


SOFTLINE INDUSTRIES

INNOVATING EVERYDAY LIVING

Premium Home Appliances & Consumer Electronics Manufacturer

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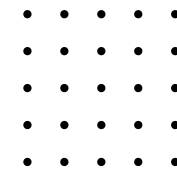
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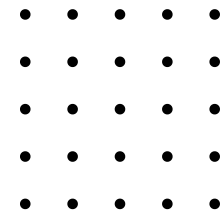
ABOUT COMPANY

Softline Industries is a rapidly growing manufacturer of consumer electronics and home appliances in India. Established with a vision to deliver quality, affordability, and innovation, the company has built a strong presence across multiple product categories.

With advanced manufacturing facilities and a commitment to excellence, Softline Industries designs and produces appliances that enhance everyday living. Our products are engineered to meet Indian consumer needs, climatic conditions, and energy standards.

We combine technology, durability, and modern design to create appliances that offer long-term performance and reliability.

OUR MANUFACTURING STRENGTH



Our manufacturing facility follows standardized operating procedures ensuring consistency and precision in every product.

- Advanced manufacturing units equipped with modern machinery and technology
- Well-organized production lines ensuring smooth and efficient operations
- Skilled workforce focused on quality, innovation, and productivity
- In-house facilities for design, assembly, and testing
- Strict quality control systems at every stage of production
- Spacious warehousing and inventory management for timely dispatch
- Continuous upgradation of infrastructure to meet growing market demands



Our robust manufacturing capabilities and infrastructure ensure consistent quality, large-scale production, and reliable delivery to our customers.



VISION & MISSION

OUR VISION

To become a trusted national brand in home appliances, recognized for innovation, reliability, and customer satisfaction.



OUR MISSION

- Deliver high-quality products at competitive prices
- Continuously innovate with energy-efficient technologies
- Strengthen dealer and distributor relationships
- Expand nationwide service network
- Maintain sustainable and responsible manufacturing practices

CEO MESSAGE

Welcome to Softline Industries.

Since our establishment, our focus has been on building products that combine performance, safety, and affordability. We understand the evolving needs of Indian households and strive to deliver appliances that make daily life easier and more comfortable.

Our commitment to quality, innovation, and customer service has helped us grow steadily in a competitive market. We believe in long-term partnerships, transparency, and continuous improvement.

we move forward, we aim to expand our product range, invest in smart technologies, and strengthen our distribution network across India.

Thank you for your trust in Softline Industries.

Warm Regards,
Managing Director
Softline Industries





OUR MANUFACTURING STRENGTH

Advanced production lines

Skilled technical workforce

Strict quality checkpoints

Modern assembly and
testing systems

Large-scale production
capacity

In-house testing and
inspection

Our manufacturing facility follows standardized operating procedures ensuring consistency and precision in every product.



HOW WE WORK

At Softline, we follow a well-structured and efficient workflow to deliver high-quality products with consistency and reliability.

- **Product Research & Market Analysis**

Understanding customer needs and market trends.

- **Design & Engineering**

Creating durable, efficient, and user-friendly products.

- **Prototype Testing**

Testing samples to ensure safety and performance.

- **Mass Production**

Large-scale manufacturing with consistent quality.

- **Quality Inspection**

Strict checks at every stage for reliability.

- **Packaging & Dispatch**

Safe packaging and timely delivery.

- **After-Sales Support**

Dedicated service for customer satisfaction.

- **Conclusion:**

Our process ensures quality products, timely delivery, and long-term customer trust.



PRODUCT PORTFOLIO OVERVIEW

Softline Industries offers a diverse range of home appliances:



ESTD 2009

SOFTLINE
Experience The Next Generation....

**POWERFUL WASHING.
PERFECT RESULTS.**

- Powerful Performance
- Deep Cleaning
- Energy Efficient
- Rust Proof Body
- Durable Build
- Reliable After Sales Support

11 KG 7.5 KG 10 KG

Washing Machines



ESTD 2009

SOFTLINE
Experience The Next Generation....

- Powerful Cooling
- Energy Efficient
- Silent Performance
- Large Water Tank

QUALITY | PERFORMANCE | DURABILITY

Air Coolers



ESTD 2009

SOFTLINE
Experience The Next Generation....

**POWERFUL WASHING.
PERFECT RESULTS.**

- Powerful Performance
- Deep Cleaning
- Energy Efficient
- Rust Proof Body
- Durable Build
- Reliable After Sales Support

32" HD READY 43" FULL HD

- 1 YEAR WARRANTY
- PREMIUM QUALITY
- ADVANCED TECHNOLOGY
- DEDICATED SUPPORT
- ENERGY SAVING

LED TV

PRODUCT PORTFOLIO OVERVIEW

Softline Industries offers a diverse range of home appliances:

• AIR COOLERS

Our air coolers are designed for powerful cooling performance in Indian summers.

- High air delivery capacity
- Energy-efficient motors
- Durable body design
- Honeycomb cooling pads
- Low noise operation

Available in multiple sizes and capacities.

• WASHING MACHINES

Designed for efficiency and durability.

- Semi-automatic model
- Powerful washing performance
- Water-saving technology
- Rust-proof body
- Multiple wash programs

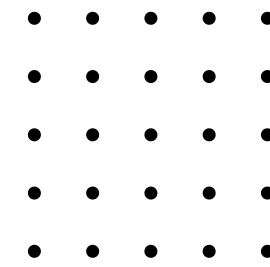
• LED TV

Softline LED TVs offer crystal-clear display and smart entertainment features.

Features:

- HD & Full HD resolution
- Slim & elegant design
- Multiple connectivity ports
- Energy-efficient panels
- Wide viewing angles

Available in multiple sizes and capacities.



RESEARCH & DEVELOPMENT

Our R&D team continuously works on:



Product
innovation



Energy efficiency
improvement



Design
optimization

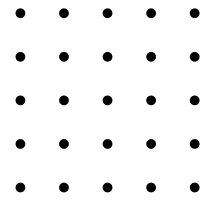


Smart features
integration



Cost optimization

SUPPLY CHAIN & DISTRIBUTION



- ✓ Strong dealer network
- ✓ Timely dispatch system
- ✓ Regional distribution hubs
- ✓ Efficient logistics support
- ✓ Inventory management system

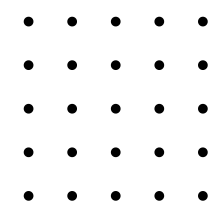
WHY CHOOSE US

- ✓ Quality-driven manufacturing
- ✓ Competitive pricing
- ✓ Wide product range
- ✓ Strong after-sales support
- ✓ Nationwide presence



SOFTLINE

Experience The Next Generation...



MARKET PRESENCE

Our products are available across

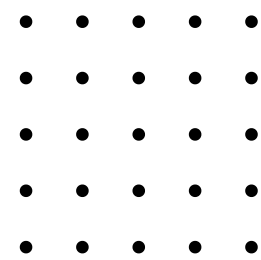
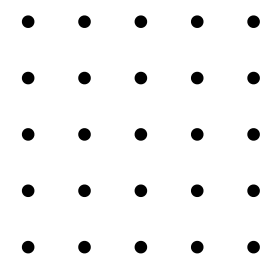


North India

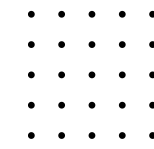
Western India

Central India

Expanding into South & East India

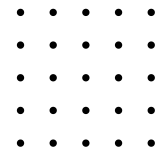


- Compliance with Indian quality standards to ensure reliable and safe products
- Strict adherence to electrical safety norms for user protection
- Energy efficiency compliance for reduced power consumption and eco-friendly usage
- Manufactured under controlled processes following industry regulations
- Regular quality audits and testing to maintain consistent performance
- Commitment to delivering products that meet national and international standards



CERTIFICATIONS And COMPLIANCE





Softline Industries

Thank You For Your Attention



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