

IFB essentials®



A complete range of FABRIC CARE | DISH CARE | MACHINE CARE | KITCHEN CARE

uncompromise on
FABRIC
DISH
MACHINE
KITCHEN
care

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



**A COMPLETE
RANGE**

Cleans,
protects and
preserves



**A COMMITMENT
TO WELLBEING**

Products that look
out for you and your
appliances



**A WAY
OF LIFE**

Unique
solutions for
better living



Fabric Care

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



**30 YEARS OF
EXPERTISE**

We know
laundry best



**SPECIALLY
FORMULATED**

Protect whites,
colours, woollens and
silks



**INNOVATIVE
SOLUTIONS**

Raise the bar
in laundry



LAUNDRY POPS

25 POPS

One-step, spillage-free
laundry experience. Just
Pop. Drop. Relax.

UP TO
25
WASHES

Wash More.
Save More.



**REMOVE STAINS
EFFECTIVELY**

For both Whites
& Coloured



**3 LAYERED
POPS**

For Superior
Cleaning



BUY NOW



FLUFF

Liquid Detergent | Front Load | 1L

Clothes remain as good as new even after repeated washes



UP TO
25
WASHES

Wash More.
Save More.



SUPERIOR
WASH QUALITY

Low Foam
Technology



FLORAL
FRAGRANCE

Refreshes
clothes

JUST
1 CAP
(40 ml)



BUY NOW



FLUFF REFILL

Liquid Detergent | Front Load | 2 L

Refill, refresh, renew your clothes and the environment



SAVE WHEN YOU REFILL!



SUPERIOR WASH QUALITY

Low Foam Technology



FLORAL FRAGRANCE

Refreshes clothes



BUY NOW

*As compared to Fluff Matic 1 L bottle





FLUFF Liquid Detergent | Top Load | 1L

Clothes remain as good as new even after repeated washes

UP TO
25
WASHES
Wash More.
Save More.



SUPERIOR
WASH QUALITY
Low Foam
Technology



FLORAL
FRAGRANCE
Refreshes
clothes



JUST
1 CAP
(40 ml)



[BUY NOW](#)



FLUFF

Fabric Conditioner | 1 L

Add fragrance and fluff
to your clothes

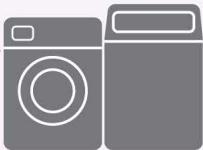


UP TO
25
WASHES
Wash More.
Save More.

 **ALL-DAY FRESH**
Long-lasting
soft clothes

 **FLORAL FRAGRANCE**
Even in musty,
moist conditions

 **JUST 2 CAPS**
(40 ml each)



BUY NOW



FLUFF

Liquid Detergent for Woollens & Silks | 1L

Rejuvenate your
winter wardrobe



STYLE PRESERVED

Keeps your knits
and silks in shape



DELICATE CARE

The tender touch
your clothes need



FRESH AROMA

Pleasant fragrance for
clothes and your senses



JUST
2 CAPS
(40 ml each)

BUY NOW



FABO

Stain Remover | 100 ML

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

IFB essentials
FABO
Stain Remover



NO STAINS

Effective against protein and non-protein stains



NO GRIME

Removes grime from cuffs and collars



100% SAFE

Cost-effective preservation of your expensive and special clothes



Apply on stain & wash

[BUY NOW](#)



FABO

Stain Remover Pen | 9 ML

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



PORTABLE

Easy to carry,
easy to use



STAIN SHIELD

Effective against egg,
blood, wine and chocolate



SAFE CHOICE

Great for
your clothes



Apply on-the-go
& wash later with
the rest of laundry

BUY NOW



DIRT & COLOUR CATCHER

30 SHEETS

Safeguard your clothes
from colour bleeds



DIRT MAGNET

For dyes and dirt
in the wash load



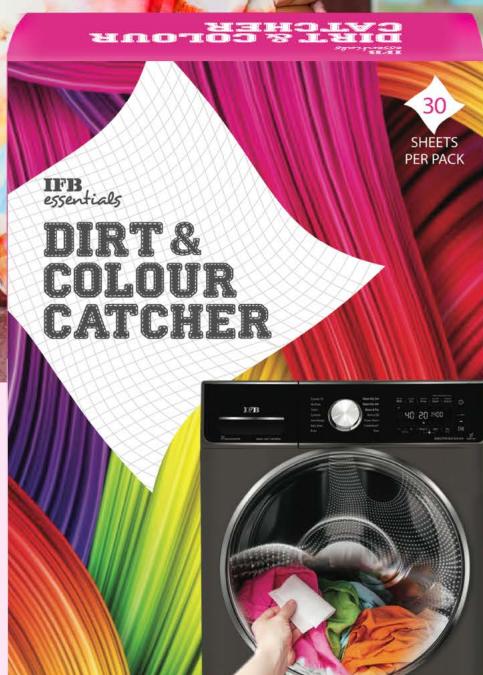
COLOUR SAFETY

Wash mixed loads
without worries



BLEED PROTECTION

Prevents colour damage
to your favourite clothes



Put the sheets
with the clothes
into the washing
machine drum

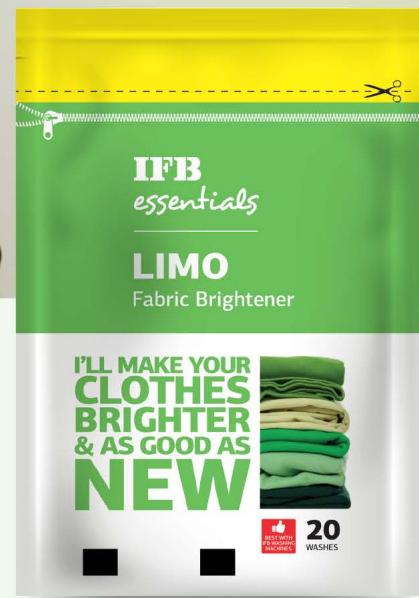


BUY NOW



LIMO Fabric Brightener | 200 G

Give your clothes
a timeless appeal



WHITE BOOST

Improves the dazzle
of the fabric



COLOUR VIBRANCE

Brightens your
coloured clothes



NEW LOOK

Keeps clothes
forever new

BUY NOW

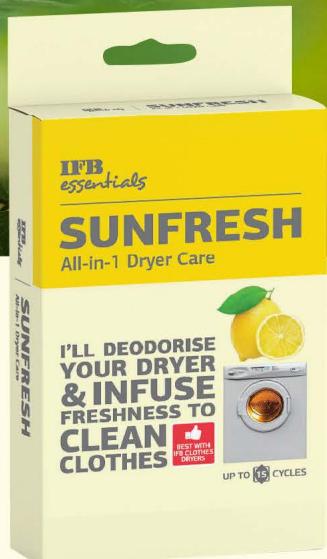




SUNFRESH

All-in-1 Dryer Care | 1 UNIT

Sun-kissed freshness for
your clothes and dryer



ALL SEASON FRESHNESS
Keeps your clothes crisp and your dryer odour-free

INSTANT FRAGRANCE
Adds a lemony aroma instantly

DRYER FRIENDLY
Works best with IFB 100% Clothes Dryer

1 UNIT = 15 CYCLES

BUY NOW



SENSORA

Morning Dew & Ocean Mist
Fragrance Booster | 150 ML

Treat your clothes to
an aromatic steam spa



SUPERIOR FRESHNESS

Infuse an exotic fragrance



INSTANT REFRESH

Revive clothes without washing



CHOOSE BETWEEN

2 exotic fragrances

REFRESH WITH
JUST 1 CAP
(30 ml)



[BUY NOW](#)



Dish Care

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



ULTIMATE PROTECTION

Perfect for
Indian dishes
and utensils



CUTS THROUGH GREASE

Leaves utensils
spotless and
sparkling



EASE OF USE

Takes the chore
out of
dishwashing



DISHWASHER TABLETS

Standee Pack | 30 TABS

Stand up for clean,
sparkling dishwashing



SHINE BOOST

Removes grease,
leaves utensils
sparkling clean



LEMONY FRESH BIO WASH

Effective with hard water.
Infuses dishes with a
refreshing aroma

[BUY NOW](#)



JUST
1 TAB





AUTODISH

Dishwashing Detergent | 1 KG

Beat all the cleaning challenges of Indian utensils



STAIN REMOVAL

Tackles grease, tea and food odours



OILY STAINS

Effective against oily and grease residues



HYGIENIC WASH

Ensures utensils are germ-free after washing

1 TEASPOON
= 10 G



BUY NOW



AUTODISH

Dishwashing Salt | 1KG

Ensure the efficiency and
longevity of your dishwasher


UNIFORM ACTION
Consistent performance

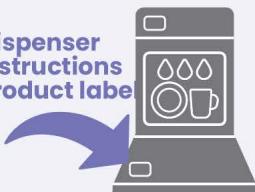

ECO FRIENDLY
Safe for appliances
and the environment


**WORKS WELL WITH
ALL DISHWASHERS**
Not only IFB!

BUY NOW



Fill the dispenser
as per instructions
on the product label





AUTODISH

Rinse Aid | 200 ML

Turn your dishes into
a spectacle of shine



SPOT PREVENTION

No more water spots and streaks on glasses or dishes



QUICK DRY

Enhances drying, adds an extra sparkle



WORKS WELL WITH ALL!

whether it's an IFB dishwasher or not

Fill the dispenser as per instructions on the product



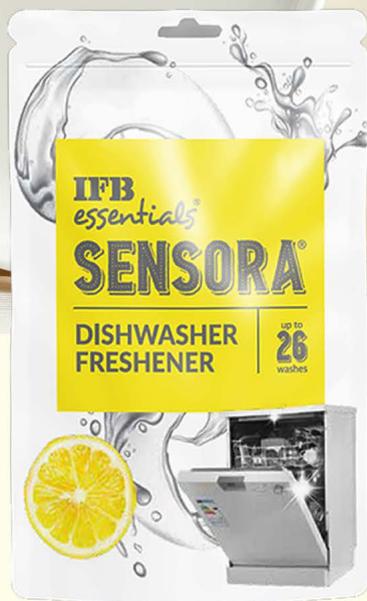
BUY NOW



SENSORA

Dishwasher Freshener | 2 Leafs

Refreshes your dishwasher
and utensils perfectly



LEMONY FRESH

Removes odours from the dishwasher



MASKS ODOURS

Conceals the smell of food residue

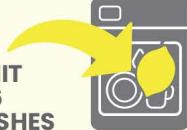


GREEN FRESH

Eco-friendly, food-grade dishwasher deodorizer



1 UNIT
= 26
WASHES



BUY NOW



Machine Care

good care,
better performance



WELLNESS GUARANTEED

Puts appliance care in your control



LONG-TERM USAGE

Betters your home maintenance routine



MAKE AN UPGRADE

Appliances thrive, so does your lifestyle

DESCAL

Appliance Descaler | 100 G

Keeps your washer
pristine and perfect



LIMESCALE REMOVAL

Treats scale and other
stubborn residues



INCREASES LONGEVITY

Keeps your machine
running smoothly for years



COST SAVING

Lowers maintenance,
saves power



Fill the dispenser
and run the longest
wash cycle

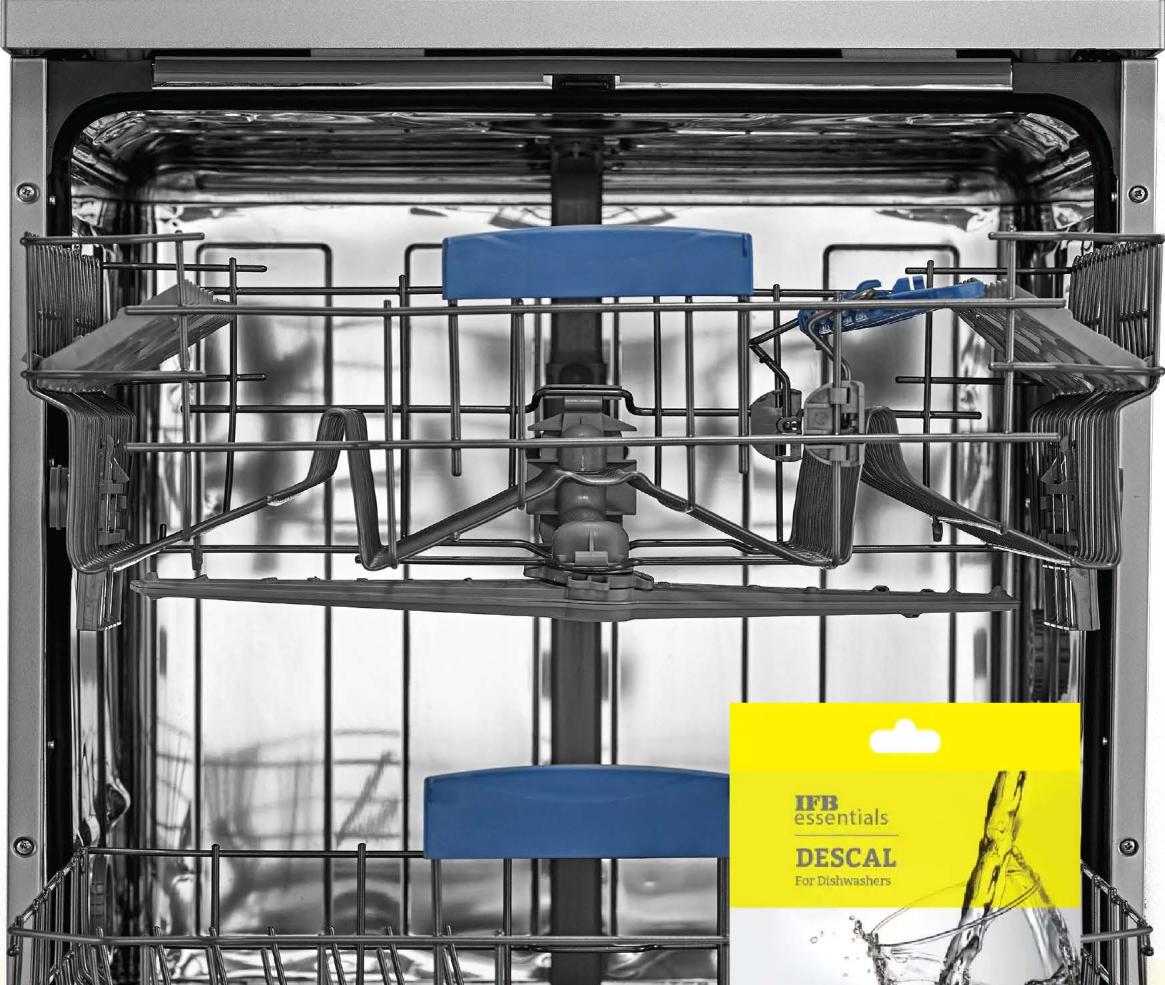


BUY NOW

IFB
essentials

DESCAL
Appliance Descaler

I'LL REMOVE
LIMESCALE
& MAKE YOUR
APPLIANCE
**LIVE
LONGER** Best with
Washing
Machine



DESCAL

Dishwasher Descaler | 100 G

Ensure complete
maintenance and protection
for your dishwasher



SPARKLING CLEAN

Keeps dishwashers
fresh and hygienic



FIGHTS SCALING

Removes limescale
and stubborn grime



SMELLS FRESH

Spreads a pleasant
aroma after every use



Fill the empty
drum and run the
longest wash cycle

BUY NOW



EQUIPMENT SANITISER & CLEANER

Premium Descal | 250 ML

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



GERM PROTECTION

Kills 99.9% germs,
eliminates foul odours



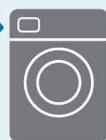
FIGHTS SCALING

Removes limescale
and residual dirt



CITRUS SCENT

Spreads a pleasant
aroma after each use



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

[BUY NOW](#)



PROTECTA LIQUID

Limescale Preventer | 500 ML

Preserve the brilliance
of your appliance



MACHINE SAFETY

Safeguards the heating elements, pipes and drum



EFFICIENCY BOOST

Regulates power consumption



INCREASES LONGEVITY

Keeps your machine running smoothly for years



JUST
1 CAP
(20 ml)



[BUY NOW](#)



Kitchen Care

unfold a hygienic,
sparkling kitchen



DUAL BENEFITS

Hygiene and
shine in one
application



FRESH & CLEAN

Zap away
spatters, germs
and odours



ENSURES HYGIENE

Keeps appliances
and surfaces
germ-free



MICROCLEAN

Kitchen Appliance Cleaner | 250 ML

Cleaning maestro for
sparkling fresh
microwaves



DUAL BENEFITS

Hygiene and shine
in one application



GERM-FREE HYGIENE

Removes odour, sanitises
and leaves a shiny surface



NO MORE ODOURS

Eliminates foul smells,
ensuring a clean appliance



Just spray
and swipe
for a sparkle

BUY NOW



SURFACE CLEANER LIQUID

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

Keep your kitchen
sparkling and spotless!



STAIN CARE

Formulated for common
kitchen surface stains



GERM-FREE HYGIENE

Disinfects surfaces,
kills 99.9% germs



CITRUS SCENT

Leaves a refreshing
lemon fragrance



BUY NOW

IFB

TRUSTED BY OVER
9 MILLION
HAPPY CUSTOMERS

