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.
**Blossom**

- 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: ₹849**

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**Classico Piancha**

- 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: ₹1,299**

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**Classico White**

- 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

**MRP: ₹645**
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**

- 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

**MRP: ₹2,799**

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**QUATO - Quartz Heater**

- 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

**MRP: ₹1,549**

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**FLARE 2000T Heat Convector**

- 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

**MRP: ₹2,899**
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.
Hybridcool Coolers

- 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

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

Hybridcool 65/55 Remote
MRP: Hybridcool 65 - ₹13,499
MRP: Hybridcool 55 - ₹12,999
**Glacio Prime Cooler**

- Wooden Pads
- High Air Delivery 4800 CMH
- Strong Air Throw 43 Feet
- Powerful Cyclonic Suction
- Sleek and Compact Design
- Dry Run Protected Submersible Pump
- Caster 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

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**Hybridcool Pro 65**

- Unique Hybrid Cooling Technology (additional benefit of 2 Cooling Pads)
- High Air Delivery 5100 CMH
- Strong Air Throw 48 Feet
- Caster 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

- 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 Hybridcool 65

MRP: ₹12,899

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Turbo Air Flow Technology

- 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
Super Grand Series

Super Grand 70 Plus

- 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

MRP: ₹11,899

Super Grand 70

- 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

MRP: ₹10,899
Blizzard Deco Cooler Series

Blizzard Deco 55/25

- 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
Caster Wheels for Mobility
Contains Anti-Bacterial Tank
Sleek & Compact Design

MRP: Blizzard deco 55 - ₹10,099
MRP: Blizzard deco 25 - ₹8,599

Blizzard Deco 55/25 Remote

- 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
Caster Wheels for Mobility
Contains Anti-Bacterial Tank
Sleek & Compact Design

MRP: Blizzard deco 55 Remote - ₹11,099
MRP: Blizzard deco 25 Remote - ₹9,599
**Frostair Cooler Series**

- Honeycomb Pads
- High Air Delivery 1900 CMH
- Strong Air Throw 30 Feet
- Eco-Efficient Centrifugal Blower
- 42/22 Litre Tank Capacity
- Anti-Mosquito Comb Dust Filter Net

Frostair Cooler Series - Frostair 45/25

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

- 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**

- 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

Arrow Delux Air Cooler

MRP : ₹8,499
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<th>Category</th>
<th>Desert HYBRIDCRIOL 65 REMOTE</th>
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<td>Water Level Indicator</td>
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<td>Yes</td>
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<td>Front Water Inlet Door</td>
<td>Front Water Inlet Door</td>
<td>Top Ice Chamber &amp; Back Inlet Valve</td>
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<td>Yes</td>
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<td><strong>Water Draining</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Motor Mounting</strong></td>
<td>On Plastic Stand</td>
<td>Front Panel Holding</td>
<td>Front Panel Holding</td>
</tr>
<tr>
<td><strong>Pad Replacement</strong></td>
<td>Easy</td>
<td>Easy</td>
<td>Easy</td>
</tr>
<tr>
<td><strong>Motor Replacement</strong></td>
<td>Easy</td>
<td>Easy</td>
<td>Easy</td>
</tr>
<tr>
<td><strong>Switch Replacement</strong></td>
<td>Easy</td>
<td>Easy</td>
<td>Easy</td>
</tr>
<tr>
<td><strong>Noise (dB)</strong></td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td><strong>Air Delivery (m³/hr) Max</strong></td>
<td>5000</td>
<td>1600</td>
<td>1600</td>
</tr>
<tr>
<td><strong>Air Throw (ft) @ 0.5 m/sec</strong></td>
<td>50</td>
<td>25</td>
<td>25</td>
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<tr>
<td><strong>Cooling Area (Sq. ft)</strong></td>
<td>750</td>
<td>160</td>
<td>160</td>
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<tr>
<td><strong>Cooling Media</strong></td>
<td>Woodwool Pads</td>
<td>Honeycomb Pads</td>
<td>Honeycomb Pads</td>
</tr>
<tr>
<td><strong>Net Weight (kg) approx</strong></td>
<td>18</td>
<td>11.5</td>
<td>11.5</td>
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<tr>
<td><strong>Gross Weight (kg) approx</strong></td>
<td>21</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td><strong>Water Tank Capacity (ltr)</strong></td>
<td>70</td>
<td>54</td>
<td>54</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Blower/Fan Diameter (inch)</strong></td>
<td>18&quot;</td>
<td>8&quot;</td>
<td>8&quot;</td>
</tr>
<tr>
<td><strong>Product Dimensions (LxWxH)mm</strong></td>
<td>690x690x870</td>
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<td>380x440x1290</td>
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<tr>
<td><strong>Carton Dimensions (LxWxH)mm</strong></td>
<td>720x730x890</td>
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<td>545x465x1325</td>
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<tr>
<td><strong>Added Feature</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Aroma Chamber</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Ice Chamber</strong></td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Castors</strong></td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Mosquito Net cum Dust Filter</strong></td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Remote</strong></td>
<td>No</td>
<td>Yes</td>
<td>No</td>
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<td>Tower BLIZZARD DECO 25</td>
<td>Personal FROSTAIR 45</td>
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<td><strong>Technical Specification</strong></td>
<td></td>
<td></td>
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<tr>
<td>Voltage</td>
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<td>230V AC 50 Hz</td>
<td>230V AC 50 Hz</td>
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<tr>
<td>Power consumption</td>
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<td>125W</td>
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<td>1400</td>
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<td>Blower</td>
<td>Blower</td>
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<tr>
<td>Pump Type</td>
<td>Submersible</td>
<td>Submersible</td>
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<tr>
<td>Water Level Indicator</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Water Inlet</td>
<td>Top Ice Chamber</td>
<td>Top Ice Chamber</td>
<td>Top Ice Chamber</td>
</tr>
<tr>
<td>Water Over Flow</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Water Draining</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Motor Mounting</td>
<td>Front Panel Holding</td>
<td>Front Panel Holding</td>
<td>Front Panel Holding</td>
</tr>
<tr>
<td>Pad Replacement</td>
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</tr>
<tr>
<td>Motor Replacement</td>
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<td>Easy</td>
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<tr>
<td>Switch Replacement</td>
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</tr>
<tr>
<td>Noise (db)</td>
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<td>Low</td>
<td>Low</td>
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<tr>
<td>Air Delivery (m³/hr) Max</td>
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<td>1600</td>
<td>1900</td>
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<tr>
<td>Air Throw (ft@0.5 m/sec)</td>
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<td>30</td>
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<tr>
<td>Cooling Area (Sq. ft)</td>
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<td>160</td>
<td>160</td>
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<tr>
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<td>Honeycomb Pads</td>
<td>Honeycomb Pads</td>
<td>Honeycomb Pads</td>
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<tr>
<td>Net Weight (kg) approx</td>
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<tr>
<td>Gross Weight (kg) approx</td>
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<tr>
<td><strong>Size</strong></td>
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<tr>
<td>Blower/Fan Diameter (inch)</td>
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<td>8&quot;</td>
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<tr>
<td>Aroma Chamber</td>
<td>No</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Ice Chamber</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Castors</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Mosquito Net cum Dust Filter</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Remote</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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<td><strong>Technical Specification</strong></td>
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<tr>
<td>Voltage</td>
<td>230V AC 50 Hz</td>
<td>230V AC 50 Hz</td>
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<tr>
<td>Power consumption</td>
<td>125W</td>
<td>220W</td>
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<td>2-pin, 1.5 Mtr</td>
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<tr>
<td>RPM</td>
<td>1400</td>
<td>1300</td>
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</tr>
<tr>
<td>Blower/ Fan</td>
<td>Blower</td>
<td>Blower</td>
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<td>Horizontal Manual</td>
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<td></td>
<td>Vertical Motorised</td>
<td>Vertical Motorised</td>
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<tr>
<td>Pump Type</td>
<td>Submersible</td>
<td>Inbuilt with Fan motor</td>
<td></td>
</tr>
<tr>
<td>Water Level Indicator</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Water Inlet</td>
<td>Top Ice Chamber</td>
<td>Front Water Inlet Door</td>
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</tr>
<tr>
<td>Water Over Flow</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Water Draining</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Motor Mounting</td>
<td>Front Panel Hinge</td>
<td>On Tank with MS Channel</td>
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<tr>
<td>Pad Replacement</td>
<td>Easy</td>
<td>Easy</td>
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</tr>
<tr>
<td>Motor Replacement</td>
<td>Easy</td>
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<td>Switch Replacement</td>
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<tr>
<td>Noise (db)</td>
<td>Low</td>
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<tr>
<td>Air Delivery [m³/hr] Max</td>
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<td>2500</td>
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<tr>
<td>Air Throw [ft. @0.5 m/sec]</td>
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<td>35</td>
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<tr>
<td>Cooling Area [Sq. ft]</td>
<td>160</td>
<td>350</td>
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<tr>
<td>Cooling Media</td>
<td>Honeycomb pads</td>
<td>Woodwool Pads</td>
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<tr>
<td>Net Weight [kg] approx</td>
<td>9</td>
<td>12.5</td>
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</tr>
<tr>
<td>Gross Weight [kg] approx</td>
<td>11</td>
<td>15.5</td>
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<tr>
<td>Water Tank Capacity [ltr]</td>
<td>22</td>
<td>50</td>
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<td><strong>Size</strong></td>
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<td></td>
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<tr>
<td>Blower/Fan Diameter [inch]</td>
<td>8&quot;</td>
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<td>Product Dimensions [LxWxH]</td>
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<td><strong>Added Feature</strong></td>
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<tr>
<td>Aroma Chamber</td>
<td>No</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Ice Chamber</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Casters</td>
<td>Yes</td>
<td>No</td>
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</tr>
<tr>
<td>Mosquito Net cum Dust Filter</td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Remote</td>
<td>No</td>
<td>No</td>
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