



LG Electronics India Limited

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LGEIL/CGC/2025/17

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National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G

Bandra Kurla Complex,

Bandra (E), Mumbai – 400 051

BSE Limited

Phiroze Jeejeebhoy Towers

Dalal Street,

Mumbai – 400 001

NSE Symbol-LGEINDIA

Scrip Code: 544576

Sub: Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby enclosing a copy of Press Release being issued by the Company, titled, “**LG introduces new range of Washing Machines with AI DD 2.0 Technology**”

This is for your information and records.

Thanking You,

Yours truly,

For **LG Electronics India Limited**

Anuj Goyal

Company Secretary and Compliance Officer

Membership No. A23761

LG INTRODUCES NEW RANGE OF WASHING MACHINES WITH AI DD 2.0 TECHNOLOGY

New Delhi, 9th December, 2025– *LG Electronics India Ltd.* today announced the launch of its latest Washing Machine line up, engineered with premium design and cutting edge technology. The new range includes 10 models ranging from Washer Dryer, Front Load Washing Machines to Top Load Washing Machines equipped with advanced AI for superior fabric care, intelligent washing, and enhanced convenience. The new range blends innovation with contemporary design to simplify everyday laundry routines for Indian households.

LG's consumer campaign slogan for the new line-up, "AI Detection. Washing Perfection", highlights how AI DD 2.0 reads fabric type and wash requirements with precision to deliver optimal results with minimal effort.

Sanjay Chitkara, Co-Chief Sales & Marketing Officer, LG Electronics India Ltd. said, *"At LG, we are committed to making life comfortable for our customers by simplifying their daily tasks through smart technology. The new AIDD 2.0 Washing machine is a testament to that commitment. With smart technology, powerful performance, and thoughtful design, this range is crafted to deliver convenience, care, and energy efficiency. We are confident that this series will redefine the washing experience and emerge as a preferred choice for customer's daily needs."*

Front Load Washing Machine

The **Front Load Washing machine** delivers precision washing with modern aesthetics, ensuring both exceptional cleaning and energy efficiency. Powered by **AI DD 2.0 technology**, it detects fabric weight, type, and soil level to automatically choose the most suitable wash cycle for optimal fabric protection and care. The **Steam+ technology** further enhances washing performance by reducing wrinkles and eliminating allergens, keeping clothes fresh, hygienic and smooth. The **TurboWash® 360° feature**, with its multi-directional water jets, thoroughly cleans clothes in just 39 minutes without compromising on quality. The eZDispense™ provides seamless auto-dosing for nearly 30 washes, adding effortless convenience.

With **LG ThinQ™ smart connectivity**, users can remotely control and monitor the machine, adding convenience to daily laundry management. The AIDD 2.0 Series also includes thoughtful programs such as **Allergy Care** and **Baby Steam Care**, designed to cater to delicate fabrics and sensitive skin. Additionally, the **Micro plastic Care cycle** helps reduce micro plastic emissions by up to 60%, reinforcing LG's focus on sustainability and protecting ocean. The new range of Front Load Washing Machines with minimalist design features Digital Dial LCD, which adds an elegant modern touch while offering smoother, more intuitive control for everyday use. **The range with Flat tempered glass door with chrome finish**, comes in **premium colours** making them a stylish addition to modern homes. Designed for energy and water efficiency, the new models combine performance, care and aesthetics in one sophisticated package.

The new range of **Washer Dryer models** launched in larger capacity, 20/10 KG & 15/8 KG, designed specifically for households seeking both washing and drying in single machine. These models offer high-performance wash cycles with efficient drying-ideal for monsoon seasons, high-rise living or homes with limited drying space. With advanced technology, these models ensure faster, convenient and complete laundry care, All-in-One Wash-Dry in one machine.

Top load Washing Machine

The machine combines powerful performance with intelligent fabric care to offer an elevated washing experience. The advanced **AI DD technology** intelligently detects the weight and type of fabrics and automatically selects the optimal wash pattern from 20,000 possible combinations, ensuring effective cleaning with gentle care. The **TurboWash®** feature enables a full load to be washed in just 29 minutes, offering both speed and efficiency for busy households. To ensure hygiene, the **Steam with In-Built Heater** eliminates up to 99.9% of allergens, providing cleaner and safer laundry for health-conscious families.

Adding to its convenience, the **LG ThinQ™ Wi-Fi connectivity** allows users to operate, monitor, and schedule wash cycles remotely, offering complete control through a smartphone. The machine also features a **water resistant IPX4-rated control panel** for durability and a **premium Jog Dial design on the rear panel** that enhances usability and aesthetics. Special modes like **Stain Clean** which is harsh on stains and **Duvet Mode** ensure bulky bedding is washed thoroughly. With a **large 11 kg drum** and a sleek flat design developed for the new Top Load Series perfectly balances performance, design, and practicality.

Price and Availability

The **AIDD 2.0 Washing Machines** will be available in **multiple SKUs**, ranging from **11 kg to 20 kg** capacities, and offered in **premium** colours. These models will be available across major online platforms, offline retail outlets, and LG Brand Stores. Buyers can also avail attractive cashback and special finance offers.

About LG Electronics India Ltd

LG Electronics India Limited (LGEIL) was established in January 1997 in India. It is focused on various consumer electronics and B2B businesses, from home appliances and media entertainment to HVAC and commercial displays. LGEIL's manufacturing units at Greater Noida and Ranjangaon, Pune have the capacity to manufacture LED TVs, air conditioners, commercial air conditioning systems, washing machines, refrigerators, and monitors.

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