

**IFB**  
Set Yourself Free

Introducing

# IFB Refrigerators

POWERED BY

**E·TECH**



# E·TECH

Extraordinary Cooling  
Extraordinary Space  
Extraordinary Convenience



## EXTRAORDINARY COOLING

First time in India - Duo Convertible

- 7-in-1 Multi-modes in Freezer
- Smart Sense – powered by AI in Fridge

### 7 CONVERTIBLE MODES\*

- Turbo Cool • Turbo Freeze
- Mild Freeze • Ice cream • Auto cool
- Power Saver • Set temp

### SMART SENSE

Senses the load in the refrigerator automatically through AI and controls the cooling inside the refrigerator



### Surround Cool

for powerful and uniform cooling



### Fastest Ice Making

in less than 1 hour\*



### Metal Cool

Helps cool faster and is more energy efficient

## EXTRAORDINARY SPACE



The best-in-segment  
Width Advantage



Big Crisper  
for preserving freshness of  
fruits and vegetables for longer



Extra Space for  
2.25L Bottles  
for better door space  
management



Toughened Glass Shelves  
designed for heavy Indian vessels



Detachable  
Accessories  
such as Nudge Tag



## EXTRAORDINARY CONVENIENCE



Nudge Tag\*  
helps you avoid food wastage



Smart Camera\*\*  
to look at the contents of the  
refrigerator on MyIFB App



Freezer LED#  
for superior visibility



MyIFB App  
Access##



Smart Light Deodorizer  
for odour-free preservation

\*Nudge Tag is available as an accessory for separate purchase

\*\*Camera is available only in the Smart Series

#In select models only

##Only in the smart series

# The IFB Refrigerators come with cutting-edge features that are tailored for Indian homes.



## Smart Series - 285L, 306L

- Smart Camera
- 3-star, inverter with Smart UI
- First Time in India: Duo Convertible – Freezer and fridge both!
  - Freezer: 7-in-1 convertible modes
  - Refrigerator: Smart Sense – powered by AI
- Surround Cool
- Metal Cool
- MyIFB App Access
- Smart light deodorizer
- Freezer LED
- 10-year warranty on compressor

Model numbers: AI-Magic IFBFF-Smart3153IGSU, AI-Magic IFBFF-Smart3363IMSU  
 \* 285 litres available in Brush Metal Ash, 306 litres available in Brush Metal Steel

**Expert Cool 306L**

- 3-star Inverter with Smart UI
- First Time in India: Duo Convertible – Freezer and fridge both!
  - Freezer: 7-in-1 convertible modes
  - Refrigerator: Smart Sense – powered by AI
- Surround Cool
- Metal Cool
- MyIFB App Access
- Smart light deodorizer
- Freezer LED
- 10-Year Warranty on Compressor

Model numbers: IFBFF-3363IMSU

**Expert Cool 260, 285, 306L**

- 3-star inverter with Smart UI
- First Time in India: Duo Convertible – Freezer and fridge both!
  - Freezer: 7-in-1 convertible modes
  - Refrigerator: Smart Sense – powered by AI
- Surround Cool
- Metal Cool\*
- MyIFB App Access
- Smart light deodorizer#
- Freezer LED
- 10-Year Warranty on Compressor

Model numbers: IFBFF-2913IBSU, IFBFF-3153IGSU, IFBFF-3363IGSU  
 \* Metal Cooling available in 285 and 306L.  
 # 260L available only in Brush Steel  
 \* Available in 285 & 306L.

**Eco Cool 260, 306L**

- 2-star inverter
- Surround Cool
- 7-in-1 Convertible modes in freezer
- Toughened glass
- Humidity control
- Deodoriser
- Extra Bottle space
- Big Crisper
- 10-Year Warranty on Compressor

Model numbers: IFBFF-2902IGS, IFBFF-3362IBS  
 \*306L available only in Brush Steel

**Eco Cool 285L**

- 2-star inverter
- Surround Cool
- 7-in-1 Convertible modes in freezer
- Toughened glass
- Humidity control
- Deodoriser
- Extra Bottle space
- Big Crisper
- 10-Year Warranty on Compressor

Model numbers: IFBFF-3152IKS

**Surround-Cool 260L**

- 2-star
- Surround Cool
- 7-in-1 Convertible modes in freezer
- Toughened Glass Shelves
- Humidity Control in Veg box
- Deodoriser
- Extra Bottle Cooling Space
- Big Crisper
- 10-Year Warranty on Compressor

Available Colour: Midnight Bloom – Blue  
 Model numbers: IFBFF-2902FRB, IFBFF-2902FBB

**Surround-Cool 260, 285L**

- 2-star
- Surround Cool
- 7-in-1 Convertible modes in freezer
- Toughened Glass Shelves
- Humidity Control in Veg box
- Deodoriser
- Extra Bottle Cooling Space
- Big Crisper
- 10-Year Warranty on Compressor

Available colour: Brush Metal Black in 260L  
 Model numbers: IFBFF-2902FBS, IFBFF-2902FKS, IFBFF-3152FBS

\*All capacities mentioned for each of the series are in gross volumes



Microwave Oven

Built-in Oven

Dishwasher

Chimney I Built-in-Hob

Top Load

Front Load

100% Clothes Dryer

Air Conditioner

TRUSTED BY OVER  
**7MILLION**  
CUSTOMERS



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