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#MoreToLife

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DEC. 2022



Singer Coolers
Mausam
Badal De



SILENT
OPERATION



POWERFUL
AIR THROW



HI SPEED • LOW NOISE • LONG LIFE

About Us

OVER **170** YEARS OF LEGACY

Brand Legacy –

Established in the year 1851 by Sir Isaac Merritt Singer, 'Singer Sewing Machine Company' has been a pioneer in manufacturing and selling sewing machines for 170 years. The company created its foothold in India in the year 1871 and has since been synonymous with sewing and stitching across the country. While continuing its glorious journey, the company was acquired by "Indian Sewing Machine Company Limited" in the year 1977. The company was later renamed as "Singer India Limited", as we know it today, with its headquarters in New Delhi. Singer India has its manufacturing facilities in Jammu in the state of Jammu and Kashmir in India.

The Company –

An ISO 9001:2015 certified company, Singer India Limited (SIL) has two major business segments – Sewing Products, Home & Kitchen appliances. Sewing products are marketed under the brand "Singer" & "Merritt". Sewing products include zig-zag fashion maker, straight stitch, artisan & sewing accessories.

Our range of home & kitchen appliances span across air conditioners, washing machines, room coolers, refrigerators, fans, water heaters, food processors, dry and steam irons, mixer grinders, sandwich makers, toasters, hand blenders, etc.

The company has showrooms, distribution networks and a robust after sales service network Pan India.

Singer India has been recently selected and awarded with "INDIA'S MOST TRUSTED SEWING MACHINE BRAND" by Brand Trust Report 2022.

Add #MoreToLife with Singer.



#MoreToLife

RHINO 90 L

HIGH AIR DELIVERY
7500 m³/hr



Power Consumption
340 W



Water Tank
Capacity 90 L.



Air Throw
80 Feet



Inverter
Compatibility



4 Castor Wheels
for Easy Mobility



Metal
Blades



Large Honeycomb
Cooling Pads



3 Speed Levels
(High/Medium/Low)

COMMERCIAL COOLER

Bring home the new Singer Coolers now with a powerful motor and double ball bearing. This ensures faster cooling and higher efficiency that helps to save on electricity bills, and ensures a drastic reduction in noise levels.

Equipped with an ice chamber and a large water tank capacity to provide a continuous water supply system and castor wheels to provide easy mobility.

Get the new Singer Cooler and say bye bye to summers.



AERO ULTIMA HC 110 L



AERO ULTIMA HC 90/ 110 L

POWERFUL MOTOR WITH DOUBLE BALL BEARING
• HI SPEED • LOW NOISE • LONG LIFE

HIGH AIR DELIVERY
5000 m³/hr



Power Consumption
210 W



Water Tank
Capacity 90/ 110 L.



Air Throw
50 Feet



5 Castor Wheels
for Easy Mobility



ABS Fan
with Low Noise



Honeycomb
Cooling Pads



Inverter
Compatibility



Ice
Chamber



3 Speed Levels
(High/Medium/Low)

DESERT COOLER



AERO ULTIMA HC 70 L

POWERFUL MOTOR WITH DOUBLE BALL BEARING
• HI SPEED • LOW NOISE • LONG LIFE

HIGH AIR DELIVERY
5000 m³/hr



Power Consumption
210 W



Water Tank
Capacity 70 L.



Air Throw
50 Feet



4 Castor Wheels
for Easy Mobility



ABS Fan
with Low Noise



Honeycomb
Cooling Pads



Inverter
Compatibility



Ice
Chamber



3 Speed Levels
(High/Medium/Low)

DESERT COOLER



AEROCOOL PRIDE DX

HIGH AIR DELIVERY
4000 m³/hr



Power Consumption
190 W



Water Tank
Capacity 70/ 90 L.



Air Throw
35 Feet



4 Castor Wheels in 70L/
5 Castor wheels in 90 L
with Lock for Easy Mobility



Plastic Fan
with Low Noise



Honeycomb
Cooling Pads



Inverter
Compatibility



3 Speed Levels
(High/Medium/Low)



Water Level
Window

DESERT COOLER



MAXICHILL HC 60 L

HIGH AIR DELIVERY
5400 m³/hr



Power Consumption
190 W



Water Tank
Capacity 60 L.



Air Throw
40 Feet



4 Castor Wheels with
Lock for Easy Mobility



ABS Fan
Blades



Honeycomb
Cooling Pads



Inverter
Compatibility



3 Speed Levels
(High/Medium/Low)



Water Level
Window

DESERT COOLER



LIBERTY SUPREME DX

HIGH AIR DELIVERY
3800 m³/hr



Power Consumption
200 W



Water Tank
Capacity 85 L.



Air Throw
30 Feet



5 Castor Wheels
for Easy Mobility



Metal
Blades



Honeycomb
Cooling Pads



Inverter
Compatibility



Ice
Chamber



3 Speed Levels
(High/Medium/Low)

DESERT COOLER

Singer Coolers
Mausam
Badal De



AERO ULTIMA HC 60 L

HIGH AIR DELIVERY
2000 m³/hr



Powerful Water Pump



WINDOW COOLER



Power Consumption
260 W



Water Tank Capacity
60 L.



Air Throw
35 Feet



Inverter
Compatibility



Blower
Fan



Water Level
Window



Wood Wool
Cooling Pads



3 Speed Levels
(High/Medium/Low)

AEROCOOL SENIOR

HIGH AIR DELIVERY
2000 m³/hr



Power Consumption
220 W



Water Tank Capacity
50 L.



Air Throw
28 Feet



Inverter
Compatibility



Blower
Fan



Wood Wool
Cooling Pads



3 Speed Levels
(High/Medium/Low)



Float Valve Function to
Control Water Flow
into the Tank



Powerful
Water Pump



WINDOW COOLER

EVEREST SENIOR

HIGH AIR DELIVERY
2000 m³/hr



Power Consumption
220 W



Water Tank Capacity
50 L.



Air Throw
28 Feet



Inverter
Compatibility



Blower
Fan



Wood Wool
Cooling Pads



3 Speed Levels
(High/Medium/Low)



Float Valve Function to
Control Water Flow
into the Tank



Water Level
Window



WINDOW COOLER

Singer Coolers
**Mausam
 Badal De**



LIBERTY MINI/ SENIOR

**HIGH AIR
 DELIVERY**
 1500 m³/hr



- | | | |
|---|---|--|
| 
Power Consumption
140 W | 
Water Tank
Capacity 20/ 34 L. | 
Air Throw
20 Feet |
| 
4 Castor Wheels
for Easy Mobility | 
Blower Fan | 
Honeycomb
Cooling Pads |
| 
Inverter
Compatibility | 
3 Speed Levels
(High/Medium/Low) | 
Ice
Chamber |

TOWER COOLER



ATLANTIC PRIDE 30 L

**HIGH AIR
 DELIVERY**
 1600 m³/hr



- | | | |
|---|---|--|
| 
Power Consumption
160 W | 
Water Tank
Capacity 30 L. | 
Air Throw
28 Feet |
| 
4 Castor Wheels
for Easy Mobility | 
Blower
Fan | 
Honeycomb
Cooling Pads |
| 
Inverter
Compatibility | 
3 Speed Levels
(High/Medium/Low) | 
Ice
Chamber |

TOWER COOLER





ATLANTIC PRIDE

HIGH AIR DELIVERY
1500 m³/hr



Power Consumption
150 W



Water Tank
Capacity 22/ 36 L.



Air Throw
25 Feet



4 Castor Wheels
for Easy Mobility



Blower Fan



Honeycomb
Cooling Pads



Inverter
Compatibility



3 Speed Levels
(High/Medium/Low)



Ice
Chamber

PERSONAL COOLER

ATLANTIC PERSONAL

HIGH AIR DELIVERY
1250 m³/hr



Power Consumption
130 W



Water Tank
Capacity 20 L.



Air Throw
20 Feet



Inverter
Compatibility



Blower Fan



Honeycomb
Cooling Pads



3 Speed Levels
(High/Medium/Low)



4 Castor Wheels
for Easy Mobility



Water Level
Window

PERSONAL COOLER



ATLANTIC MINI/ SENIOR

HIGH AIR DELIVERY
1250 m³/hr



Power Consumption
130 W



Water Tank
Capacity 20/ 34 L.



Air Throw
20 Feet



4 Castor Wheels
for Easy Mobility



Blower Fan



Honeycomb
Cooling Pads



Inverter
Compatibility



3 Speed Levels
(High/Medium/Low)



Water Level
Window

PERSONAL COOLER

AERO ULTIMA HC 18 L

HIGH AIR DELIVERY
1350 m³/hr



WIDE ANGLE
AIR FLOW



Power Consumption
140 W



Water Tank
Capacity 18 L.



Air Throw
25 Feet



Inverter
Compatibility



Cross Drift
Technology



Honeycomb
Cooling Pads



Mosquito &
Dust Filter



4 Castor Wheels
for Easy Mobility



Cord
Winder

PERSONAL COOLER

COOLER SPECIFICATIONS

Product										
Segments								WINDOW		
Product Name	Maxichill HC 60 L	Aero Ultima HC 70 L	Aero Ultima HC 90 L	Aero Ultima HC 110 L	Aerocool Pride DX 70 L/90 L	Liberty Supreme DX	Rhino 90L	Aerocool Senior 50 L	Everest Senior	
Air Throw (Feet)	40 feet	50 feet	50 feet	50 feet	35 feet	30 feet	80 feet	28 feet	20 feet	
Power Consumption (Watts)	190 W	210 W	210 W	210 W	190 W	200 W	340 W	220 W	200 W	
Water Tank Capacity (Ltr.)	60	70	90	90	70/90	85	90	50	50	
Speed Level	3	3	3	3	3	3	3	3	3	
Motor RPM	1350 ± 30	1400 ± 30	1400 ± 30	1400 ± 30	1350 + - 30	1350 + - 30	1390 ± 30	1300 ± 30	1350 + - 30	
Air Delivery (m3/hr)	5400	5000	5000	5000	4000	3800	7500	2000	2000	
Cooling Media	Honeycomb	Honeycomb	Honeycomb	Honeycomb	Honeycomb	Honeycomb	Honeycomb	Wood Wool	Wood Wool	
Fan/ Blower	Fan	Fan	Fan	Fan	Fan	Fan	Fan	Blower	Blower	
Blade / Blower Material	ABS	ABS	ABS	ABS	Plastic	Metal	Metal	Plastic	Plastic	
Blade Size (Inches)	16" 5 Leaf Fan	16" 4 Leaf Fan	16" 4 Leaf Fan	16" 4 Leaf Fan	16" 5 Leaf Fan	16" 6 Leaf Fan	18" 4 Leaf Fan	NA	N/A	
Ice Chamber	No	Yes	Yes	Yes	No	Yes	No	No	No	
Auto Louvers Movement	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Castor Wheels	4 Wheels	4 Wheels	5 Wheels	5 Wheels	5 Wheels	5 Wheels	5 Wheels	NA	No	
Water Level Indicator	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Inverter Compatible	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Motor with T.O.P.	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No	
Drain Plug for Easy Cleaning	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Remote Control	No	No	No	No	No	No	No	No	No	
Product Dimensions (mm)	Length	700	635	635	640	640	610	855	670	640
	Breadth	456	465	465	465	460	460	490	600	565
	Height	1090	1105	1220	1290	1190	1290	1185	1255	564
Product Net Weight (Kgs)	15.42	17.0	17.7	18.6	16.5	18.2	16.2	27	12.5	13

Specifications and features are subject to change without prior notice.

COOLER SPECIFICATIONS

Product										
Segments	WINDOW	TOWER COOLERS				PERSONAL COOLERS				
Product Name	Aero Ultima HC 60 L	Atlantic Pride 30l	Liberty Mini	Liberty Senior	Aero Ultima HC 18 L	Atlantic Pride	Atlantic Mini	Atlantic Senior	Atlantic Personal	
Air Throw (Feet)	35 feet	28 feet	20 feet	20 feet	25 feet	25 feet	20 feet	20 feet	20 feet	
Power Consumption (Watts)	260 W	160 W	140 W	140 W	140 W	150 W	130 W	130 W	130 W	
Water Tank Capacity (Ltr.)	60	30	20	34	18 L	22 / 36	20	34	20	
Speed Level	3	3	3	3	3	3	3	3	3	
Motor RPM	1250 ± 30	1350 + - 30	1350 + - 30	1350 + - 30	1250 ± 30	1350 + - 30	1350 ± 30	1350 + - 30	1350 + - 30	
Air Delivery (m3/hr)	2000	1600	1500	1500	1350	1500	1250	1250	1250	
Cooling Media	Wood Wool	Honeycomb								
Fan/ Blower	Blower	Blower	Blower	Blower	Blower	Blower	Blower	Blower	Blower	
Blade / Blower Material	Plastic	Plastic	ABS	ABS	Plastic	Plastic	Plastic	Plastic	Plastic	
Blade Size (Inches)	NA	N/A	N/A	N/A	N/A	9"	NA	N/A	N/A	
Ice Chamber	Yes	Yes	No	No	No	Yes	No	No	No	
Auto Louvers Movement	Yes									
Castor Wheels	NA	4 Wheels	4 Wheels	5 Wheels	4 Wheels	4 Wheels	4 Wheels	5 Wheels	4 Wheels	
Water Level Indicator	Yes									
Inverter Compatible	Yes									
Motor with T.O.P.	No	No	Yes	Yes	No	Yes	No	No	No	
Drain Plug for Easy Cleaning	Yes									
Remote Control	No									
Product Dimensions (mm)	Length	715	350	365	365	450	470	470	450	470
	Breadth	560	370	370	370	340	350	350	285	300
	Height	695	1130	970	1185	680	755	885	810	955
Product Net Weight (Kgs)	13.7	11	10	12	10	8.6	9.3	9.8	12	9.6

Specifications and features are subject to change without prior notice.