



SAFETY | SECURITY | RELIABILITY

SPIRIT TO GLORY



BRAND CATALOGUE 2021

Livpower, India's fastest growing
Consumer Electrical Company.

Standing for trust, quality,
convenience and values.

And demonstrating that when
you address challenges with
spirit, the result is glory.



A 5-YEAR JOURNEY



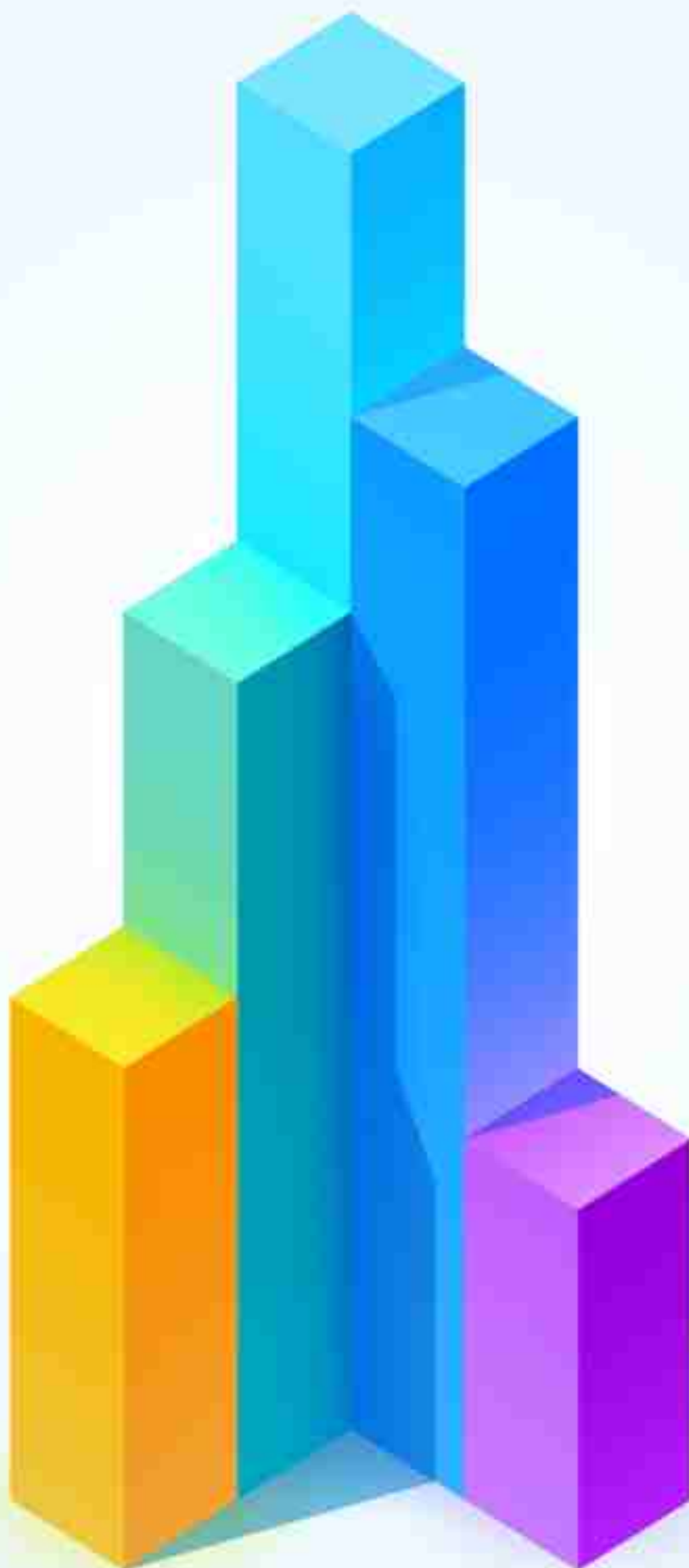
The **Livpower** brand enjoys a positive and enduring recall for the ability to develop products that address unmet consumer needs, deliver service out performance and are extensively trusted.

Besides, the company's brand in the minds of its trade partners is that of fair and ethical practices.

”

RESILIENCE

If there is one quality that will help companies globally pull through the impact of what is an era-defining crisis, it is Resilience. At [Livpower](#), empowered by our resilient spirit, we are no strangers to surviving tough times. As we face the uncertain times ahead due to the pandemic and economic slowdown, we remain confident of rising to the challenges once again. By reconfiguring ourselves to the new normal, we will emerge as a more consumer-focused and efficient organisation.



Corporate Overview

About **LIVPOWER**

Talented Team

We are backed by a motivated and skilled team demonstrating professional, cultural and behavioural traits that encourage them to be flexible, consumer-focused and responsive.

Visionary Management

We are steadfastly focused on and aligned behind a coherent business strategy driven by our experienced leadership team

Innovative & Design Capabilities

We are continuously scanning the horizon to create innovative and thoughtful products that can make a meaningful difference in the lives of our consumers

In-House Manufacturing Facilities

We are continually investing in growing our in-house manufacturing capabilities to ensure future-readiness and deliver the highest quality products in a dynamic operating environment

Diverse Product Mix

We continue to grow our product basket to meet evolving consumer needs, staying relevant and providing the flexibility to respond to new opportunities as well as changing market dynamics

Quality assurance

We apply strict quality control measures at every stage of our manufacturing process to ensure that our products are of stringent quality and reinforce the trust we have built.



Growing & Pan-India Presence

We continue to grow our vast network of distributors, direct dealers, retailers and service centres, in our endeavour to reinforce our pursuit to reach out to consumers.

The Year at a Glance



Formulated
a strategy at the
organisational level
to combat the
unprecedented
pandemic
challenge



Strengthened
New Product
Development capabilities
to increase speed
to market and meeting
discerning consumer
aspirations



Advanced
Our Manufacturing
Excellence journey to
bring in increased
efficiencies and quality
assurances in production
processes

OPERATIONAL HIGHLIGHTS



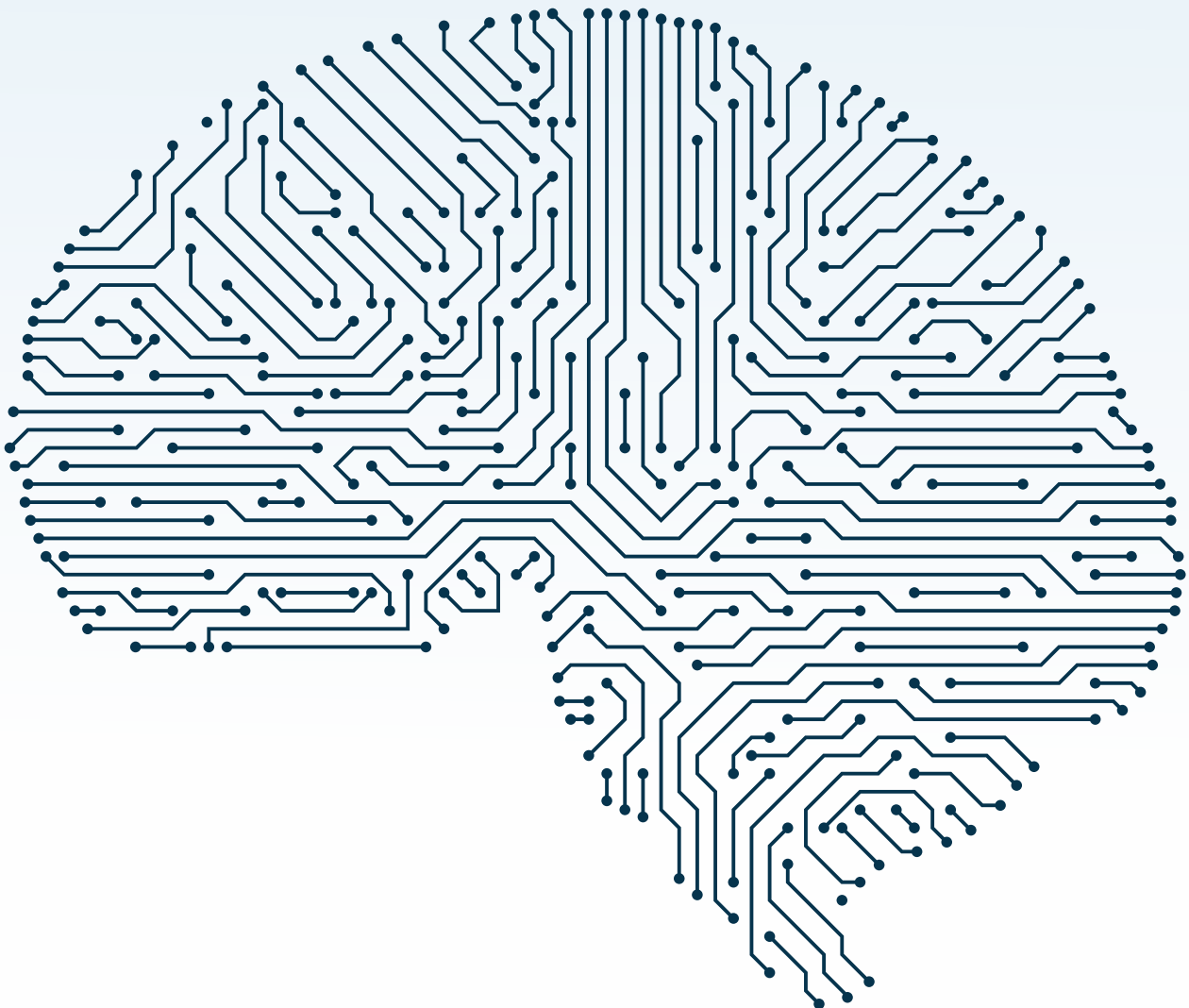
Increased
our focus to in sync
with changing consumer
behaviour to enhance
product reachability



Launched
exciting new products
across categories to
further drive Livpower
commitment to bring forth
meaningful innovations
that enrich the lives
of our consumers

Rising to the challenge with coordinated response

The COVID-19 pandemic is a crisis affecting billions of people worldwide. Public health and economic activity stands disrupted around the world. The situation remains fluid, making it difficult to predict with precision how the coming months will unfold. At Livpower, we continue to watch the evolving situation carefully, plan dynamically and stay agile to the new normal. We have designed a three-pronged strategy at the organisational level to rise to the challenges of these unprecedented times. Our coordinated response is centred on making the right decisions on how best to support our employees and business partners, extract the most of our capabilities, serve our consumers efficiently and ensure business continuity.






Our mission is to:

- To offer a range of products at affordable prices, which add a comfort of life through saving in manual labour, time and energy or for entertainment.
- To make our products meet international quality.



Our vision is Let us endeavor to make a trusted
House hold name by:

- Creating a distinct status for our self in the electronic home appliances and electro mechanical markets
- Driving growth through both organic & inorganic initiatives.
- Keeping shareholder interests at the core of business and put Customer Satisfaction on top of the agenda.




Livpower desired to evolve from a North Indian company to a pan-Indian entity

At Livpower, even as we continued to grow in North India, we found this description limiting.

In 2019, we resolved to enter the markets beyond North India.

The challenges were considerable. We had no experience of working outside our traditional geographies. Not many dealers knew of our company outside North India. We needed additional resources to invest in brand building.

At Livpower, we created a new distribution network from scratch. We recruited people familiar with those markets.

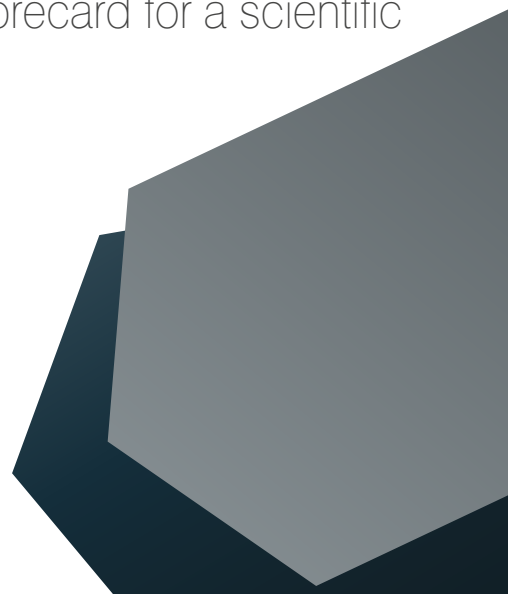


Livpower is a 5-year-old company that became Known brand in household.

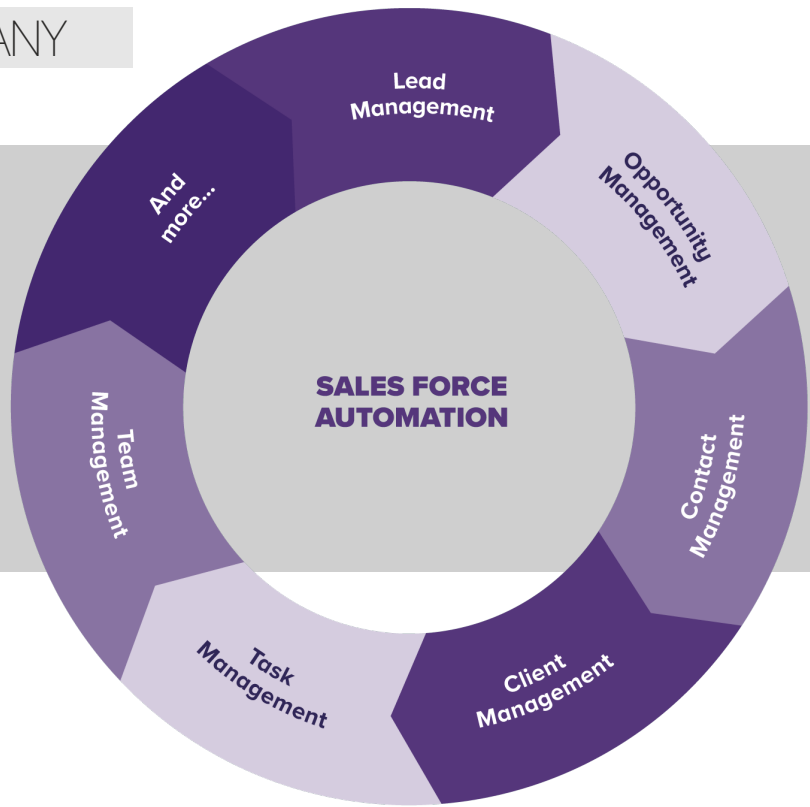
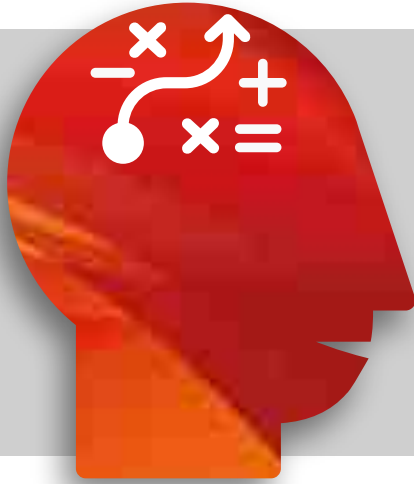
Livpower is being perceived as aggressive and proactive brand among the household and young generation.

The world was being increasingly influenced by a Millennial mindset.

At **Livpower**, we consciously transformed our internal demographics. We recruited young professionals, plugged senior management gaps, enhanced HR function automation through an intranet portal, replaced the sourcing of strategic hires from consultants to captive lead generation and implemented the Balanced Scorecard for a scientific performance appraisal.



REWIRING THE COMPANY



CHALLENGES

Livpower worked with more than 50 trade partners about five years ago, addressing various product people, categories, geographies and partners. There was a need to implement a uniform sales and commercial policy across the country with a standard operating protocol for all channel-related activities.

The absence of a uniform system made it challenging and time-consuming to enter new geographies.

INITIATIVES

We believe that the combination of a grass root executive in semi-urban and rural India empowered with a 'connected' technology product will enhance sales force effectiveness on the one hand and corporate profitability on the other.

The company coupled sales force automation with the implementation of standard operating protocols to streamline different processes; this will evoke a standardised pan-India response, resulting in predictable and informed decision- making.

BENEFITS

Once fully implemented, **Livpower** will derive a clear transaction picture - nature of product purchase, time, location, price, sales combination – to facilitate data- mining and informed action.

Customer responsiveness will increase; it will become possible to address their issues.

The company believes that a consequently superior product mix will enhance corporate margins, moderate cost of sales, enhance the customization of schemes around local markets and facilitate quicker identification of emerging market preferences.

STRENGTHS

At **Livpower**, we possess a number of strengths that will enhance the effectiveness of our sales force automation programme.

Age: A prudent mix of experience and enthusiasm is reflected in the average age of 29 for the sales force.

Active tracking: A team of 45 sales persons track 10 customers each a day, making it possible to keep relationships fresh and active.

Measurement: We have created a metric to measure revenue and profitability per sales person.

Mind set: We have evolved sales force mind set from 'What quantity did we sell? to What profit that we generate?' we tracked profitability right down to each branch and product.

Responsiveness: We increased our response in a market where a combination of the right product, right price and speed drives success.

Backbone: We have complete in-house production, enhancing product supply availability and predictability.

It has been 5 years since I started Livpower. If we have succeeded in such a short span of time, then it is because of five defining ideas. These defining drivers have been Quality, Reliability, Pricing, Responsibility and Customer Service.




Livpower

Customer satisfaction represents the DNA of Livpower. When I started the Company in 2015, my objective was to make the best possible voltage stabiliser. We desired that the customers who bought our product should never need to buy one again, unless they needed more of the same for their growing needs. We desired that when people spoke of our company, product or management, they should do so with respect. We desired that when people compared our product with competing alternatives, there should be absolutely no doubt regarding our qualitative superiority.

QUALITY

The first pillar of Livpower is quality.

From the start, I was convinced that a satisfied customer is the best ambassador and vice versa. I had a gut feeling that with unfailing commitment to quality and customer satisfaction we could grow and go a long way. We were convinced that we needed a quality culture to create a quality product. This quality culture needed to extend to everything we did. This meant that even as we focussed on quality manufacture, we would need to focus on dependable, extensive distribution, responsible branding and trusted relationships.




The foundation of our quality emphasis was the power of our relationships. We believed that a quality culture would be woven around the right cultural mind set; this mind set inevitably came down to one word that became the defining point of our company – the values of **Livpower**.

Even though we were not a large company in those days, there was one element of our culture that was absolutely non-negotiable: trust. We would keep growing as long as employees trusted our management, as long as vendors trusted our credibility, as long as customers trusted our product and as long as the regulatory agencies trusted our compliance commitment.

This reputation that **Livpower** would play completely by the book went around. The first constituency that brought into this was our employee base; some of them told me that they never selected to look for alternative jobs or careers because here was a company that had reconciled the ethical with the entrepreneurial;

The word spread that product-to-product our voltage stabiliser was better, our management more accessible and that if any customer had a genuine issue, we resolved immediately. Orders came in for more voltage stabilisers, we increased production, we generated higher revenues and profits, and we recruited more people to manage the business.





TRANSPARENCY

The second pillar of **Livpower** success has been transparency in every area of operation – from finance management to maintaining the product quality. This sense of transparency got manifested in various little things: paying correct taxes to the government when vast majority of businessmen used to evade it to speed up their growth, exceeding customer expectations in terms of endurance and delivery; delivering on schedule ; engaging first-hand with customers to understand their needs; being available if by chance a product needed service support; striving constantly to ensure that not one unfavourable appraisal came against our name. Being down-to-earth can work wonders.

IN CONCLUSION

The first 5 years of **Livpower** have been momentous. The company has enhanced pride for the “make in India” label. The larger the company has become, the faster it has grown. I am optimistic that due to the effective interplay of the principal drivers – Customer, People and Society – we will continue to enhance value for all those associated with our company.



Livpower.

Our performance ambition

At our performance ambition is

to create one of the most respected Indian
electrical, electronic and appliance brands.



OVERVIEW

Our Company is one of the growing Industrial houses in Delhi engaged in the manufacturing and marketing of various electrical and electronic products. Our company now has diversified into a multi-product company which now manufactures and markets Electronic Voltage Stabilizers, Washing Machine, LED TV, Solar UPS, Geysers, Inverter, Heaters, Electric Transformers & Instant Water Heaters and is also in generation of Power in a small way. We presently have Seven branches including our head office located in Delhi spread across 7 states and the Union Territory of Delhi. We have recently ventured into states of Maharashtra, Haryana, Madhya Pradesh, Orissa, Himachal Pradesh, Chhattisgarh, Uttar Pradesh, Punjab, Assam and Rajasthan.

At Rehaan International, success is measured in terms of customer satisfaction and quality that is built into every product. The value of commitment to quality is also cherished by each of the 45 staff members and is consciously upheld by a network of over 550 retail dealers and 52 distributors spread all over India.

COMPETITIVE STRENGTHS

We have been serving the Indian consumers for almost five years now. With multiple advantages including a wide array of house-hold and other appliances and presence in the industry we take pride in our reputation as one of the few recognized player in the market with a growing national presence.

Our presence in the industry for around for 5 years We have been present in this industry for the last five years which has helped us in understanding changing needs and demands of our customers. On account of this long-standing presence in the Indian market and with constant improvement in performance of our products, augmented with quality and recognition of our brand, we believe that we enjoy considerable brand equity and reliability in the market.

QUALITY AND ISO CERTIFICATION

The Stabilizer manufacturing unit and our R&D Division of our Company are having certification of ISO 9001:2000. Since our Company is dedicated towards quality of products, processes and inputs, we get repetitive orders from our customers, as we are capable of meeting our quality standards thereby enabling us to maintain our brand image in the market.



MANAGEMENT EXPERTISE

Our promoter directors have considerable experience and expertise in their domain. We have a professionally managed team with technical experts in respective fields. The day to day affairs of our Company are looked after by qualified and experienced key personnel from varied areas, under the supervision of our Managing Director.

STRONG DEALER NETWORK


Our Promoters have an understanding of the trade segment of the market. Through this understanding, we have been able to establish a strong dealer network countrywide, enabling our products to reach the small consumers easily. Further, our capability in after sales service is what differentiates us from other players in the industry we operate in.

STRATEGIC SOURCING

Our Company follows a unique manufacturing model wherein products are sourced from SSI units/small manufactures across India. The Company contracts with third parties for the manufacture of Washing Machine, UPS, Electric Water Heaters and LED TV which are manufactured according to our Company's specifications. Our Company has diversified competencies in this area by maintaining good and cordial relations with the suppliers. We are equipped with latest machines and equipment to scientifically monitor quality.

DIVERSIFIED CLIENT BASE

Our Company caters to various customers of small and big size. Our Customers are based in different geographical locations and are from various backgrounds. Our strategy to cater our products to a wider arena of customers insulates us from dependency on any particular class or area of customers. Diversified product base enabling De-risking of the Business Model Our revenue stream comes from diverse domains, which in turn reduces the company's dependence on a particular product. This ability to diversify the revenue streams and also to retain various clients differentiates us from most of our competitors





OUR RESEARCH & DEVELOPMENT CAPABILITIES

We have been undertaking R&D for generating new product designs and technologies which adds value to our existing line of products. We have an experienced and professionally qualified R&D team who are engaged in full time research.

BUSINESS STRATEGY

The key components of our strategy to drive profitable growth and to maximize value are to continuously enhance customer satisfaction, engage in continuous research and development, attract, develop, and retain qualified employees, and maintain stringent standards of environmental safety and corporate responsibility. Keeping in view the above, our Company has devised a strategy to take the advantage of the growing Consumer Durable market and Housing and Infrastructure Sector. To achieve these objectives, we have formulated certain strategies pertaining to various aspects of our business as described below:


SALES AND MARKETING

The sales and marketing strategy is based on building upon strengths and results already achieved. Accordingly, our strategy is to consolidate our position in North India and penetrate in eastern parts of the country. In parallel, we would also strive to build credible partnerships as an entry strategy and build on the same for a full-scale penetration in future.

Continued focus on consistently meeting quality standards so as to ensure product acceptance by customers

We have created a reputation with our suppliers who can consistently supply quantity without compromising on the quality and delivery schedules. We intend to continue to focus on this besides being innovative in the products.

As we are using one of the best technologies in various products manufactured by us, we intend to continue this for the new projects of our company as well.



Continue to Focus on Training and Motivating Our Work Force

Our Company will strongly continue its policy of training its work force with adequate product knowledge, market knowledge and above all the application of knowledge to the industry. Our Company shall always focus on narrowing the hierarchy for free and transparent two-way communication between management and employees for better exchange of ideas, views and opinions for maintaining good competitive work atmosphere at all levels.

Our overall business strategy shall be to

- Maximize revenue through capacity expansion and increase in efficiency
- Enhancing production efficiency and minimize process losses
- Reduce operational costs and be cost competitive
- Have a consumer centric approach
- Deliver value for money to our clients
- Adopt best practices in all functions and processes





OUR PRODUCTS

Products marketed
under the brand name
'Livpower' are:

**ELECTRIC VOLTAGE
STABILIZERS**

U.P.S.

WASHING MACHINE

D.C. SOLAR LIGHT

SMART LED TV

SOLAR INVERETERS

WATER GEYSERS

**PORTABLE
EMERGENCY LIGHT**

FAN BLOWERS

**D.C. UPS
INVERETERS**

ELECTRONIC VOLTAGE STABILIZERS:

A voltage regulator is an electrical regulator designed to automatically maintain a constant voltage level. It may use an electro mechanical mechanism, or passive or active electronic components. Depending on the design, it may be used to regulate one or more AC or DC voltages. At many industrial automatization processes, measurement and control installations and also at network PCs it is necessary to supply different types of electrical devices with stabilized AC voltage. It is very important that the stabilized AC voltage not to be depended by external variations such as: supply voltage, frequency and load.

With the exception of shunt regulators, all modern electronic voltage regulators operate by comparing the actual output voltage to some internal fixed reference voltage. Any difference is amplified and used to control the regulation element. If the output voltage is too low, the regulation element is commanded to produce a higher voltage. For some regulators if the output voltage is too high, the regulation element is commanded to produce a lower voltage; however, many just stop sourcing current and depend on the current draw of whatever it is driving to pull the voltage back down. In this way, the output voltage is held roughly constant. The control loop must be carefully designed to produce the desired tradeoff between stability and speed of response.





Digital Voltage Stabilizer
 Compact in Size
 Big in Energy Saving



CAPACITY

4 KVA

5 KVA

VOLTAGE RANGE

170V-270V
 150V-280V
 130V-290V
 115V-270V
 95V - 270V
 80V - 270V

170V-270V
 150V-280V
 130V-290V
 115V-270V
 95V - 270V
 80V - 270V

APPLICATION

UP TO 1.5 TON A.C.
 UP TO 1.5 TON A.C.
 UP TO 1.5 TON A.C.
 UP TO 1.5 TON A.C.
 UP TO 1.5 TON A.C.
 UP TO 1.5 TON A.C.

UP TO 2 TON A.C.
 UP TO 2.0 TON A.C.
 UP TO 2.0 TON A.C.
 UP TO 2.0 TON A.C.
 UP TO 2.0 TON A.C.
 UP TO 2.0 TON A.C.

SELLING POINT INTRODUCTION

28

LED Display



High/Low Voltage
Protection



Time Delay
Protection

CUSTOMIZED
DESIGN

Customized Design:
Socket+input plug



Compact
in Size
Big
in Energy Saving

SCOPE OF APPLICATION

Suitable for voltage instability, low voltage areas of general household appliances
(such as monitoring, computers, refrigerators,
audio and other household small power appliances).



Refrigerators



TV



Computer



Printers



Home lighting
(lights)



testing equipment
equipment



Intelligent protection is trustworthy



Intelligent Master Control Chip, Eight Circuit Protection,
Safer Use, More Reliable



Overvoltage
protection



Overtemperature
protection



Overcurrent
protection



Short circuit
protection



Overload
protection



Undervoltage
protection



Back interpolation
protection



Electromagnetic
protection

Stabilizer for

Refrigerator, Washing
Machine, Deep Freezer,
Inverter & LED TV.



CAPACITY

0.5 KVA

0.75 KVA

1.5 KVA

2.5 KVA

VOLTAGE RANGE

85V-280V

60V-280V

85V-280V

60V-280V

85V-280V

60V-280V

85V-280V

60V-280V

APPLICATION

One Refrigerator up to 300 Ltr.

One Refrigerator up to 300 Ltr.

One Refrigerator up to 500 Ltr.

One Refrigerator up to 500 Ltr.

One Deep Freezer Refrigerator
up to 600 Ltr. /inverter

1 Deep Freezer Ref./ Air Cooler
/0.5 Ton AC

Delay Time Protection:



The regulator will extend the power supply time of the appliance. After the voltage is stable, automatic output of voltage regulator within 6-8 minutes for long delay time. Short delay time is 2-3 minutes. This is to prevent frequent power outages on the damage to home appliances



Voltage Fluctuation are
INJURIOUS
For Your Electric Appliances



MAINLINE GENERAL PURPOSE VOLTAGE STABILIZER

CAPACITY

3.0 KVA

5.0 KVA

8.0 KVA

10.0 KVA

VOLTAGE RANGE

80V-280V

70V-280V

80V-280V

70V-280V

80V-280V

70V-280V

80V-280V

70V-280V

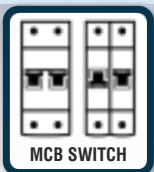
APPLICATION

Two Bed Room Flat, 5 Tube Light, 6 Bulb
5 Fans, 1 T.V., 1 Washing Machine

Three Bed Room Flat, 6 Tube Light/6 Bulb
5 Fans/1 T.V./ 1 Washing Machine/ 1 Water Pump

4 Bed Room Flat, 10 Tube Light/10 Bulb/ 5 Fans/
1 T.V./1 Washing Machine/1 Water Pump/1 Geyser

4 Bed Room Flat, 10 Tube Light/10 Bulb/ 5 Fans/
1 T.V./1 Washing Machine/1 Water Pump/1 Geyser
/3 Cooler/1 Micro Oven.



The Mainline Stabilizer Comes with MCB, it Keep Home Appliances Safe During Spike in Currents.



Digital Display it Comes with an Advanced Seven Segment Digital Display

LIV 10 KVA



LIV 5 KVA



EMPOWERING YOUR LIFE



ROTARY MAINLINE MANUAL AUTO-CUT STABILIZER

Capacity
(KVA)

Working
Voltage Range

Application
Handle

5 KVA

70V-280V
50V-280V

Three Bed Room Flat, 6 tube light, 6 bulbs,
5 fans 1 T.V., 1 Washing Machine, 1 Water
Pump.

8 KVA

70V-280V
50V-280V

Four Bed Room Flat, 10 tube light, 10 bulbs,
5 fans 1 T.V., 1 Washing Machine, 1 Water
Pump, 1 Geyser

10 KVA

70V-280V
50V-280V

Four Bed Room Flat, 10 tube light, 10 bulbs,
5 fans 1 T.V., 1 Washing Machine, 1 Water
Pump, 1 Geyser, 3 Cooler, 1 Micro Oven



Pure Copper Coil



100% Copper Core Coil is the regulators
core components, copper column surface smoothly
like a mirror, much less carbon brush on its surface.

Control System



Independently research and developed control system,
available for self bring control board, imported elements,
to ensure high stability & full protections.

LED Display



Humanized design, easy to operate,
all is clear on the operation panel,
save your time to study the duty.

India's largest selling Stabilizer

LCD/LED/3D/Plasma TVs, Electronic Weighing Machines, Digital Music Systems, Photostat Machines and selected Medical Equipments.

Salient Features

- Cost Effective.
- Digital Voltmeter
- High power efficiency.
- Generator Compatibility
- Overloaded protection through MCB
- Performs in wide Input voltage range.
- Output voltage correction without brake.
- Elegant appearance perfectly matched with internal efficiency.
- Metal Cabinet - Sleek design to suit elegant interiors attractive and compact design.
- Advance safety with the help of Toroidal Transformers (The latest German Technology)
- Optimum Quality Performance by the utilization of sophisticated solid stage Circuitry technology.
- Low & High Voltage Cut-Off Protection - protects connected equipments from dangerous voltage fluctuations.
- Built-in Thermal Overloaded Protection - protects the stabilizers and connected appliances from high temperature burnout.
- Fail Safe Circuit Protection - Cut-off power supply to connected equipment in case of component failure.
- Latest I.C. Technology - Gives the compressor proper balancing time during frequent power failures.
- Fine Quality Components - Tested under stringent quality control measures at every stage of manufacturing.
- Automatic Restart - Switch on automatically on power supply returning to safe voltage range manual reset.
- Designed to bypass the voltage corrector to main supply as and when required.
- High quality electro-magnetic relays are used for better reliability and operates silently during voltage fluctuations.
- Outer cabinets made with special sheet with pre-treated powder coating process to maintain long-life.



Semi Automatic

Washing Machines



With the wide range of Washing Machine, **Livpower** also gives you to explore the world of best smart washing machines online. Packed with innovations to make washing smarter and faster, Semi-automatic washing machines allows the person to pause between the wash cycles with use of less water for their clothes to get the best wash. Our semi automatic washing machine comes in different models like 6.5 Kg, 7.5 Kg, 8 Kg, 8.5 Kg, 9 Kg, 9.5 Kg to meet every household's need. Our 8.5kg semi-automatic washing machine has a power saving feature with a spin dryer with 2-year warranty and 5-year warranty on motor.

Our high efficiency top load washer's features washing machine. You can choose from the variety of Our best washing machine with dryer and washing machine with spin dryer in economical prices. Its spin cycle is 10 min and washes clothes in 35 min. You can also check our complete range of semi automatic washing machines online in our app or explore our website for more information.



RoHS
COMPLIANT





Washing Machines



EXPERIENCE THE POWER OF SMART DRY

Powerful motor dries clothes faster

AIR DRY PROGRAM

High-speed spin function produces powerful air flow for quick drying



TUB CLEAN PROGRAM

Smart tub with self-clean function keeps it problem-free and your clothes odour-free



SOFT ON CLOTHES TOUGH ON STAINS

CONVEX CUT DRUM

Convex cut helps give fabric directional washing flow that reduces wrinkles and increases washing power

SMART MAGIC FILTER

Keeps lint effectively in control while the wash load is fresh and clean

3D WATERFALL

Delivers detergent evenly and cleans clothes thoroughly

DETERGENT DISPENSER

For efficient and even detergent distribution



8 Kg.



Genie

Semi Automatic
Washing Machines



IntelliSense
INVERTER MOTOR



Perfect washing solution
with The Best Technology

FEATURES & SPECIFICATIONS

- Window type Lid With Handle
- Wash Timer 15 Min
- 04 side Scrubber Plate
- 02 Radio Knob
- Magic Filter
- Opaque Lid with Transparent Window.
- Detachable Knob Design
- Special Design 06 Fins Pulsator
- Anti Rust Body
- Fix Type Wash Lid
- LG Approved Timers
- B-CLASS Insulated Motor with TOP.



15%
Energy Saving



40%
Water Saving



Consistent
Clean Washing

Bring Home The
Intelligent Washing...

6.2
Kg.

Shiny



Semi Automatic

Washing Machines



**IntelliSense
INVERTER MOTOR**



Perfect washing solution
with The Best Technology

FEATURES & SPECIFICATIONS

- Window type Lid With Handle
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- Magic Filter
- Opaque Lid with Transparent Window.
- Detachable Knob Design
- Special Design 06 Fins Pulsator
- Anti Rust Body
- Fix Type Wash Lid
- LG Approved Timers
- Best Class Insulated Motors.



15%
Energy Saving



40%
Water Saving



Consistent
Clean Washing

6.5
Kg.



Semi Automatic *Washing Machines*



FEATURES & SPECIFICATIONS

- 2 Wash Programs
- Wash Timer 15 Min
- 05 Min Spin Timer
- 04 Radio Knob
- Spin, Wash & panel Opaque
- Dual Pulsator with 5 Fins
- Detachable Knob Design
- Double Inlet
- Lint Filter, Anti Rust Body
- Collar Scrubber
- Fix Type Wash Lid
- Compact Design, Scrubber Tub
- Best class Insulated Motors



IntelliSense **INVERTER MOTOR**



Perfect washing solution
with The Best Technology



Ultra-Stream Wing

Conventional

6.8
Kg.

Cheryl

Semi Automatic Washing Machines



FEATURES & SPECIFICATIONS

- Window type Lid With Handle
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- 04 side Scrubber Plate
- 02 Radio Knob
- Magic Filter
- Opaque Lid with Transparent Window.
- Detachable Knob Design
- Special Design 06 Fins Pulsator
- Anti Rust Body
- Fix Type Wash Lid
- LG Approved Timers
- Best class Insulated Motors



IntelliSense **INVERTER MOTOR**



Perfect washing solution
with The Best Technology



Ultra-Stream Wing

Conventional

7.0
Kg.

Myra

Semi Automatic Washing Machines



FEATURES & SPECIFICATIONS

- 2 Wash Programs
- Wash Timer 15 Min
- 05 Min Spin Timer
- 04 Radio Knob
- Spin, Wash & panel Opaque
- Dual Pulsator with 5 Fins
- Detachable Knob Design
- Double Inlet
- Lint Filter, Anti Rust Body
- Collar Scrubber
- Fix Type Wash Lid
- Compact Design, Scrubber Tub
- Best class Insulated Motors



**IntelliSense
INVERTER MOTOR**



Perfect washing solution
with The Best Technology



04 RadioKnob



Auto Temperature Cut-off



2 Wash Programs



Wash Timer & Selector



Inbuilt Color Protection Technology

7.2
Kg.

Kohinoor

Semi Automatic
Washing Machines



04 RadioKnob



2 Wash Programs



Auto Temperature Cut-off



Wash Timer & Selector

FEATURES & SPECIFICATIONS

- Window type Lid With Handle
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- 02 Radio Knob
- Magic Filter
- Opaque Lid with Transparent Window.
- Detachable Knob Design
- Special Design 06 Fins Pulsator
- Anti Rust Body
- Fix Type Wash Lid
- LG Approved Timers
- Best class Insulated Motors

SIX ACTION PULSATOR

CYCLE FOR
ULTRA CLEAN CLOTHES



Jones

Semi Automatic Washing Machines

8.5
Kg.



360° BLOOMWASH MOTION

The newly designed hexa bloom impeller moves clothes in a unique 360° Blooming Motion, assuring No. 1 Cleaning Performance* with minimum fabric abrasion



IN-BUILT HEATER

This feature heats the water up to 60° C and helps remove 99.9% germs and allergens.



Damper for slow falling of Lids



HARD WATER WASH

Adapts the wash cycle to give you 20%* better cleaning. The intelligent hard water wash mechanism adapts the machine program for washing in hard water, giving improved washing performance.



POWER DRY TECHNOLOGY

Four unique levels of drying for different types of clothes.



ZPF TECHNOLOGY

Fills tub 50%** faster even when the pressure is as low as 0.017MPa.



CARE MOVE TECHNOLOGY

A unique feature that provides a front-load like wash, ensuring the best of care for your clothes.



HOT CATALYTIC SOAK

Clothes are soaked in hot detergent solution before the wash cycle begins which loosens the toughest dirt and gives superb washing experience.



SMART SENSORS

Smart sensors in the machine automatically senses and indicate low voltage & water conditions. Upon successful revival of voltage and water levels, the machine cycle continues from where it left off without any manual intervention.



3D SCRUB TECHNOLOGY

The spring loaded 3D scrub pads gently rotates the clothes & repeatedly moves the laundry in an up & down motion in the washing machine, ensuring that tough dirt is removed from your clothes.



SMART DETERGENT DOSAGE

Senses the laundry load inside the tub and recommends detergent dosage accordingly.

Darai-Noor Washing Machines



9.5
Kg.



40%* - 50%** Lesser
energy consumption



Low water consumption



Less detergent requirement



GIVES UP TO
6HOURS
FRESHNESS
POST WASH CYCLE[^]



REMOVES
BACTERIA
AND ALLERGEN*



PREVENTS
ODOUR
FORMATION~

EXPERIENCE THE POWER OF SMART DRY

Powerful motor dries clothes faster

AIR DRY PROGRAM

High speed spin function
produces powerful air flow
for quick drying



TUB CLEAN PROGRAM

Smart tub with tub clean function
keeps it mould-free and your clothes
odour free

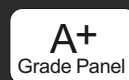


RECENTLY LAUNCHED

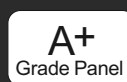
LED TV



WITH BRAND NAME OF



The next generation of picture quality is here. **LivTV** round-breaking technology gives you ultimate picture quality by combining stunning details, spectacular colours and striking contrast. The result is lifelike visuals with more real skin tonality.



Sleek Design

Elegant and sleek design that will blend in perfectly with your home decor, thus making it a great addition to your living room.



Easy Connectivity

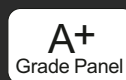
Connectivity is not going to be a problem as this LIV TV features multiple connectivity options such as USB & HDMI.



USB



HDMI



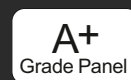
NEW

Launching

Liv TV 24" (LED TV) 61cm



- HD LED TV (Resolution: 1920 x 1080 P)
- Connectivity Ports : 1xHDMI, 1xUSB, 1xEarphone, 1xVGA
- Anti-Glare & 100% Zero Bright dot LED panel
- Audio : 20 W (10W x 2) Output
- Image Aspect Ratio: 16:9 (max 16:9/Min 4:3)
- Response time : 6.5 Millisecond
- Refresh Rate: 50 Hertz
- Viewing Angle - 178 (H) degree Vertical & Horizontal
- Mode Power Consumption: 10W to 28 z



IMPECCABLE PICTURE QUALITY

EXPLORE EVERY DETAIL WITH A CRISP PICTURE EXPERIENCE.



LIV TV HD QUALITY

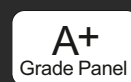


Conventional TV



Immersive Sound

20 Watts speakers gives room-filling sound to match the stunning visuals.



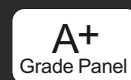
NEW

Launching

Liv TV 32" (LED TV) 80cm



- HD LED TV (Resolution: 1920 x 1080 P)
- Connectivity Ports : 2xHDMI, 2xUSB, 1xEarphone, 1xVGA
- Anti-Glare & 100% Zero Bright dot LED panel
- Audio : 20 W (10W x 2) Output
- Image Aspect Ratio: 16:9 (max 16:9/Min 4:3)
- Response time : 6.5 Millisecond
- Refresh Rate: 50 Hertz
- Viewing Angle - 178 (H) degree Vertical & Horizontal
- Mode Power Consumption: 12W to 32 z



NEW

Launching

Liv TV 32" (Smart LED TV) 80cm

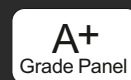
androidtv



- HD SMART LED TV (Resolution: 1920 x 1080 P)
- Connectivity Ports : 2xHDMI, 2xUSB, 1xEarphone, 1xVGA
- 1 GB Ram/8 GB HDD with External Memory Slot, Wi-Fi, Screen Mirroring
- Anti Glare with Zero Dot Tested
- Android with 4 CORE Processor
- Audio : 20 W (10W x 2) Output
- Image Aspect Ratio: 16:9 (max 16:9/Min 4:3)
- Response time : 6.5 Millisecond
- Refresh Rate: 50 Hertz
- Viewing Angle - 178 (H) degree Vertical & Horizontal
- Power Mode Consumption: 12W to 40W



Surround
SOUND



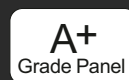
NEW

Launching

Liv TV 40" (LED TV) 99cm



- HD LED TV (Resolution: 1920 x 1080 P)
- Connectivity Ports : 2xHDMI, 2xUSB, 1xEarphone, 1xVGA
- Anti Glare with Zero Dot Tested
- Audio : 24 W (12W x 2) Output
- Image Aspect Ratio: 16:9 (max 16:9/Min 4:3)
- Response time : 6.5 Millisecond
- Refresh Rate: 50 Hertz
- Viewing Angle - 178 (H) degree Vertical & Horizontal
- Power Mode Consumption: 20W to 40W



NEW

Launching

Liv TV 40" (Smart LED TV) 99cm

SMART SERIES

androidtv



- HD SMART LED TV (Resolution: 1920 x 1080 P)
- Connectivity Ports : 2xHDMI, 2xUSB, 1xEarphone, 1xVGA
- 1 GB Ram/8 GB HDD with External Memory Slot, Wi-Fi, Screen Mirroring
- Anti Glare with Zero Dot Tested
- Android with 4 CORE Processor
- Audio : 24 W (12W x 2) Output
- Image Aspect Ratio: 16:9 (max 16:9/Min 4:3)
- Response time : 6.5 Millisecond
- Refresh Rate: 50 Hertz
- Viewing Angle - 178 (H) degree Vertical & Horizontal
- Power Mode Consumption: 20W to 40W



Surround
SOUND



NEW

Launching

Liv TV 50" (Smart LED TV) 125cm

SMART SERIES

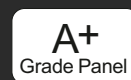
androidtv



- SMART LED TV - 4K
- Anti Glare with Zero Dot Tested
- Screen Size Actual 50" (125Cm)
- Resolution 3840x2160P
- 2xHDMI , 2xUSB, 1xVGA, 1xExternal Memory Slot
- Android with 4 CORE Processor
- 1 GB RAM & 8 GB Hard Disk
- Slim Metal Body
- HDR - High Dynamic Range



Surround
SOUND



NEW

Launching

Liv TV 55" (Smart LED TV) 140cm

SMART SERIES

androidtv



- SMART LED TV - 4K
- Anti Glare with Zero Dot Tested
- Screen Size Actual 55" (140Cm)
- Resolution 3840x2160P
- 2xHDMI , 2xUSB, 1xVGA, 1xExternal Memory Slot
- Android with 4 CORE Processor
- 1 GB RAM & 8 GB Hard Disk
- Slim Metal Body
- HDR - High Dynamic Range

SUPER BRIGHT DISPLAY

BRIGHTNESS UPTO 500 NITS | 30% BRIGHTER THAN AVERAGE



NEW

Launching

Liv TV 65" (Smart LED TV) 165cm

SMART SERIES

androidtv



Surround
SOUND



Responsive
Gaming Experience



Energy Saving

- SMART LED TV - 4K
- Anti Glare with Zero Dot Tested
- Screen Size Actual 65"
- Resolution 3840x2160P
- 2xHDMI , 2xUSB, 1xVGA, 1xExternal Memory Slot

- Android with 4 CORE Processor
- 1 GB RAM & 8 GB Hard Disk
- Slim Metal Body
- HDR - High Dynamic Range



EXPLORE OUR WIDE RANGE
OF ADVANCED &
AESTHETIC WATER HEATERS.



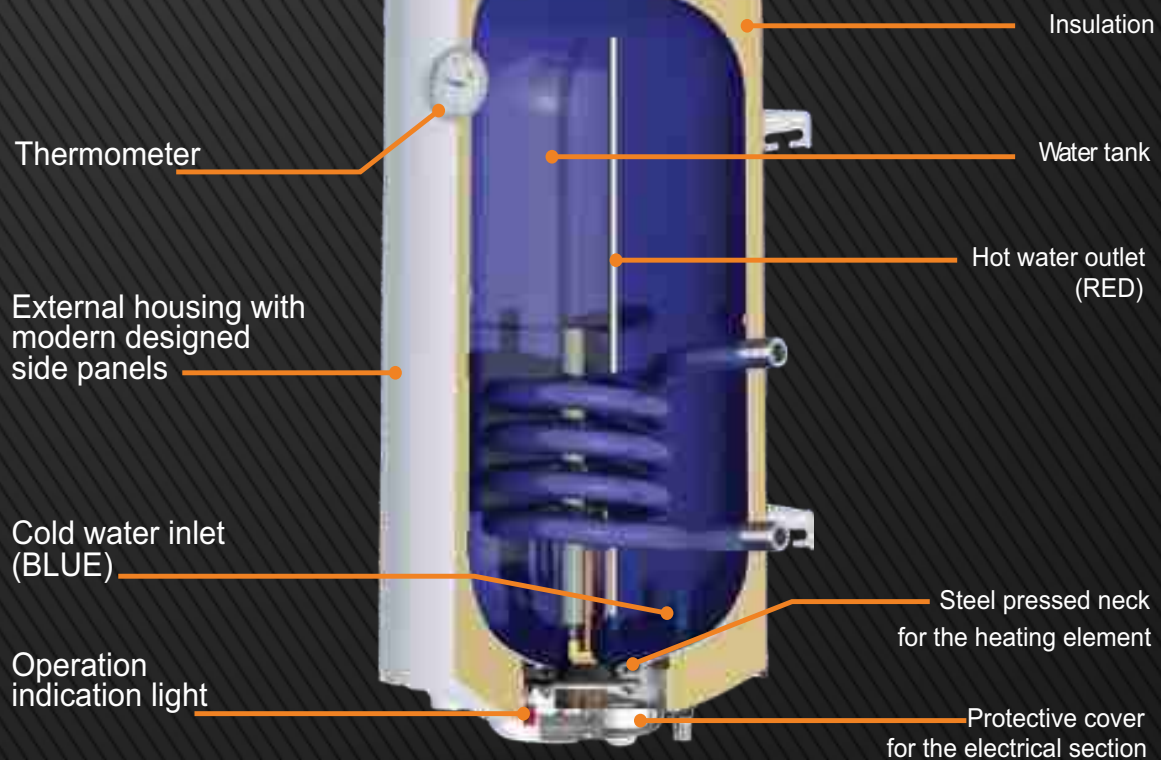
WATER HEATER SERIES



Beautiful Outside Powerful Inside...

Drawing A

DESCRIPTION

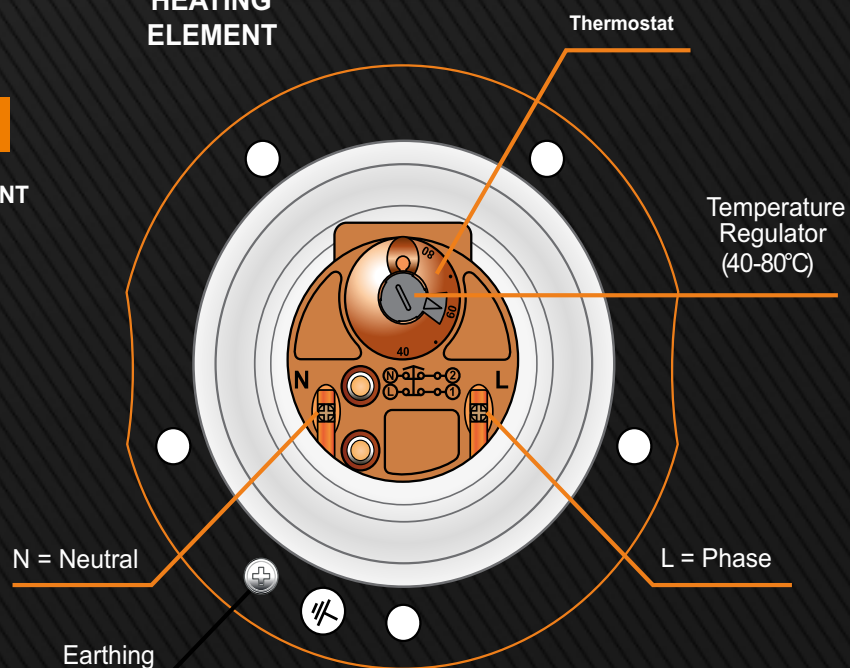


HEATING ELEMENT

Drawing B

HEATING ELEMENT

ELECTRIC PARTS
(Heating element -
Thermostat)



DESIGNED For
**Xtreme Condition &
Hassle Free Usage**



10
LITRES

15
LITRES

25
LITRES

35
LITRES

50
LITRES

STORAGE WATER HEATERS

Suitable for smaller / nuclear families and recommended for the homes with space constraint. The models in this segment have minimalistic design, making it a great fit for your space

AQUA GEYSER

- Designed keeping convenience in mind.
8 Bar Pressure
- Its Eco mode enables cyclic heating over a period of 24 hours for maximum efficiency and ease.



Wattage: 2000w

ROUND GEYSER

- Silent Heating – Copper element to ensure silent heating.
- Minimalistic design (compact cube) makes it a great fit for a limited vertical space



Wattage: 2000w

CLASSIC ABS

- Soft rectangular design serves a space saver. Combines form with function
- Whirlflow Technology results in faster heating and greater energy savings
- Vibrant colours to brighten up the space



Wattage: 2000w

ABS

- Heavy Duty Magnesium Anode rod (Polymer tank) with function
- Blue Diamond coated tank (Polymer tank) Safety Multifunctional Valve (Polymer tank)
- Vibrant colours to brighten up the space



Wattage: 2000w

ROUND METAL

- A classy cylindrical design which blends in beautifully to enhance the space
- Ideal for heavy usage as it offers varied storage capacity to handle the requirement
- Available in both vertical and horizontal design to compliment the space available



Wattage: 2000w

FASTER HEATING

Whirlflow technology for faster heating
and maximum energy saving

MASTER IN
POWER CONTROL



Dhamakā

45W CFL INVERTER



About Product

Portable compact LED/CFL bulb inverter with total 45 watt load capacity. Battery can be charged without electricity with available solar charging point (maximum 20 watt solar panel for battery charging, panel not included). Powerful charger with modern SMPS technology for wide input voltage range. Battery deep discharge, overcharge and reverse polarity protection ensures long battery life.

Features

Eco-friendly strong plastic cabinet is for breakage protection is for beautiful look. On board 1 bulb holder and 2 output sockets are provided for use as per requirement. Provision to use 7.0 Ah rechargeable battery is available within the unit.

OVERLOAD
PROTECTION

SLEEP
MODE
CHARGING

COLD
START

2 PIN
DC SOCKET
(2 NOS)

CFL
BULB
HOLDER

LED
INDICATORS

AUTO
RESTART

NEW

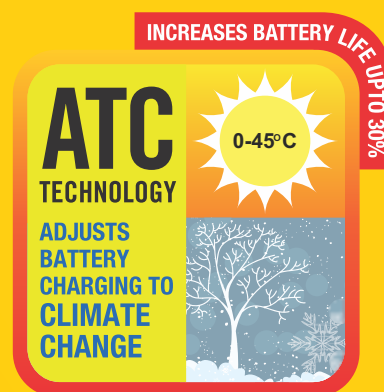
Launching

Dhamakā

45W CFL INVERTER

Specification's

- ◆ Runs maximum 3 numbers of 15W CFL's
- ◆ Can be charged through mains as well as 20W Solar Panel
- ◆ Built-in 12V 7.0Ah SMF Battery
- ◆ Auto reset while mains restore
- ◆ Sleep mode charging for preserving battery & longer back-up
- ◆ Overload & short circuit protection in battery mode
- ◆ Battery deep discharge protection to enhance the battery life
- ◆ Four visual indicators to enable the status of system



	PARAMETER	CFL INVERTER
AC Input	Under Voltage	85+/-10V
	Under Voltage Restoration	105+/-10V
DC Input	Type of Battery	12V/ 7.5Ah/ SMF
	Number of Battery	1
	Nominal DC Input	12V
	Charging Current	0.8A +/- 0.1A
	Trickle/Float Voltage	13.8 +/-0.20V
	Battery Low	11.7V +/-0.20V
	Protection	DC Input Protection
OUTPUT	Maximum Power	3 nos. of 15W CFL (Total 45W)
	Voltage (Inverter Mode)	180 +/- 20V DC
	Voltage (Mains Mode)	Same as Input
	Frequency (Main Mode)	Same as Input
	Transfer Time (Typical as)	< 1 Sec.
LED DISPLAY	Inverter ON	Yellow LED
	Battery LOW	Batt Low Red LED
	Mains ON	Mains on Green LED
	Overload	Overload Red LED
Environmental	Operating Temperature	0-45°C (32-113° F)
	Storage Temperature	0-45°C (32-113° F)
	Relative Humidity	0-95% RH non-condensing
	Audible Noise	< 55 db

Warm Winter Intelligent Overheat Protection

WORLD CLASS FEATURES

PERFORMANCE PLUS

- Cool touch housing
- Two heat setting 1000W/2000W
- Maintains desired room temperature
- Special heating element

CONVENIENCE PLUS

- Neon indicator for power ON
- Convenient handle
- Option of vertical or horizontal position
- Personal fan in summer

SAFETY PLUS

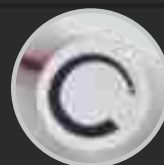
- Auto thermal cut-out
- Thermal fuse



SELECT FAN &
1000W/2000W
HEAT SETTING



NEON INDICATOR
FOR POWER ON



THERMOSTAT FOR
EXCELLENT HEATING
CONTROL

DC SOLAR UPS

HARNESSING THE POWER OF SUN



UNIVERSAL
AC SOCKET



U.S.B.
OUTPUT



TYPE-A
AC SOCKET



D.C.
OUTPUT



SOLAR
PORT

DC SOLAR UPS

OPERATIONAL APPROACH

- 1 Switch Button
- 2 LED Lighting with 4 Plug
- 3 1 Nos. USB Port
- 4 Solar Charging
- 5 DC 12V IN
- 6 Working Indicator
- 7 Charging Indicator



PRODUCT SPECIFICATIONS & DETAILS

1. Usb Socket For Mobile Charging.
2. 4 Led Lamp Each 5 Meters Wire & Pins.
3. Saperate Sockets & 3 Switches.
4. Battery Backup for 3 Lamp at a time 16 Hours.
5. Strong Metal Powder Coating Body.
6. Charging Options: 6 Volt 3w Solar Panal or 7.5volt,700mAh Smps.
7. Battery: 6Volt,4.5Ah.



UNIVERSAL AC SOCKET



U.S.B. OUTPUT



TYPE-A AC SOCKET



D.C. OUTPUT



SOLAR PORT

Wall Mountable UPS

**MULTI
PROTECTION**

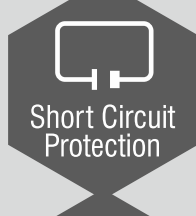
350VA
Eco Power



Over Voltage
Protection



Over Current
Protection



Short Circuit
Protection



Over
Temperature
Protection



Overload
Protection



Noiseless Operation

Wall Mountable UPS

Features

- USB Port for mobile Charging
- Micro controller based 3 stage intelligent
- battery charging protects battery from under and over charging
- Protection from short circuit
- Protection battery deep discharge

Display Indications

- Mains Available
- Solar Charging
- Mains Charging
- Eco Mode
- Ups Mode
- Low Battery
- Overload



Over Voltage
Protection



Over Current
Protection



Short Circuit
Protection



Over
Temperature
Protection



Overload
Protection



SAFETY | SECURITY | RELIABILITY

Our Latest technology can answer your needs

Service Helpline Number
1800 1030 656