

Headline: ONIDA Sparkle - India's 1st Washing Machine with an 'In-built brush'!!

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ONIDA Sparkle - India's 1st Washing Machine with an 'In-built brush'!!

Mirc Electronics Ltd. (ONIDA), India's highly trusted and reputed Consumer Durables major, once again reiterates the innovative tradition by launching for the first time, India's fully-automated and revolutionary washing machine equipped with an 'in-built brush' feature. This is 'ONIDA's Sparkle Range of Washing Machines' - a perfect and smart choice for every Indian!

Keeping in mind the requirements of the Indian households and the age old practice of using a brush to scrub stains off the clothes, ONIDA has adopted the same concept in its 'Sparkle range of washing machines'. The 'in-built brush' feature gives Indian clothes a hand brush wash with ease of a machine. Additionally the Sparkle reduces water consumption by almost 35% with other unparalleled features making the washing experience less time-consuming, effortless and enjoyable.

The ONIDA Sparkle 65X is a 6.5kg fully-automatic washing machine which comes with some of the finest features a consumer can ever imagine. These features include the Moving Digital Display which apart from providing a clear view of each function, keeps consumers also updated with the wash cycle time and its various washing stages. The Hexodrum Design in Sparkle 65X allows the machine to create a barrier of water between the drum and the clothes thus preventing them from any wear and tear. The machine also has the Hexafin Pulsator comprising of a unique 6-fin circular design that creates a powerful turbulence during the wash cycle forcing the water and the clothes to move in opposite direction, thus enhancing the quality of the wash.

Speaking on the occasion of the launch of ONIDA Sparkle range of washing machines, Mr. K Sriram, VP, Sales, Marketing and Services, Mirc Electronics Ltd. said, "The Indian consumers are meticulous about washing clothes and their process involves a lot of time, effort and energy. Keeping in view this Indian mindset, ONIDA now offers a quick and innovative solution for its Indian consumers, by introducing for the first time ever, the 'in-built' brush technology in the fully-automatic Sparkle range of washing machines. This eco-friendly product will help reduce water consumption, effort and time. Indians will surely connect with this idea."

This washing machine also includes additional features such as the active soak option which allows the clothes to be immersed in detergent for a long time. The machine has a curved tempered glass window which gives a clear view of the clothes during a

wash or while soaked in the machine. It also has the eject mechanism for opening and closing the machine door along with the fuzzy logic control feature that automatically adjusts the time and wash cycle depending on the load of clothes. The magic filter of the Sparkle helps remove any excess lint off the clothes while the detergent dissolve cycle ensures better dissolution of the detergent before the soak cycle or the wash cycle begins. Last but not the least, with the tub clean feature in the sparkle range hygiene is also no longer a worry.

The ONIDA Sparkle 65X washing machine comes at an MRP of Rs. 18,990/-. The Sparkle range is available across 4 more models - a 6.5 kg model with an in-built brush & other models in 6.2 kg capacity.

About ONIDA:

ONIDA was started by Mr.G.L.Mirchandani and Mr.Vijay Mansukhani in 1981 in Mumbai. In 1982, ONIDA started assembling television sets at their factory in Andheri, Mumbai. ONIDA today enjoys a strong equity among consumers, making it one of the leading brands in India. Besides being a leading brand in CTV, LCD & DVD categories, ONIDA has established itself as a strong player in the household appliance categories of Microwave Ovens, Air-conditioners & Washing machines. ONIDA has a network of 33 branch offices, 151 Customer Relation Centers and 41 depots spread across India.

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