



LG Electronics India Limited

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Date: 14th October, 2025

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051
Scrip Symbol: LGEINDIA

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001
Scrip Code: 544576

Subject: Press Release titled “LG unveils “essential series”: a new line of Home appliances “made for India”

Dear Sir/Madam,

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a press release issued by the Company on the captioned subject.

This is for your information and records.

Sincerely,

For LG Electronics India Limited

Anuj Goyal
Company Secretary and Compliance Officer
Membership No. – A23761

Enclosed: as above

LG UNVEILS “ESSENTIAL SERIES”: A NEW LINE OF HOME APPLIANCES “MADE FOR INDIA”

Embracing the Spirit of “Har Ghar Appliances, Har Ghar Happiness,” the New Lineup Combines Design, Performance, and Value for Every Indian Home

Mumbai, Oct. 14, 2025 — LG Electronics India Ltd. (LGEIL) today unveiled the LG Essential Series, a new line of home appliances created from the ground level with Indian insights. As the company’s first major consumer initiative following the public listing of LGEIL, the Essential Series reflects LG Electronics’ (LG) renewed commitment to India – making innovation more accessible to millions of households while meeting their growing aspirations. Under the campaign slogan “Har Ghar Appliances, Har Ghar Happiness,” LG aims to enrich the lifestyles of Indian consumers by ensuring that more households experience the brand promise of *Life’s Good* first-hand.

Developed after engaging with more than 1,200 families across India representing diverse demographics and lifestyles, the series is built on two core philosophies: “Made in India” and “Made for India.” Each product is designed to meet the dreams and everyday challenges of Indian consumers offering superior performance, durability, and thoughtful design, all at an accessible price.

The LG Essential Series comprises four key appliances designed for Indian households:

- Double Door Refrigerator with frost-free technology and larger vegetable storage
- Fully Automatic Top Load Washing Machine built to withstand local conditions like dust, humidity and low water pressure
- Room Air Conditioner reducing energy consumption with Energy Manager+ & Diet Mode+
- Convertible Oven with Indian Auto Cook menus, air fry and convection modes for healthier, versatile cooking.

“The LG Essential Series marks a new chapter in our commitment to Indian consumers, following the successful market listing of LGEIL,” said Hong Ju Jeon, president of LG Electronics India Ltd. “Designed from the ground-up with insights from thousands of households, this series brings together premium design and everyday reliability. It addresses the real needs of Indian families with appliances built for local conditions – enhancing convenience and enriching daily life. With this launch, LG is making *Life's Good* more accessible, turning aspirations into reality across India.”

Designed for India: Durable, Practical and Thoughtful

- Double Door Refrigerator

Combining simplicity with premium functionality, the refrigerator offers Frost Free Technology at a reasonable price, eliminating the need for manual defrosting. Its Smart Mode automatically adjusts cooling based on seasonal changes, while a 20 percent larger (compared to previous models) vegetable storage compartment accommodates bulk grocery shopping – ideal for vegetarian households.

- Fully Automatic Top Loader Washing Machine:

Built for durability in diverse Indian conditions, the washer features Low Pressure Fill technology for effective washing even at low water pressures. The ProShield Motor with BMC (Bulk Moulding Compound) Cover provides enhanced protection against dust, insects and moisture, while the IPX4-certified water-resistant control panel offers reliable operation in humid conditions.

- Room Air Conditioner:

Designed for comfortable living, the product comes equipped with features like Energy Manager+ with the “You decide your bill” function, which helps consumers manage energy consumption – a key concern as many hesitate to purchase air conditioners due to high electricity costs rather than product price. The Diet Mode+ feature allows users to manage both cooling temperature and personal comfort, optimizing energy efficiency while delivering enhanced airflow. It is ideal for effectively cooling small to medium-sized

spaces such as bedrooms or study rooms. Product features and specifications may vary by model.

- **Convertible Oven:**

Inspired by India's rich culinary traditions, the oven includes Auto Cook menus customized for local dishes like ghee, paneer and dal. Equipped with Air Fry and Convection modes, it enables healthier cooking with the convenience of modern versatility.

Pricing and Availability

The LG Essential series will begin its nationwide rollout in November 2025.

- **Pricing:** Starting at approximately Rs.18,000 for entry-level models. Pricing is indicative and subject to change, and may not include installation, taxes or any other service charges.
- **Availability:** Products will be available at all authorized LG brand stores, multi-brand retail outlets and major e-commerce platforms across India subject to regulatory approvals and supply chain conditions.

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About LG Electronics, Inc.

LG Electronics is a global innovator in technology and consumer electronics with a presence in almost every country and an international workforce of more than 75,000. LG's four Companies – Home Appliance Solution, Media Entertainment Solution, Vehicle Solution and Eco Solution – combined for global revenue of over KRW 88 trillion in 2024. LG is a leading manufacturer of consumer and commercial products ranging from TVs, home appliances, air solutions, monitors, automotive components and solutions, and its premium LG SIGNATURE and intelligent LG ThinQ brands are familiar names world over. Visit www.LGnewsroom.com for the latest news.

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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