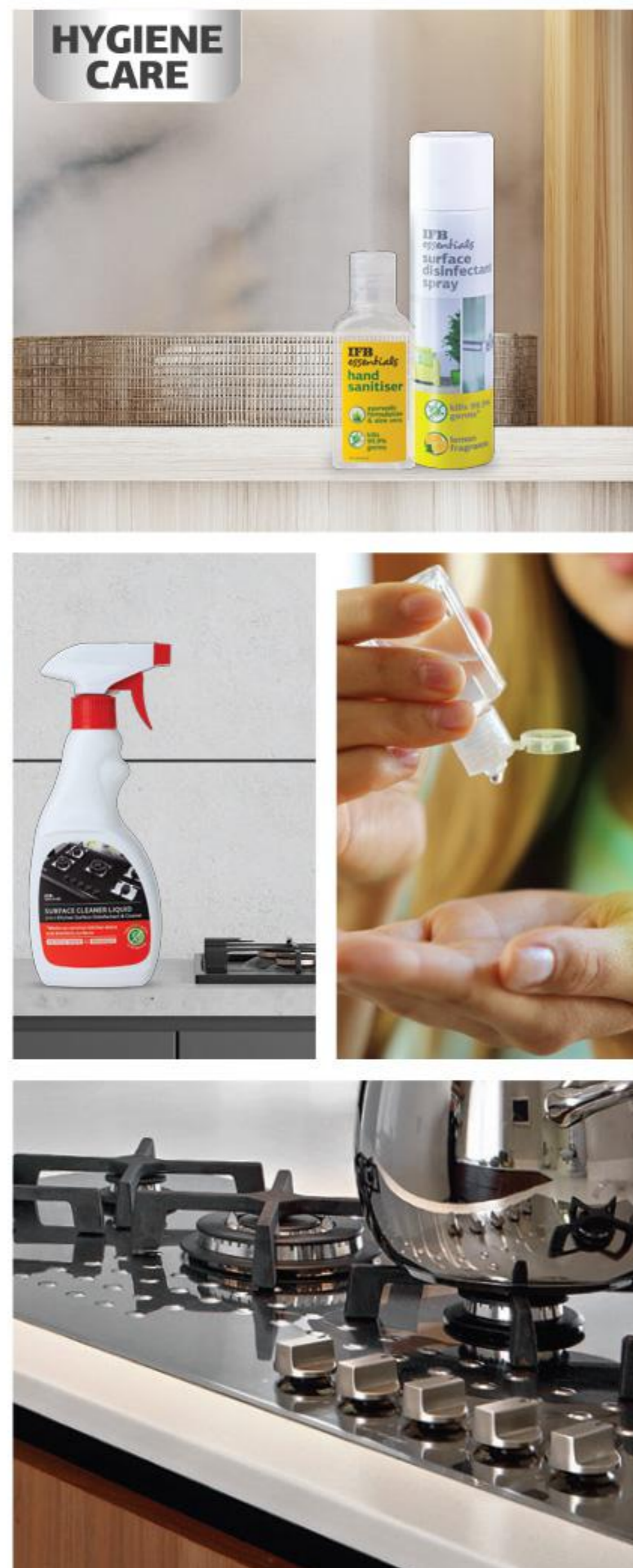


IFB essentials



A COMPLETE RANGE OF FABRIC CARE | DISH CARE | MACHINE CARE | HYGIENE CARE | AIR CARE

- 
- wash
 - condition
 - remove stains
 - add fragrance
 - shine
 - sparkle
 - rinse
 - clean
 - descale
 - purify
 - protect
 - sanitise

IFB
essentials

A COMPLETE RANGE OF FABRIC CARE | DISH CARE | MACHINE CARE | HYGIENE CARE | AIR CARE

uncompromise

✓ fabric care

✓ dish care

✓ machine care

✓ hygiene care

✓ air care

Have you been looking for a complete range of products that cleans, protects and preserves your garments, appliances, your home and you?

You've come to the right place!

IFB essentials is a range of care solutions that keeps your laundry soft, your dishes sparkling and your appliances working perfectly.

What's more, this range comes with subscription offers. Conveniently place repeat orders through the MyIFB App.

Make your daily chores fun and easy!
#SetYourselfFree with IFB.







Fabric Care

Do immaculate whites, vibrant colours, soft, fluffy fabrics that also smell good, sound like a dream?

Well, our range of fabric care is a dream come true!

The liquid detergents keep your clothes clean with special formulas to protect whites, coloureds, woollens and silks. Innovative wash care such as optical brighteners, stain removers, colour catcher sheets and more will keep your laundry experience at par with professional standards.

Discover how well your clothes look and feel with **IFB essentials**.



FLUFF

Liquid Detergent | Front Load

1L

Can clothes be damaged by detergent? Unfortunately, yes!

Often detergents leave detergent residue that makes clothes look dull and harms your machine in the long run.


IFB essentials FLUFF is a low-foam, liquid detergent, specially developed to deliver superior wash performance in Front Load Washing Machines. It cleans and refreshes your clothes.

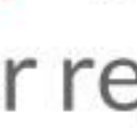


FEATURES

- Its pH-balanced formula helps preserve the natural softness and shine of your clothes, even after repeated washes.
- It is suitable for use with mixed loads and fabrics.

DOSAGE GUIDE

1  = 20 ml

For regular loads, 2  

For heavily soiled loads, 3   

[BUY NOW](#)





FLUFF

Liquid Detergent | Top Load

1L

We love your clothes just as much as you do!

Make laundry a pleasure to do every day with a special detergent that ensures a top quality wash every time.

IFB essentials FLUFF for Top Load Washing Machines, is a low-foam, liquid detergent that delivers superior wash performance. It cleans and refreshes your clothes.



FEATURES

- Its pH-balanced formula helps preserve the natural softness and shine of your clothes, even after repeated washes.
- It is suitable for use with mixed loads and fabrics.

DOSAGE GUIDE

1☐ = 20 ml

For regular loads, 2☐☐

For heavily soiled loads, 3☐☐☐

[BUY NOW](#)



wash
dry
refresh

like an ocean breeze



SENSORA

Ocean Mist
Fragrance Booster



Love the breezy soothing scent of the ocean?

Add a dose of an exotic aroma to your clothes and pamper them in your new IFB Washer Dryer Refresher.

IFB essentials SENSORA is a Fragrance Booster that's meant to give your garments long-lasting freshness. A quick fix for any unpleasant odours and musty smells.



FEATURES

- A new offering from IFB, an in-wash fragrance booster.
- Use with wash or refresh programs of IFB Laundrimagic™ Washer Dryer Refresher or with an IFB Washing Machine Steam program.

DOSAGE GUIDE

1☐ = 30 ml

- Remove both caps and break the induction seal.
- Fill the product up to the mark in the chrome finish cap (30 ml). Pour into the Refresh compartment of the detergent dispenser tray.
- Load the clothes and start the Refresh program.

[BUY NOW](#)



like the mist of dawn

SENSORA

Morning Dew
Fragrance Booster



Love the scent of a quiet, hazy morning after a fresh rainfall?
Add a dose of an exotic aroma to your clothes and pamper them in your new IFB Washer Dryer Refresher.


IFB essentials **SENSORA** is a Fragrance Booster that's meant to give your garments long-lasting freshness. A quick fix for any unpleasant odours and musty smells.



FEATURES

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DOSAGE GUIDE

1  = 30 ml

- Remove both caps and break the induction seal.
- Fill the product up to the mark in the chrome finish cap (30 ml). Pour into the Refresh compartment of the detergent dispenser tray.
- Load the clothes and start the Refresh program.

[BUY NOW](#)



FLUFF

Fabric Conditioner

1L

Want to keep your clothes feeling soft and fragrant?

Highly alkaline detergents adversely affect the natural colour and texture of fabrics.

IFB essentials FLUFF Fabric Conditioner is micro-encapsulated, which helps it soften fabrics and give them a long lasting fragrance, making your clothes a pleasure to wear!





FEATURES


- FLUFF gives your clothes the freshness of lush meadows and a light, flowery fragrance after each wash with microencapsulation.
- It enhances the softness and fragrance of washed clothes.




DOSAGE GUIDE

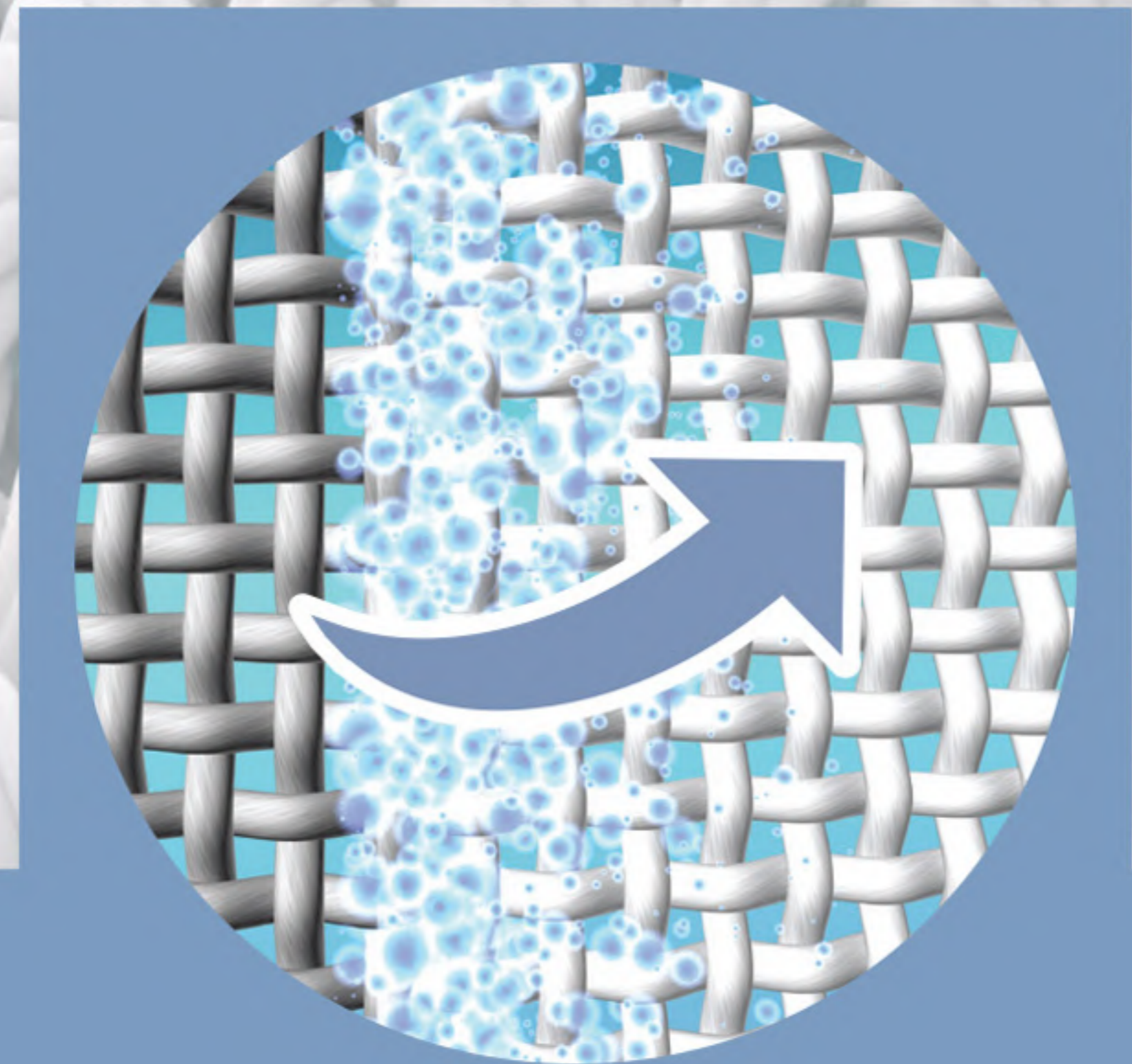
1  = 20 ml

FOR FULLY AUTOMATIC WASHING MACHINES
2  in the additive compartment of the dispenser

FOR SEMI-AUTOMATIC WASHING MACHINES
2  to the last rinse

FOR HANDWASHING
2  in a bucket of 10 L of plain water. Soak 8-10 washed clothes in the bucket for 5 minutes. Remove and dry. Do not rinse in plain water afterwards.

[BUY NOW](#)



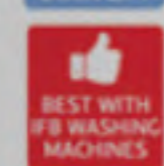
revive
your whites

IFB
essentials

FLUFF

Liquid Detergent
for White Fabrics

**I'LL MAKE
BRILLIANT WHITES
OF ALL YOUR
SHIRTS, LINEN
& CHIFFONS**



Liquid Detergent for **WHITE FABRICS**



Want to stop your whites from greying and ageing?

Here's the best way to protect them, make them brighter and keep them spotlessly clean, always!

IFB essentials Liquid Detergent for White Fabrics is specially formulated to preserve the whiteness of your white clothes, keeping them crisp, fresh and you looking your best.



FEATURES

- Specialised formula that enhances the colour and essence of the fabrics to help prevent early greying.
- Innovative design ensures that your fabrics come out spotlessly clean, wash after wash.
- Premium cleaning efficiency compared to regular detergents.

DOSAGE GUIDE

1☐ = 20 ml

For regular loads, 2☐☐

For heavily soiled loads, 3☐☐☐



BUY NOW



IFB
essentials

FLUFF

Liquid Detergent
for Woollens
and Silks



MACHINE
OR HAND



BEST WITH
IFB WASHING
MACHINES

Liquid Detergent for WOOLLENS & SILKS

1L

Do you only dry clean your woollens to prevent them from losing shape and your silks from shrinking?

IFB essentials Liquid Detergent for Woollens & Silks

will preserve the texture, colour and shine of your woollens and silks, keeping them snugly warm and silky smooth.



FEATURES

- A specialised formula avoids shrinkage or stretching and helps retain the shape and style of your favourite clothes.
- Use effortlessly in a washing machine; works equally well with hand washing.
- Does not leave particle residue on your clothes or machine parts.
- Its pH-balanced formula helps ensure longevity.

DOSAGE GUIDE

FOR FULLY AUTOMATIC

1☐ = 20 ml

For regular loads, 2☐☐

For heavily soiled loads, 3☐☐☐

FOR HANDWASHING

Add 1☐ in a bucket of 10 L of water (washes 8-10 clothes).



[BUY NOW](#)



IFB
essentials

SUNFRESH

All-in-1 Dryer Care

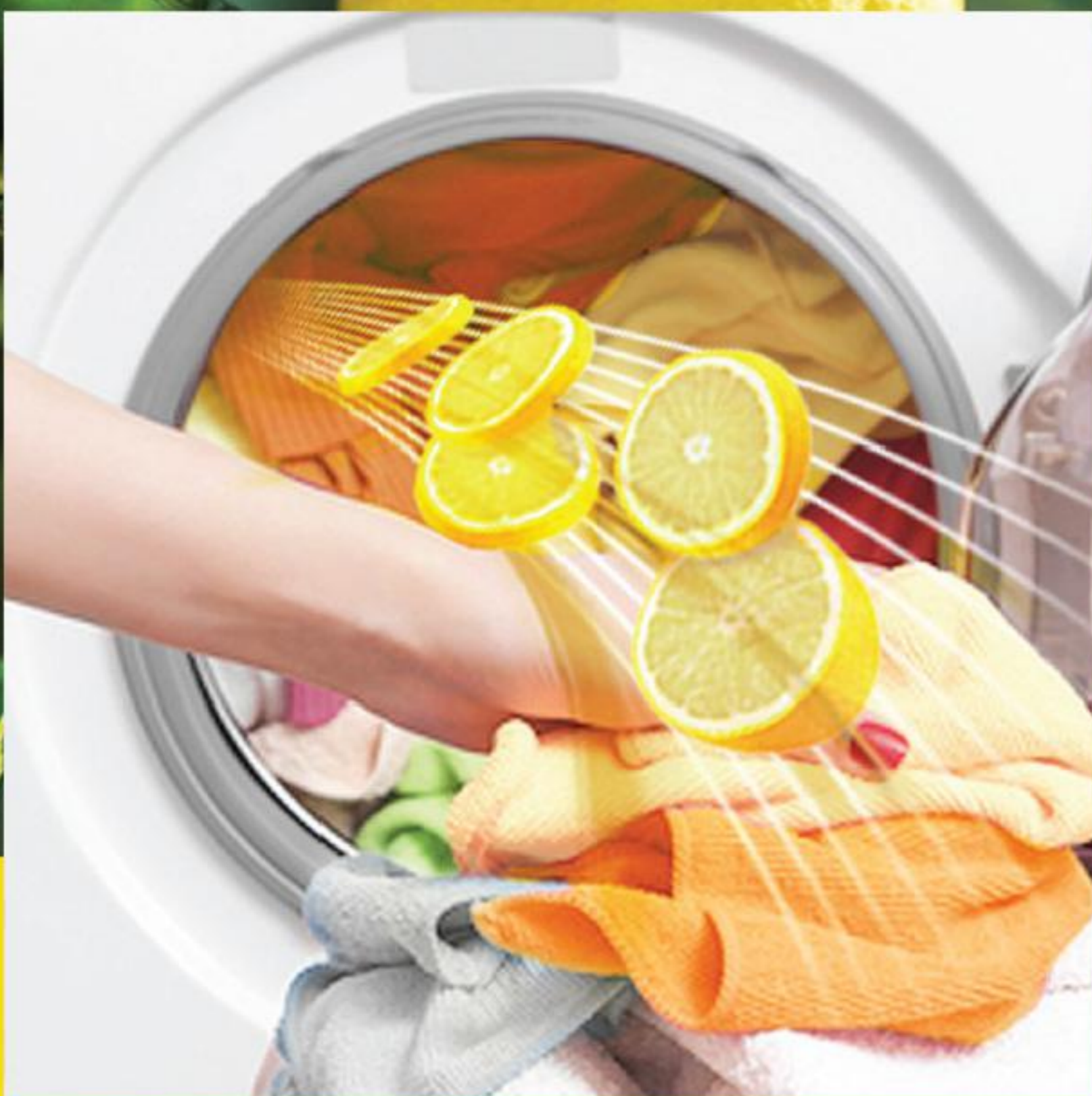
IFB
essentials

SUNFRESH
All-in-1 Dryer Care

I'LL DEODORISE
YOUR DRYER
& INFUSE
FRESHNESS TO
CLEAN
CLOTHES



UP TO **15** CYCLES



SUNFRESH

All-in-1 Dryer Care

1unit

Want your clothes to come out of the dryer smelling fruity and fresh? This is your chance!

Give your clothes a unique sunny and citric fragrance with **IFB essentials SUNFRESH All-in-1 Dryer Care**. Just place the dryer bag in a clothes dryer to deodorise your clothes with a long-lasting pleasant scent.

**15
CYCLES**

FEATURES

- Adds a pleasant aroma instantly.
- Also keeps your clothes dryer fresh and odour free.

DOSAGE GUIDE

- Place it in the dryer drum along with your clothes.
- After drying, take the dryer bag and place in a zip lock pouch to preserve its fragrance and use it again.

[BUY NOW](#)





Wash
away those
stains

**I'LL FIGHT ALL THE
TOUGH STAINS
ON YOUR CLOTHES**

FABO

Stain Remover

100ml

Get rid of marks with ease without damaging the fabric!

A splash here, a spill there are common when you have kids. Gone are the days of harsh scrubbing and hours of soaking.

IFB essentials FABO Stain Remover is a specialised stain-removing formula with pre-wash treatment that gets rid of stubborn stains without harming the natural fibres of your clothes.



FEATURES

- Effective against stains caused by protein and non-protein based substances such as egg, blood, grass, tea, chocolate, coffee, wine, ketchup etc.
- Equally good in removal of grime from cuffs and collars.
- Does not contain bleach.
- Extremely cost-effective—removes stains from your expensive and special clothes!

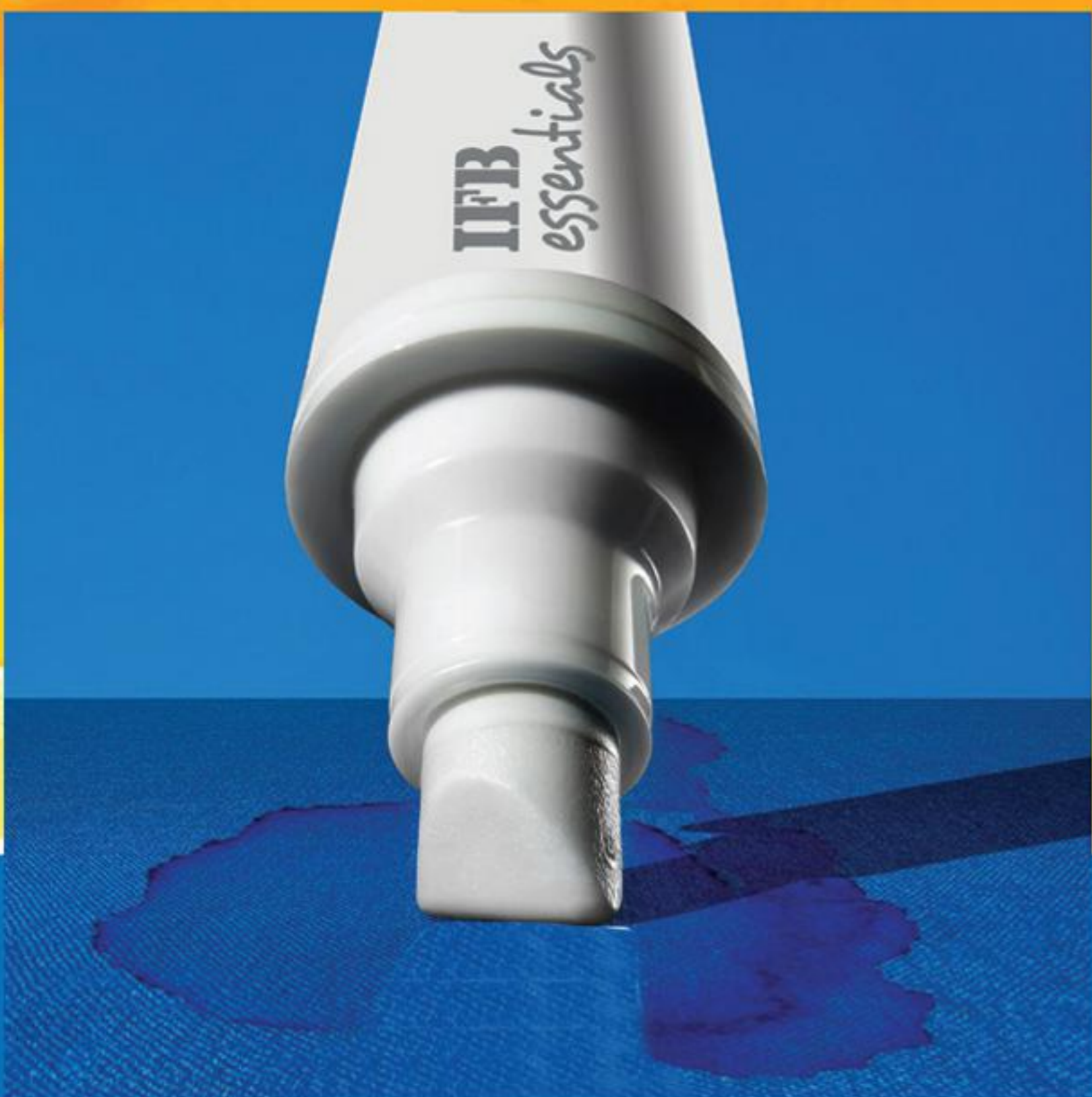
DOSAGE GUIDE

- Before using, puncture the centre of the seal of the brush with a sharp object.
- Place the stained fabric on a flat surface. Apply the gel on the stain with the brush applicator. Leave to work for 10–15 minutes and wash off.
- For heavy stains, rub with hands or use a fabric cleaning brush.

BUY NOW

CAUTION Do not use brush applicator as a washing brush.
Not suggested for use on wool or silk.

fight **stains**
anywhere, anytime!



Nt Qty
9ml

IFB
essentials

FABO
Stain Remover Pen

**I'LL FIGHT
TOUGH
STAINS
ON YOUR CLOTHES**

- CHOCOLATE
- GRASS & MUD
- GEL PEN
- SAUCES
- TEA & COFFEE

IFB essentials FABO Stain Remover Pen (9ml)

IMPORTED & MARKED BY IFB INDUSTRIES LIMITED
11, VENKA ELECTRONIC CITY, VENKA SAIKALU, COA-402122
WWW.IFBINDUSTRIES.COM

NOT TO BE USED WITHOUT RUBBER
DON'T REPEAT ORDERING
1860 208 5678 / 1860 425 5678

**BEST WITH
IFB WASHING
MACHINES**

FABO

Stain Remover Pen

9ml

Phone? Check!

Wallet? Check!

Keys? Check!

Now add this Stain Remover Pen to your daily essentials and keep yourself stain-free on-the-go!

IFB essentials FABO Stain Remover Pen is a pocket friendly specialised formula stain remover that gets rid of accidental spills, drips, splodges and marks!



FEATURES

- Effective against stains caused by protein and non-protein based substances such as egg, blood, grass, tea, chocolate, coffee, wine, ketchup etc.
- No soaking and scrubbing of stains is required.
- Does not contain bleach. Safe for clothes.

DOSAGE GUIDE

- Place an absorbable white cloth under the stain before applying.
- Wipe to remove any stain residue with a napkin or cloth.
- Press the tip onto the stain to release the solution. Rub the tip over the stain to gently remove it.
- Dab with a damp cloth to remove any excess solution. Wash immediately with rest of your laundry.

[BUY NOW](#)



IFB essentials
DIRT & COLOUR CATCHER

30
SHEETS PER PACK

IFB
40 20 100
Washing Machine



DIRT & COLOUR CATCHER

30
sheets

Are you afraid of colour runs while washing mixed loads?

Sometimes fabrics bleed when in contact with water and transfer their pigments onto other clothes in the wash.

IFB essentials DIRT & COLOUR CATCHER acts as a magnet for dyes and dirt in water. It protects against colour runs and dirt. Use it to wash mixed loads together.



FEATURES

- Colour & Dirt Catcher attracts any dyes released into the wash water, enabling mixed loads to be washed safely.
- Washing clothes in a single load helps save both time and energy.
- Try washing red clothes that bleed separately for better experience.

DOSAGE GUIDE

For regular dyed garments,
◆ 1 sheet

For medium dyed garments,
◆◆ 2 sheets

For heavily dyed garments,
◆◆◆◆ 3-4 sheets



[BUY NOW](#)



LIMO

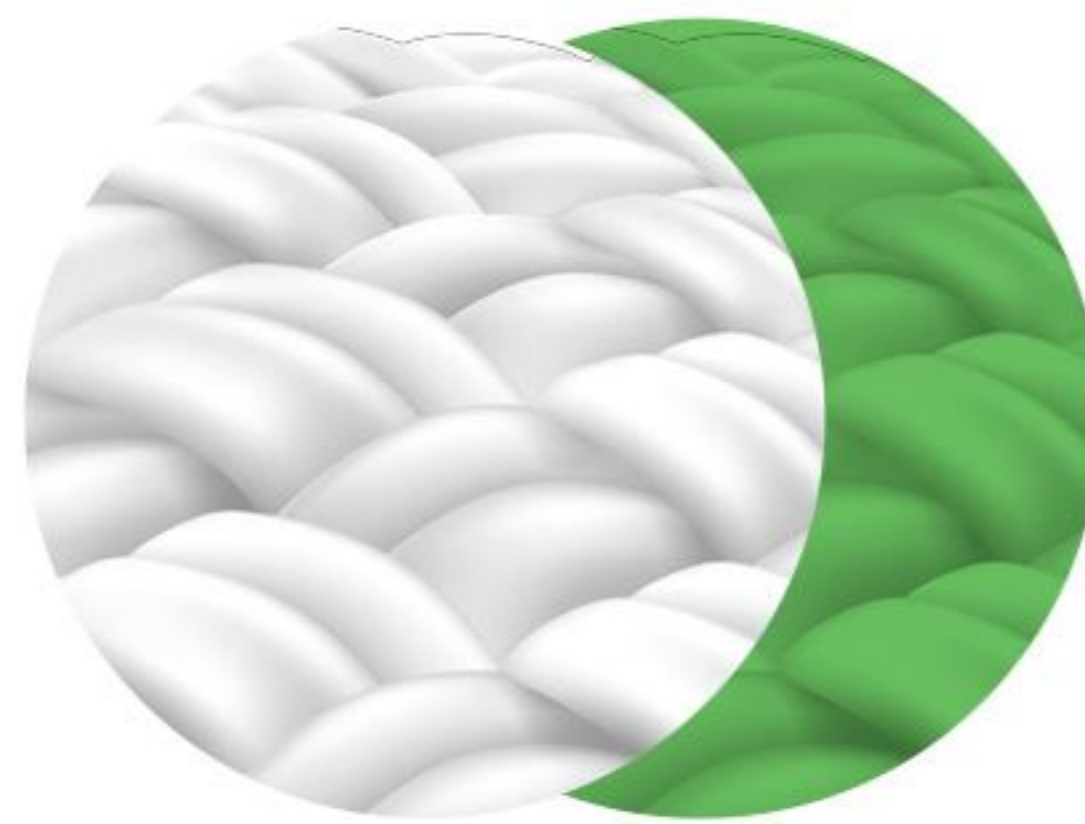
Fabric Brightener

200g

Are your clothes looking dull and lifeless with repeated washing?

Nothing can be worse than finding your favourite red polo T-shirt or blue trousers fade to a muted shade.

IFB essentials LIMO is a fluorescent fabric brightener whose special formulation makes washed clothes look brighter and delays their ageing.



FEATURES

- Limo makes white clothes sparkling white and coloured clothes brighter.
- It is 100% chlorine-free and does not contain any harmful bleaching agents.
- For best results, use with a liquid or powder detergent.

DOSAGE GUIDE

- Add a teaspoon (10 g) to your laundry detergent in the main wash compartment of the dispensing drawer.
- Use with a hot wash cycle.

[BUY NOW](#)





Stumbling blocks that will never come
between you and your appliances?

*Here's a range of handpicked
machine care products...*

From descaling your washing machine to ensuring hard water
doesn't damage your laundry to making sure your microwave
oven smells fresh, this range puts machine care in your control.

Let **IFB essentials** help you keep an eye on your home appliances
and keep them performing their best.



PREVENTS



LIMESCALE X



MOULD X



PROTECTA LIQUID

Limescale Preventer

500ml

Is your machine not performing efficiently?

It could be due to limescale build-up. Metallic compounds in hard water not only reduce machine life, but also increase detergent usage, power consumption and result in a poor wash.

IFB essentials PROTECTA LIQUID is a limescale preventer that fights moulds and limescale deposits inside your washing machine.



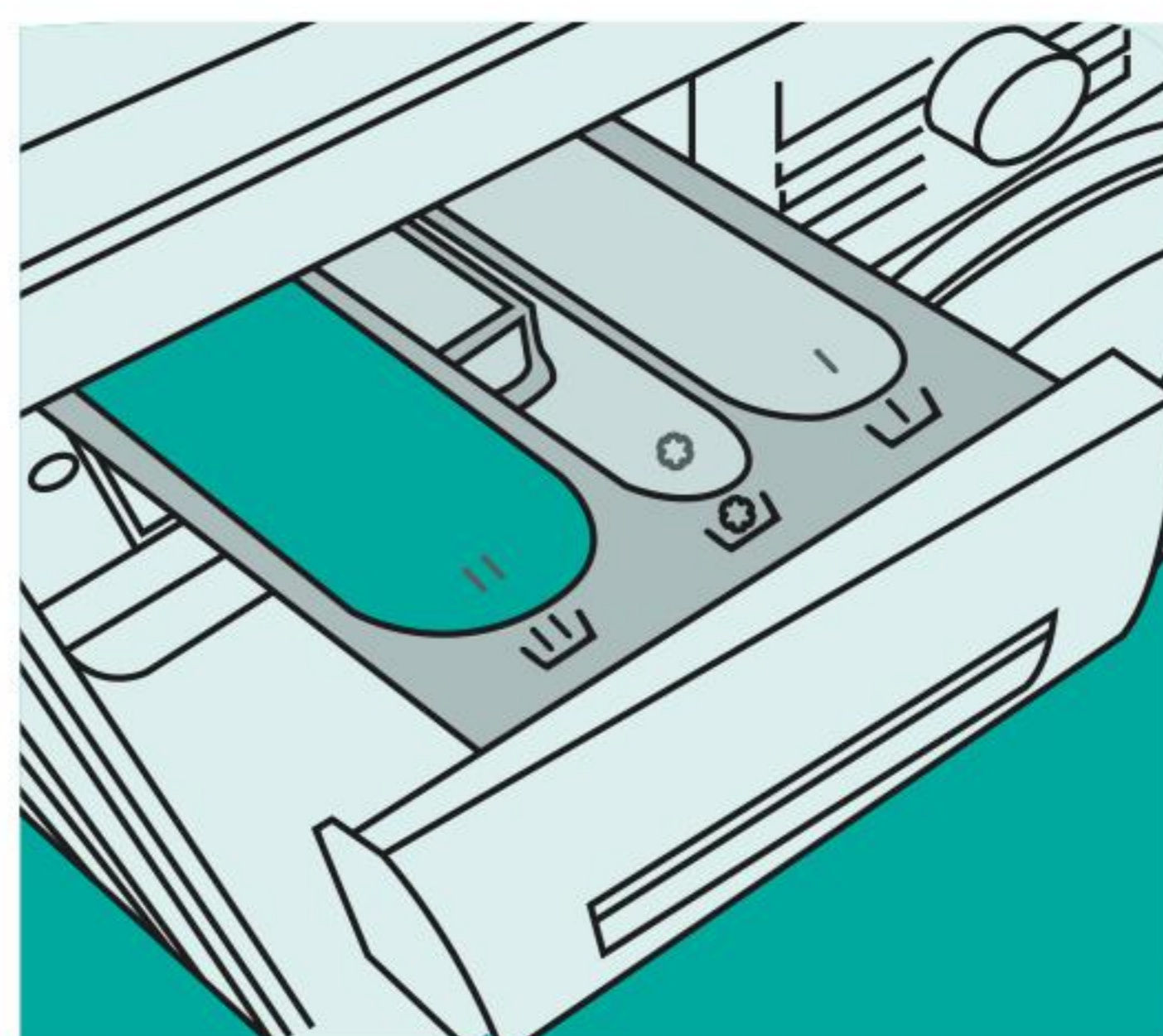
FEATURES

- Protects the heating elements, pipes and drum of your washing machine by preventing limescale formation inside it.
- By reducing water hardness it improves the efficiency and longevity of the machine and its wash performance.
- For best results, use along with a liquid detergent to enhance the performance of your washing machine.

💧 DOSAGE GUIDE

1☐ = 20 ml

Add to your liquid detergent in the main wash compartment of the dispensing drawer.



[BUY NOW](#)



IFB
essentials

DESCAL
Appliance Descaler

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



DESCAL

Appliance Descaler

100g

Is limescale build-up causing issues in your appliances?

Compounds such as calcium and magnesium leave deposits on your washing machine's parts with every wash. These affect the heating elements and reduce its efficiency and longevity.

IFB essentials **DESCAL** acts instantly on stubborn residues, dissolves limescale deposits and drains them out with the wash water. It restores the machine parts affected by limescale to their original condition and leaves the machine drum sparkling clean.



FEATURES

- Reduces maintenance cost of the machine and saves power.
- Gently removes limescale without causing damage to other parts of the machine.
- It can also be used for your coffee makers, electric kettles, showerheads or steam irons.

🔴 DOSAGE GUIDE

FOR FULLY AUTOMATIC WASHING MACHINES

Pour 1 packet of powder into the machine drum and run the longest program, without any clothes, with the temperature between 40–60°C. Once finished, clean and refix the fluff filter. Run the rinse program with plain water.

FOR SHOWERHEADS

Detach the showerhead or remove the sprinkler nozzle. Dissolve 1 tablespoon (15 g) of the powder in a plastic mug filled with hot water and mix it with a wooden/plastic spoon. Leave the solution till the effervescence stops. Cover the showerhead/ nozzle with the solution for a few minutes. Rinse with plain water.

[BUY NOW](#)





SANITISE & SPARKLE



MICROCLEAN

Kitchen Appliance Cleaner

250ml

Did you know that food residue inside a microwave leads to greasy deposits, unpleasant odours and bacteria formation?
Here's the best way to avoid it.

IFB essentials MICROCLEAN is a spray-on cleaner that thoroughly sanitises the inner cavity of your microwave oven by killing 99.9% germs, removing food stains and grease. It also works very well for cleaning the outer body of your microwave and other kitchen appliances for a spotless look.

FEATURES

- A specialised formulation, it delivers dual benefits of shine and hygiene. Equally suitable for cleaning the inner cavity and outer body of kitchen appliances.
- Removes food odour and completely sanitises, maintaining an ideal hygiene standard.
- It is 100% appliance friendly.

DOSAGE GUIDE

- Turn the nozzle to spray or stream position, keep the bottle upright and spray from a distance of 12–15 cm.
- Allow to soak for 5 minutes, wipe and clean. Leave the door open for 5 minutes and start using the microwave.
- Can be used on outer surfaces, glass surfaces and inner compartments.

[BUY NOW](#)

 **CAUTION** Remove the microwave plug from the socket while cleaning.





A range of dish care products that keep your dishes sparkling clean!

Put an end to dishwashing chores!

From an all-in-1 dishwasher tablet that makes doing the dishes simple, to detergents that help cut through tough grease, an eco-friendly salt to remove limescale deposits and a rinse aid that makes dishes as good as new, we've got you shining with **IFB essentials**.





just drop a
TAB

IFB essentials
Dishwasher Tablets

PROTEKTON
CLEANS • PROTECTS • PRESERVES



I am an all-in-one dishwasher tablet. I work wonders with your pots, pans, plates and glasses. Protekton, triple layered protection that cleans, preserves and protects, easily removes stains and grease and adds a lemon scent.

ALL-IN-1 CARE | WITH SHINE BOOSTERS | BIO WASH

30 TABLETS

MADE IN EUROPE





Dishwasher **TABLETS**

30tabs

Looking for a dish care all-rounder?

IFB essentials Dishwasher Tablets are an all-in-1 care solution for your dishwasher. It helps to remove grease and stains, leaving utensils sparkling clean. It works well with hard water for a perfect wash, making your dishes lemony fresh!



FEATURES

All-in-1 care for dazzling and lemony fresh dishwashing performance.

DOSAGE

1  = 18 g
1  per wash

BUY NOW



AUTODISH

Dishwashing Detergent

1kg

Are masala stains and greasy food tough to remove?

Not any more! You now have a detergent that's designed to clean your Indian utensils such as kadais and pans.

Formulated specially for automatic dishwashers, *IFB essentials* **AUTODISH Dishwasher Detergent** is an enriched formula that helps remove tough stains from your dishes, delivering flawlessly sparkling utensils and glassware.



FEATURES

- Suitable for all types of automatic dishwashers. It is equally effective in removing dried stains from utensils and crockery.
- 100% appliance and environment friendly.

APPLICATION

Fill the dispenser of your dishwasher with the product as per directions given in the appliance's user manual.

Use extra detergent in case of hard water.

[BUY NOW](#)





AUTODISH

Dishwashing Salt

1kg

Did you know that hard water affects most appliances – even your dishwasher?

Metallic impurities adversely affect your machine and its performance, which leads to it consuming more detergent and energy.

IFB essentials AUTODISH Dishwasher Salt helps reduce the hardness of water and protects your dishwasher from limescale deposits. Its regular use keeps dishwashers corrosion-free and decreases detergent consumption.



FEATURES

- A unique granular structure, designed to provide consistency and uniform action.
- Suitable for all types of automatic dishwashers.
- 100% appliance and environment friendly.



APPLICATION

Fill the dispenser of your dishwasher with the product as per directions given in the appliance's user manual.

[BUY NOW](#)





AUTODISH

Rinse Aid

200ml



Cloudy smudging on your glasses?

Whether it's your heirloom crystal dinnerware or your favourite wine glasses, we all want our utensils to shine and look brand new, even after repeated usage.

IFB essentials AUTODISH Dishwasher Rinse Aid prevents the formation of water spots and streaking on your glasses and dishes. It also helps in quick drying and provides an extra sparkle to them.



FEATURES

- Suitable for all types of automatic dishwashers.
- Its unique formulation improves drying performance and ensures a spotless shine on glassware and dishes with every wash.
- 100% appliance and environment friendly.

APPLICATION

Fill the dispenser of your dishwasher with the product as per directions given in the appliance's user manual.

[BUY NOW](#)





IFB
essentials

TOTAL FRESH

All-in-1 Dishwasher Care



I'LL MAKE YOUR
DISHWASHER
**LEMONY
FRESH**
& MAKE YOUR
DISHES
SPARKLE



26 WASHES

TOTAL FRESH

All-in-1 Dishwasher Care

1unit

A weird smell, an unusual stink? Not anymore!

Rid your dishwasher of unpleasant odours once and for all!

IFB essentials TOTAL FRESH is an eco-friendly dishwasher deodoriser and freshener with the goodness of natural citrus oils. It removes unpleasant smells and keeps your dishwasher lemony fresh round-the-clock.



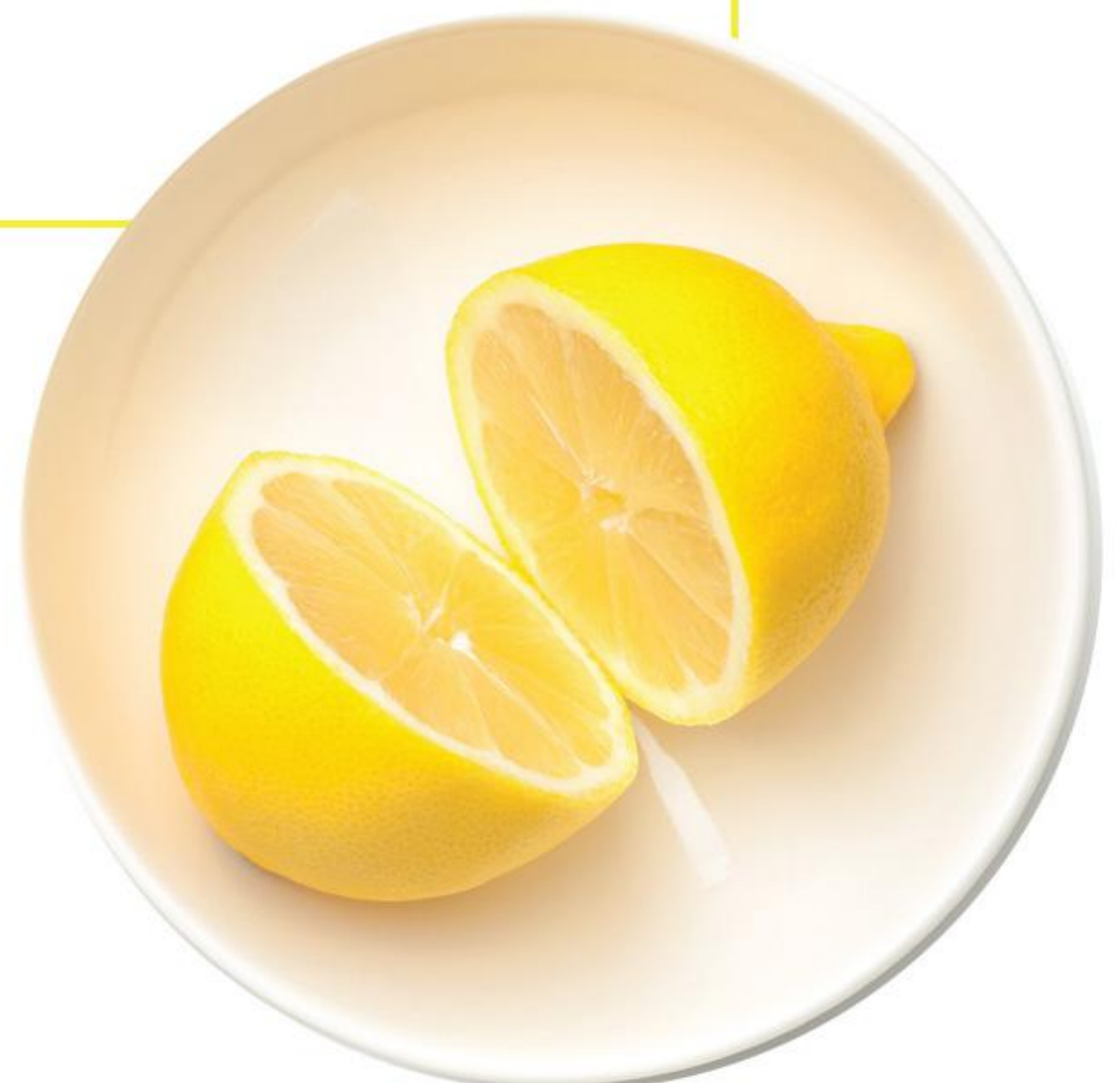
FEATURES

- Works during the wash cycle to keep your dishes as well as dishwasher fresh.
- A single leaf lasts up to 26 wash cycles.
- It is suitable for all types of automatic dishwashers and 100% environment friendly.

APPLICATION

- Remove Total Fresh hanger from wrapper.
- Hang the freshener onto the upper rack or place it on the upper rack of the dishwasher.
- Operate the machine as per the user manual.

[BUY NOW](#)







hygiene care

Worried about germs?

We understand the need to keep you safe and protected at all costs.

IFB essentials lets you sanitise your hands and every surface you come in contact with to keep you safe every day. Protection is in your hands!





IFB
essentials

SURFACE CLEANER LIQUID
2-in-1 Kitchen Surface Disinfectant & Cleaner

^Works on common kitchen stains
and disinfects surfaces

FOR REPEAT ORDERS ☎ 08045845678

**Kills 99.9% germs
In 30 Seconds

SURFACE CLEANER LIQUID

2-in-1 Kitchen Surface
Disinfectant & Cleaner

500ml

Tired of stubborn stains and oily kitchen surfaces?

Presenting the all-new **IFB essentials SURFACE CLEANER LIQUID** with a unique 2-in-1 formula. Just spray, wait and wipe for sparkling, shiny and clean surfaces.

A quick wipe down will leave your countertops free of any stain, grease, spills and spots. It also stops harmful bacteria build-up as it disinfects and sanitises the surface. This must-have product is an instant and effortless solution for your kitchen. Try it out now!

FEATURES

- It's specially formulated to take care of common stains on kitchen surfaces including cooktops.
- Effectively disinfects surfaces to make them 99.9% germ-free in just 30 seconds.
- Leaves a refreshing citrus scent.

DOSAGE GUIDE

- Turn the nozzle to the Spray/Stream position, and keep the bottle upright.
- Spray the product.
- Wait for 30 seconds, then wipe clean.



[BUY NOW](#)



 **CAUTION** *Keep away from direct flame.
Do not mix with bleach or other household chemicals.*

TRUSTED BY OVER **7 MILLION** CUSTOMERS



LAUNDRY Front Load | Top Load | 100% Clothes Dryer **KITCHEN** Dishwasher | Microwave Oven | Chimney | Built-in-Hob | Built-in-Oven **LIVING** Air Conditioner



Shop 24x7
Download
my IFB App

FOR REPEAT ORDERS  08045845678
www.ifbappliances.com