

MAHARAJA[®]
— WHITELINE —

Swaad Rahega Yaad



Kitchen Appliances Catalogue 2020-21

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Categories in which Maharaja Whiteline operates



GROUPE SEB

REMARKABLE PORTFOLIO OF

29 WORLD RENOWNED BRANDS

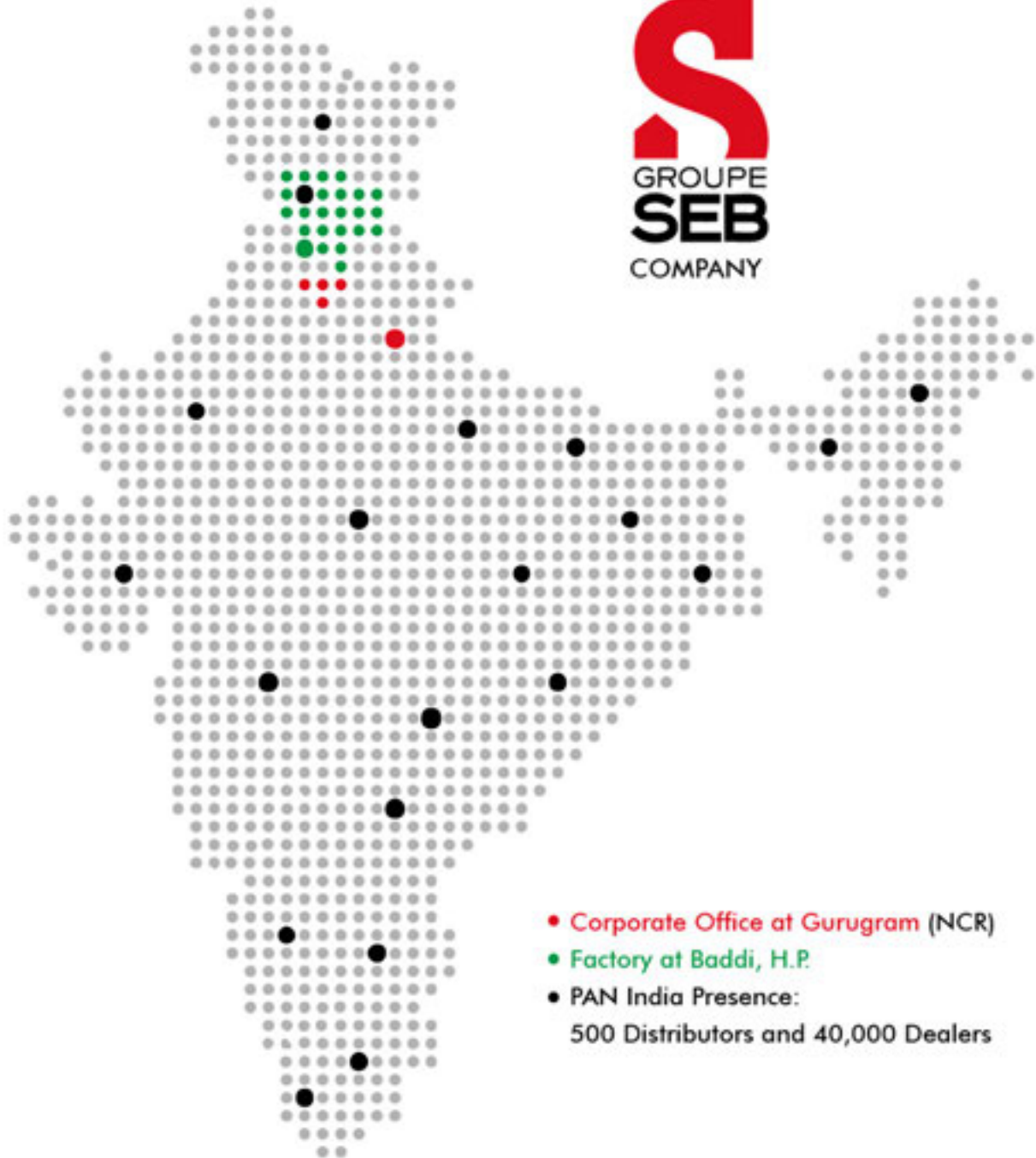
INCLUDING



BASED IN LYON, FRANCE

ABOUT

GROUP SEB INDIA



- Corporate Office at Gurugram (NCR)
- Factory at Baddi, H.P.
- PAN India Presence:
500 Distributors and 40,000 Dealers

- Leading brand in Mixer Grinders, Juicer Mixer Grinders and Room Heaters
- Factory at Baddi, HP. We are proud to announce that the entire range of Maharaja Whiteline is manufactured in India.
- Pan-India presence: 22 Branch Offices.
- Headquartered in Delhi, India
- Focus on Innovation: Launched 170+ new products in the last 4 years
- Complete Customer Care Package - PAN India Network: 315 Service Centres
- In-house Design, R&D, Quality and Manufacturing

BRAND ESSENCE

MAHARAJA WHITELINE MAKES YOU FALL IN LOVE WITH YOUR FOOD. MAKES YOUR EFFORT RECOGNISED. AND MAKES THE TASTE MEMORABLE.



- 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
- 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 Kanoi, TRA Brand Trust Report 2016

Mixer Grinder

Grinding spices and pureeing vegetables is now simply a cakewalk with the latest range of Maharaja Whiteline Mixer Grinders.

These Mixer Grinders come armed with durable and powerful motors and the tough jars with their super sharp blades help in effortless grinding of ingredients into fine powders, smooth pastes and purees.

Designed with the Indian culinary preferences in mind, Maharaja Whiteline Mixer Grinders come in a diverse range of fashionable designs. That will excite any modern-day cook.



Ultramax

The epitome of design excellence and the very essence of performance, an Ultramax Mixer Grinder helps you transform any recipe to an unforgettably delightful affair. From purees, chutneys and batters to home-made masalas – the Ultramax can handle every demand of every modern Indian Kitchen.





MRP: ₹7,299

Ultramax HD - 1000W

- 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 - 400ml
- 22,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



1000W
Copper Motor



20% Superior
Cooling*



Food Grade
Safe



Powerful Vacuum
Foothold



MRP: ₹5,699

Ultramax Elite - 750W

- 30 mins continuous grinding**
- Super Sharp SS 304 Blades
- Unique Jar Flow Breakers
- Blender with Fruit Filter
- 4 Jars - SS Blending Jar - 1.5L; SS Liquidizing Jar - 1.5L; SS Dry Grinding Jar - 1L; SS Chutney Grinding Jar - 400ml
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



750W
Hybrid Motor



20% Superior
Cooling*



Food Grade
Safe



Powerful Vacuum
Foothold



ISI
Certified

NEW
LAUNCH



MRP: ₹5,599

Ultramax Burgundy - 800W

- 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 - 400ml
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



800W
Hybrid Motor



20% Superior
Cooling*



Food Grade
Safe



Powerful Vacuum
Foothold



ISI
Certified



MRP: ₹5,199

Ultramax DLX - 750W

- 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 - 400ml
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



750W
Hybrid Motor



20% Superior
Cooling*



Food Grade
Safe



Powerful Vacuum
Foothold



ISI
Certified

Turbo Prime

The all-new Turbo Prime mixer grinder brings the perfect combination of power and performance to make your cooking simple and faster. The degree of convenience aided by the unmatched power make this range stand out from rest of the competition.





MRP: ₹6,999

Turbo Prime HD - 1000W

- 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 - 400ml
- 22,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



1000W
Copper Motor



Hands Free
Operation



Food Grade
Safe



Unbreakable
PC Lid



MRP: ₹5,499

Turbo Prime Elite - 750W

- 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 - 400ml
- Blender with Fruit Filter
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



750W
Hybrid Motor



Hands Free
Operation



Food Grade
Safe



Unbreakable
PC Lid



ISI
Certified

NEW
LAUNCH



MRP: ₹4,799

Turbo Prime DLX - 750W

- 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 - 400ml
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



750W
Hybrid Motor



Hands Free
Operation



Food Grade
Safe



Unbreakable
PC Lid



ISI
Certified



MRP: ₹3,899

Turbo Prime Classic - 600W

- 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 - 400ml
- 2 year warranty on Motor and
1 year warranty on Product



600W



30 mins continuous
grinding*



Food Grade
Safe



20,000 RPM
Motor Speed



ISI
Certified



MRP: ₹3,499

Turbo Prime Classic - 500W

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar - 1.5L;
SS Dry Grinding Jar - 700ml;
SS Chutney Grinding Jar - 400ml
- 2 year warranty on Motor and
1 year warranty on Product



500W



30 mins continuous
grinding*



Food Grade
Safe



20,000 RPM
Motor Speed



ISI
Certified



MRP: ₹5,799

MG Powerclick Plus

- 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 - 400ml
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



Copper Hercules Motor



Innovative Easy Lock System



Food Grade Safe



ISI Certified



MRP: ₹4,799

MG Joy Max

- 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 - 400ml
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



750W Hybrid Motor



30 mins continuous grinding*



Food Grade Safe



ISI Certified



MRP: ₹4,299

MG Turbo DLX

- 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 - 400ml
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



750W Hybrid Motor



30 mins continuous grinding*



Food Grade Safe



ISI Certified



MRP: ₹4,099

MG Turbo Twist

- 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 - 400ml
- 20,000 RPM Motor Speed
- 5 year warranty on Motor and 2 year warranty on Product



750W Hybrid Motor



30 mins continuous grinding*



Food Grade Safe



ISI Certified



MRP: ₹3,999

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 – 400ml
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and
1 year warranty on Product



500W

30 mins continuous
grinding*Food Grade
SafeISI
Certified

MRP: ₹3,499

MG Convenio

- 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 – 400ml
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and
1 year warranty on Product



500W

30 mins continuous
grinding*Food Grade
SafeISI
Certified

MRP: ₹3,499

MG Marvello

- 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 – 400ml
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and
1 year warranty on Product



500W

30 mins continuous
grinding*Food Grade
SafeISI
Certified

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



MRP: ₹3,399

MG Solo Happiness

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L;
- SS Dry Grinding Jar – 700ml;
- SS Chutney Grinding Jar – 400ml
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and 1 year warranty on Product



500W

500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified



MRP: ₹3,199

MG 1..2..3

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L;
- SS Dry Grinding Jar – 700ml;
- SS Chutney Grinding Jar – 400ml
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and 1 year warranty on Product



500W

500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified



MRP: ₹3,199

MG Apex 3J

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L;
- SS Dry Grinding Jar – 700ml;
- SS Chutney Grinding Jar – 400ml
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and 1 year warranty on Product



500W

500W



30 mins continuous grinding*



Food Grade Safe



ISI Certified

NEW
LAUNCH



MRP: ₹3,199

MG Stellar Plus

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 3 Jars - SS Liquidizing Jar – 1.5L;
SS Dry Grinding Jar – 700ml;
SS Chutney Grinding Jar – 400ml
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and
1 year warranty on Product



500W



30 mins continuous
grinding*



Food Grade
Safe



ISI
Certified

MG Beat 2J

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 2 Jars - SS Dry Grinding Jar – 1L;
SS Chutney Grinding Jar – 400ml
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and
1 year warranty on Product



500W



30 mins continuous
grinding*



Food Grade
Safe



ISI
Certified

MG Apex 2J

- Super Sharp SS 304 Blades
- Durable Nylon 66 Coupler
- 2 Jars - SS Dry Grinding Jar – 700ml;
SS Chutney Grinding Jar – 400ml
- 20,000 RPM Motor Speed
- 2 year warranty on Motor and
1 year warranty on Product



500W



30 mins continuous
grinding*



Food Grade
Safe



ISI
Certified



MRP: ₹2,699



MRP: ₹2,599

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

500 W



Juicer Mixer Grinder

A fresh glass juice is exactly what our busy lives deserve every day. Stylishly designed, efficient and versatile, the Maharaja Whiteline Juicer Mixer Grinder is the perfect complement to the modern kitchen. Whether it is squeezing out the fresh juice or grinding and pureeing for the most demanding recipes, it can handle them all.

They come fitted with three different jars and three different speed settings for your convenience. The durable and powerful motor makes dry grinding spices or wet grinding batters or chutneys a matter of just a few moments. And its durable juicing mesh provides fresh and delicious juice, every day, every time.





MRP: ₹5,399

Montero

- Anti Drip Spout that prevents spillage of juice
- Anti-Splash Outlet
- Online Pulp Container
- Liquidizing Jar – 1.5L; SS Grinder Jar – 700ml; SS Chutney Grinding Jar – 400ml
- 2 year warranty on Product
- 5 year warranty on Motor



550W



Food Grade Safe



Full Apple Feeder Tube



MRP: ₹5,199

Ultimate Red Treasure

- Superior Stainless Steel Juicer Mesh
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinder Jar – 700ml; SS Chutney Grinding Jar – 400ml
- 5 year warranty on Motor and 2 year warranty on Product



550W



30 mins continuous grinding & juicing*



Food Grade Safe



Integrated Juice Carafe



ISI Certified



MRP: ₹4,899

Easylock DLX

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Detachable Spout
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinder Jar – 700ml; SS Chutney Grinding Jar – 400ml
- 5 year warranty on Motor



550W



30 mins continuous grinding & juicing*



Food Grade Safe



ISI Certified

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

NEW
LAUNCH



MRP: ₹4,799

Odacio Plus - 550W

- Superior Stainless Steel Juicer Mesh
- SS 304 Sharp Blades
- Over Load Protector
- Liquidizing Jar – 1.5L; SS Grinder Jar – 700ml; SS Chutney Grinding Jar – 400ml
- 2 year warranty on Motor



550W



30 mins
continuous grinding
& juicing*



Food Grade
Safe



Anti Drip Spout
that prevents
spillage of juice



ISI
Certified



MRP: ₹4,499

Odacio Plus - 450W

- Superior Stainless Steel Juicer Mesh
- SS 304 Sharp Blades
- Over Load Protector
- Liquidizing Jar – 1.5L; SS Grinder Jar – 700ml; SS Chutney Grinding Jar – 400ml
- 2 year warranty on Motor



450W



30 mins
continuous grinding
& juicing*



Food Grade
Safe



Anti Drip Spout
that prevents
spillage of juice



ISI
Certified

NEW
LAUNCH



MRP: ₹4,489

Odacio DLX - 550W

- Superior Stainless Steel Juicer Mesh
- Detachable Anti Drip Spout
- SS 304 Sharp Blades
- Over Load Protector
- Liquidizing Jar – 1.5L; SS Grinding Jar – 700ml
- 2 year warranty on Motor



550W



30 mins
continuous grinding
& juicing*



Food Grade
Safe



ISI
Certified

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



MRP: ₹4,299

Desire Red Treasure

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Detachable Spout
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinder Jar – 700ml; SS Chutney Grinding Jar – 400ml
- 2 year warranty on Motor and Product



450W



30 mins continuous grinding & juicing*



Food Grade Safe



Unique Side Locking



ISI Certified



MRP: ₹3,599

Real Happiness

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Outlet
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinding Jar – 700ml
- 1 year warranty on Product



450W



30 mins continuous grinding & juicing*



Food Grade Safe



ISI Certified



MRP: ₹3,599

Royal Happiness

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Outlet
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinding Jar – 700ml
- 1 year Product warranty



450W



30 mins continuous grinding & juicing*



Food Grade Safe



ISI Certified



MRP: ₹3,449

Mark 1

- Superior Stainless Steel Juicer Mesh
- Anti-Splash Outlet
- SS 304 Sharp Blades
- Liquidizing Jar – 1.5L; SS Grinding Jar – 700ml
- 2 year warranty on Motor and 1 year warranty on Product



450W



30 mins continuous grinding & juicing*



Food Grade Safe



ISI Certified



Juice Extractor

Most of us find extracting juice a really messy affair. But with the Maharaja Whiteline Juice Extractors you can now say good bye to messy kitchens.

They come with features such as an anti-splash cover and a robust stainless-steel mesh, to ensure that you can enjoy a mouthwatering glass of juice while keeping your kitchen spotless.

Now say good morning to this world with more zest and enjoy freshly squeezed juice from a Maharaja Whiteline Juice Extractor. It is a seamless blend of style, performance and functionality.





MRP: ₹3,999

Montero Full Apple Juicer

- Anti Drip Spout that prevents spillage of juice
- Anti-Splsh Outlet
- Online Pulp Container
- 2 year warranty on Product
- 2 year warranty on Motor



550W

550W



Food Grade Safe



Full Apple Feeder Tube



Unique Side Locking



MRP: ₹3,299

Desire

- Anti-Splsh Outlet
- Large Feeder Tube
- 2 year warranty on Product
- 2 year warranty on Motor



450W

450W



Food Grade Safe



Unique Side Locking



MRP: ₹2,949

Super Juicer

- 2.5 Online Pulp Container
- Anti-Splsh Outlet
- 2 year warranty on Product
- 2 year warranty on Motor



450W

450W



Food Grade Safe



Unique Side Locking

Hand Blender

Its superior design and features make the Maharaja Whiteline hand blenders the perfect appliance for making the best smoothies, shakes and purees.

Powered by its razor sharp blades your blending become convenient and its lightweight design and additional attachments make it very user friendly.





MRP: ₹2,299

Turbomix King

- Powerful 130W Motor
- Detachable Metal Foot
- Hanging Loop
- Contains Chopper and Beaker
- Easy to handle



Super Sharp Ice
Crushing Blades



2-in-1
Silent yet
Powerful
Operation



Ergonomic
Design



2 Year Motor
Warranty

**NEW
LAUNCH**



MRP: ₹1,949

Infy Mix Pro

- 175W Powerful motor for efficient blending
- XL Size Metal Shaft for Deep Blending
- 3 Blades for multi recipes
- Hanging Loop for easy storage
- Convenient and Easy to clean, thanks to detachable Blades and Shaft



100%
Easy & Clean



800 ml
Multi Purpose
Jar



Super Sharp Ice
Crushing Blades



Anti-splash foot
to keep your
kitchen mess-free.



2 Year Motor
Warranty

**NEW
LAUNCH**



MRP: ₹1,749

Infy Mix

- 150W Powerful motor for efficient blending
- 3 Blades for multi recipes
- Hanging Loop for easy storage
- Convenient and Easy to clean, thanks to detachable Blades and Shaft



100%
Easy & Clean



Super Sharp Ice
Crushing Blades



Anti-splash foot
to keep your
kitchen mess-free.



2 Year Motor
Warranty



MRP: ₹1,099

Speedmix

- Powerful 130W Motor
- Detachable Plastic Foot
- Easy-to-use push button
- Easy to handle



Super Sharp Ice
Crushing Blades



2-in-1
Silent yet
Powerful
Operation



Ergonomic
Design



2 Year Motor
Warranty

Ace Chopper

Choppers are designed to do exactly as their name suggests—chop food so that you don't have to. If you're making a dish that requires lots of chopping, such as salsa, chutney, or soup, then a chopper can make quick work of these ingredients, leaving you with more free time.

Maharaja Whiteline Ace choppers are a handy device when you want to chop onions, celery, garlic, and carrots for soups, stews, and other dishes. Dicing fresh herbs for sauces and dips or chopping nuts for baking or garnishing are now incredibly easy.



MRP: ₹1,999



250W



Additional Whipping Disk



Super Sharp Chopping Blade



500ml Large Bowl

Chef Star Crystal Induction Cooktop

We appreciate the value of your time. And that you can hardly waste a minute for cooking. That is why we have the pleasure of introducing our range of Induction cooktops.

They produce heat within the pan and help to cook food in 50% less time. Sounds great. Doesn't it?

Induction cooktops are also more energy efficient and cook food conveniently with no flame.

You can easily prepare all your favourite dishes in no time. So enjoy hot chapatis, dosas, boil water and milk, cook rice, curries, soups etc.

MRP: ₹2,499



1400W

1400W



Convenient
Controls



Safe



7 Pre-Set
Indian Menus



- Fast induction technology
- Easy to clean surface
- Energy and money saving
- Flameless operation

Wet Grinder

Indian recipes are by far of the most varied range. But it also poses the biggest challenge of grinding the ingredients from their original shapes & sizes. After all, a coconut based recipe finds its most appetizing look and feel when it is grated properly.

Whether it is for a grand gathering with the family or an unplanned weekend brunch, the Maharaja Whiteline Wet Grinder is the ideal kitchen companion to make your cooking pleasurable. Grinding batter, kneading dough or even grating coconuts are all tasks that are made easier with the Maharaja Whiteline Wet Grinder.



Fortune DLX Lavender



MRP: ₹4,949

- Non Slip Feet
- Jar Flow Breaker for optimal grinding
- SS Drum – 2L
- Atta Kneader & Coconut Scraper
- 5 year warranty on Motor and 2 year warranty on Product



150W



5 Year Warranty



2 Litre Capacity



Sturdy Grooved Grinding Stone

Grindstone



MRP: ₹4,849

- Non Slip Feet
- Jar Flow Breaker for optimal grinding
- SS Drum – 2L
- Atta Kneader & Coconut Scraper
- 5 year warranty on Motor and 2 year warranty on Product



150W



5 Year Warranty



2 Litre Capacity



Sturdy Grooved Grinding Stone

Fortune Cherry



MRP: ₹4,499

- Non Slip Feet
- Jar Flow Breaker for optimal grinding
- SS Drum – 2L
- 5 year warranty on Motor and 2 year warranty on Product



150W



5 Year Warranty



2 Litre Capacity



Sturdy Grooved Grinding Stone

Toaster

A pop-up toaster is by far the most important component amongst kitchen appliances because of its daily utility. That makes it a must-have for every modern kitchen. After all, who doesn't love that golden brown and crunchy toasted slice of bread with butter, jam or simply plain?

Maharaja Whiteline Pop-up Toasters operate on 750W that guarantees quick turnaround time. We offer as many as six browning levels that help to get your bread toasted as per your exacting standards. The crumb tray of our pop up toaster makes it easy to remove and clean. Not only are those, the insulated parts of our toasters also safe to touch to protect your safety.





MRP: ₹1,449

Viva Sandwich

- Cooking Indicator
- 1 year warranty on Product



750W



Cool Touch
Body



Grill Plates



Easy Lock



MRP: ₹1,449

Viva Plus Sandwich

- Cooking Indicator
- 1 year warranty on Product



750W



Cool Touch
Body



Toast Plates



Easy Lock



MRP: ₹1,449

Viva Pop-up

- 1 year warranty on Product



750W



Crumb Tray for
Easy Cleaning



6 Browning
Levels

Electric Kettle

They say morning makes the day. And the best way to begin the morning is with a hot cuppa. That is why we bring you the Maharaja Whiteline range of Electric Kettles.

The Viva Electric Kettle helps to heat the water instantly with the use of 1500W power. You can use the Viva Kettle to heat the water for your favorite hot beverages. It is perfect to make your busy life much more comfortable.

It comes with Stainless Steel body for durability and its brush finish helps it gel with your premium kitchen aesthetics. It comes with a concealed elements at the bottom for easy cleaning.





MRP: ₹949

Viva Classic Kettle

- Capacity – 1.5L
- On/Off indicator
- Auto shut off
- 1 year warranty on Product



1500W

1500W



Concealed
Element



Stainless Steel
Brushed Finish



360°
Swivel Base



MRP: ₹1,225

Viva Excel

- Capacity – 1.8L
- On/Off indicator
- Auto shut off
- 1 year warranty on Product



1500W

1500W



Concealed
Element



Stainless Steel
Brushed Finish



360°
Swivel Base



Wide Mouth for
Easy Cleaning



MRP: ₹1,060

Viva Supreme

- Large Capacity – 2.0L
- On/Off indicator
- Auto shut off
- 1 year warranty on Product



1500W

1500W



Concealed
Element



Stainless Steel
Brushed Finish



360°
Swivel Base



Gas Cooktop

A Gas Stove is the very soul of a modern kitchen. It helps you to do multi-tasking in the true sense of the term. You can cook multiple dishes in one go very quickly. We have a large option of kitchen gas stoves that can transform your cooking space completely.

We offer a wide range of gas burners such as 4 burner gas stoves, 3 burner gas stoves & 2 burner gas stoves.

Its glass top enhances the beauty of your already beautiful kitchen and the stainless steel cooktop make it more durable. Our gas stoves come with high thermal brass burner, solid pan support, drip tray and knob. So now enjoy the beautiful experience called cooking.





MRP: ₹6,999

LPG 4 Burner Belenus

- 2 year warranty on Product



BRASS BURNERS
High Thermal Efficiency



TOUGHENED GLASS
High Durability



PREMIUM KNOB
Firm Grip



POWDER COATED STRONG PAN SUPPORT
Perfect Balance



ANTI-SKID LEG
Provides Firm Grip

LPG 3 Burner Belenus

- 2 year warranty on Product



MRP: ₹5,499



BRASS BURNERS
High Thermal Efficiency



TOUGHENED GLASS
High Durability



PREMIUM KNOB
Firm Grip



POWDER COATED STRONG PAN SUPPORT
Perfect Balance



ANTI-SKID LEG
Provides Firm Grip

LPG 2 Burner Belenus

- 2 year warranty on Product



MRP: ₹3,799



BRASS BURNERS
High Thermal Efficiency



TOUGHENED GLASS
High Durability



PREMIUM KNOB
Firm Grip



POWDER COATED STRONG PAN SUPPORT
Perfect Balance



ANTI-SKID LEG
Provides Firm Grip

LPG 2 Burner Trendy Plus

- 2 year warranty on Product



MRP: ₹2,499



BRASS BURNERS
High Thermal Efficiency



STAINLESS STEEL BODY
High Durability



PREMIUM KNOB
Firm Grip



POWDER COATED STRONG PAN SUPPORT
Perfect Balance



ANTI-SKID LEG
Provides Firm Grip

Rice Cooker

Large part of this country loves to eat rice as their staple diet. After all, who doesn't love to eat those white, fluffy, jasmines like grains as a part of their meals?

We also know that you like to experiment. So often it is a toss-up between just Plain dal rice or a bowl of noodles. Maharaja Whiteline Rice Cooker lets you indulge your taste-buds with variety, and a flavour that you'll cherish for a long time.

Its 1.8 litre size allows you to prepare a large feast for your guests without any fuss. And its insulated handles are safe to touch, even when the cooker is hot. It is powered by 700 watts, this is an appliance that brings a new kind of convenience to your kitchen.

Inicio Duo
MRP: ₹2,899



- 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



1 Year
Warranty



3 Year
on Heating Element



Keep Warm
Function



Large Cooking
Capacity



3 Cooking
Bowls



Food Processor

We know that the most precious thing in your life is time. Particularly the time spent in the kitchen. Be it the kneading the dough or chopping the vegetables or grinding the batter for dosas or idlis. We have designed this all-in-one expert called Maharaja Whiteline Food Processor precisely to save your valuable time. So enjoy your time in the kitchen and let this multi tasker help you with as many as 8 other tasks, including grating and slicing. And you go out and meet the world outside on time. Every time.

Smart Chef
MRP: ₹7,499



-  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


MAHARAJA[®]

— WHITELINE —

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As a part of continuous R&D improvements - products, images, product specifications are subject to change without notice.

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