



COMPANY PROFILE

Over Four Decades, **Hi-Choice** is a Brain Child of **IMPULSA** Group that specializes in manufacturing, processing and supplying the best quality of Electrical Appliances. **IMPULSA** Group is counted among the leading business houses having diversified businesses across various sectors with expertise experience over the decades. We have established ourselves as the leading OEM in India. Over the years, the group has added many home appliances to its range and is now the brand of choice for Discerning Customers

Our World-class most modern manufacturing facility here is equipped with the latest technology, highly automated state of the art machines, in built-process controls system and an in-house testing facility to promise our clients of regular quality checks and controls of not only finished products but also of the raw materials. **Hi-Choice** is driven by an unyielding passion for excellence and an steady commitment for offering the best products and services. Quality, Competitiveness & Innovation is the key strength that helps to keep us united with our customers. **Hi-Choice** products are consistently produced as per stringent Indian and International Standards and are among the earliest in India to get Bis licenses.

By constantly focusing on R & D and with the help of our team of highly knowledgeable and experienced professionals, the company is able to cope up with the dynamic needs of the customers and is able to provide smart products with ease of operation at an affordable cost that adds to their style statement. Our creations of unique appliances have been loved and cherished by millions of customers worldwide.

Hi-Choice was established with a simple philosophy of offering premium lifestyle products in the electric solutions space. Strict quality control and management processes are used to ensure that the product which rolls off the assembly line is consistent in quality and reliability to give consumers years of trouble-free service. At **Hi-Choice** our continuous endeavor is to meet and exceed customer expectations in every aspect be it design, elegance or performance.

Our goals, however, in the past years have not changed. We are still dedicated in providing the highest quality and we hope to stand by the same goal for years to come. In that journey, we hope you would continue to support us and guide us with your valuable feedback on our systems and products.



CEILING FANS

PREMIUM SERIES



DOUBLE BALL BEARING



AERODYNAMIC BLADES



LOW NOISE SILENT FAN



HIGH AIR DELIVERY



Model : HC Jazzy
Size : 48"
Sweep : 1200mm
RPM : 360



Colour : Smoke Brown | White | Golden Glow



Copper

Model : HC Antique
Size : 48"
Sweep : 1200mm
RPM : 360



Silver

Colour : Copper | Silver | Bronze



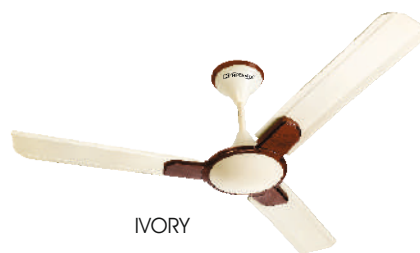


Smoke Brown

Model : HC Enticer Dx
Size : 48"
Sweep : 1200mm
RPM : 400



WHITE



IVORY

Colour : Smoke Brown | White | IVORY



DOUBLE BALL BEARING



AERODYNAMIC BLADES



LOW NOISE SILENT FAN



HIGH AIR DELIVERY



Model : HC Encore Dx Art
Size : 48"
Sweep : 1200mm
RPM : 360

Colour : Pearl White



Model : HC Encore Dx Marble
Size : 48"
Sweep : 1200mm
RPM : 360

Colour : Pearl White



Model : HC Enticer
Size : 48"
Sweep : 1200mm
RPM : 360

Colour : Smoke Brown | White | Rose Gold





Model : HC Auster
Size : 48"
Sweep : 1200mm
RPM : 400

Colour : Smoke Brown, Ivory, White, Blue



Model : HC Seniorita
Size : 48"
Sweep : 1200mm
RPM : 400

Colour : Smoke Brown, Ivory, White, Blue



DOUBLE BALL BEARING



AERODYNAMIC BLADES



LOW NOISE SILENT FAN



HIGH AIR DELIVERY





Model : HC 4808
Size : 48"
Sweep : 1200mm
RPM : 400

Colour : Smoke Brown, Ivory, White,



Model : HC 4803 Dx
Size : 48"
Sweep : 1200mm
RPM : 400

Colour : Smoke Brown, Ivory, White, Blue



Model : HC Polo Dx
Size : 48"
Sweep : 1200mm
RPM : 400

Colour : Smoke Brown, Ivory, White, Blue



DOUBLE BALL BEARING



AERODYNAMIC BLADES



LOW NOISE SILENT FAN



HIGH AIR DELIVERY



Model : HC 4803
Size : 48"
Sweep : 1200mm
RPM : 400

Colour : Smoke Brown, Ivory, White, Blue



Model : HC 4802
Size : 48"
Sweep : 1200mm
RPM : 400

Colour : Smoke Brown, Ivory, White, Blue



DOUBLE BALL BEARING



AERODYNAMIC BLADES



LOW NOISE SILENT FAN



HIGH AIR DELIVERY



Model : HC 4801
Size : 48"
Sweep : 1200mm
RPM : 400

Colour : Smoke Brown, Ivory, White, Blue



Model : HC Antique
Size : 24"
Sweep : 600mm
RPM : 800

Colour : Silver, Copper



Model : HC 2403 DX
Size : 24"
Sweep : 600mm
RPM : 800

Colour : Smoke Brown, Ivory, White, Blue



Model : HC 2408
Size : 24"
Sweep : 600mm
RPM : 800

Colour : Smoke Brown, Ivory, White, Blue



Model : HC POLO DX
Size : 24"
Sweep : 600mm
RPM : 800

Colour : Silver, Copper



Model : HC 2401
Size : 24"
Sweep : 600mm
RPM : 800

Colour : Smoke Brown, Ivory, White, Blue



Model : HC Senorita
Size : 24"
Sweep : 600mm
RPM : 800

Colour : Smoke Brown, Ivory, White, Blue



Model : HC 2402
Size : 24"
Sweep : 600mm
RPM : 800

Colour : Smoke Brown, Ivory, White, Blue



Model : HC Vento
Size : 10"
Sweep : 250mm
RPM : 1900



Model : HC Vento
Size : 8"
Sweep : 200mm
RPM : 2000



Model : HC Vento
Size : 6"
Sweep : 150mm
RPM : 2100



Model : HC Hexa Super
Size : 6"
Sweep : 150 mm
RPM : 1800



Model : HC Hexa
Size : 4" / 6"
Sweep : 100/150mm
RPM : 1900/1800



**AERODYNAMIC
BLADES**



**LOW NOISE
SILENT FAN**



**HIGH AIR
DELIVERY**



**RUST
RESISTANT**



Model : HC Fresco
Size : 9" 12"
Sweep : 225mm 300mm
RPM : 2600 2500



Model : HC Trendz
Size : 9" 12"
Sweep : 225mm 300mm
RPM : 1350 1300

Also Available in Reversible (2 in 1)



Model : HC Turbo
Size : 15" 18"
Sweep : 380mm 450mm
RPM : 1300 1300



Model : HC Madhani
• SS THALI/ Wood Chakla
• High Speed
• Heavy Duty Motor



**HEAVY DUTY
MOTOR**



Model : HC Mini Madhani
• SS THALI
• High Speed
• Heavy Duty Motor



Model : HC Madhana
• Wood Chakla
• High Speed
• Heavy Duty Motor



**GLOSSY
FINISH**



**WORK WELL
AT LOW
VOLTAGE**



**40% POWER
SAVING**



AERODYNAMIC
BLADES



LOW NOISE
SILENT FAN



HIGH AIR
DELIVERY



WORK WELL
AT LOW
VOLTAGE



Model : HC Trendy ECO
Size : 16"
Sweep : 400mm
RPM : 2300

Also Available in
180° Smooth Oscillation



Model : HC Trendy DX
Size : 16"
Sweep : 400mm
RPM : 2300

Also Available in
180° Smooth Oscillation



Model : HC Passion
Size : 18"
Sweep : 450mm
RPM : 1350

Also Available in
180° Smooth Oscillation



Model : HC Duster
Size : 20"
Sweep : 500mm
RPM : 1350

Also Available in
180° Smooth Oscillation



Model : HC Dezire Wall Fan
Size : 12" 16"
Sweep : 300mm 400mm
RPM : 2400 1950



Model : HC Dezire Pedestal Fan
Size : 16"
Sweep : 400mm
RPM : 1950



Model : HC Dezire Table Fan
Size : 16"
Sweep : 400mm
RPM : 1950



**AERODYNAMIC
BLADES**



**LOW NOISE
SILENT FAN**



**HIGH AIR
DELIVERY**



**WORK WELL
AT LOW
VOLTAGE**



Model : HC Pearl AP FAN
Size : 12"
Sweep : 300mm
RPM : 2600

Colour : Ivory



Model : HC Pearl Rotary
Size : 12"
Sweep : 300mm
RPM : 2600

Colour : White



Model : HC Pearl Moving
Size : 12"
Sweep : 300mm
RPM : 2600

Colour : White | Ivory



Model : HC Pearl Ace
Size : 9" / 12"
Sweep : 225/300mm
RPM : 2650/2600

Colour : White



Model : HC Pearl Cabin Fan
Size : 12"
Sweep : 300mm
RPM : 2600

Colour : White



Model : HC Pearl Roto Grill
Size : 12"
Sweep : 300mm
RPM : 2600
OSC. GRILL 360°

Colour : White & Grey | Ivory



AERODYNAMIC
BLADES



LOW NOISE
SILENT FAN



HIGH AIR
DELIVERY



Model : HC Fan Motor
RPM : 2800



Model : HC Cooler Motor
RPM : 1400



Model : HC Submersible Pump
Water Lifting : 6 Feet
Watts : 18W



Model : HC IR Regular
Power : 1000W / 1500W / 2000W
Material: SS 304 L



Model : HC IR Water Proof
Power : 1000W / 1500W / 2000W
Material: SS 304 L



HC Midgate Element
Power : 3000 W
Material : COPPER/SS 304L



HC Single Kettle Element
Power : 2000 W
Material : COPPER/SS 304L



HC Eye Dx Kettle Element
Power : 2000 W
Material : COPPER/SS 304L



HC Round Geyser Element
Power : 2000 W
Material : COPPER/SS 304L



HC Triangle Geyser Element
Power : 2000 W
Material : COPPER/SS 304L



HC BTH Element
Power : 2000 / 3000 W
Material : COPPER/SS 304L



ELECTRIC SHOCK
RESISTANT



FACTOR



VALUE FOR MONEY



Model: HC GAS GEYSER POPULAR
Heat Exchanger: 700gm.
Capacity : 7 Ltr.



Model: HC GAS GEYSER ROYAL
Heat Exchanger: 700gm.
Capacity : 7 Ltr.



Model: HC GAS GEYSER ROYAL DX (3D)
Heat Exchanger: 700gm.
Capacity : 7 Ltr.



Model : HC Portable Instant Geyser
Capacity : 1Ltr
Watt : 3000W
SAFETY THERMOSTAT CUTOUT



Model : HC Instant Geyser
Capacity : 3/5 Ltr
Watt : 3000W
INNER TANK : SS TANK



Model : HC Classic Geyser
Capacity : 10 To 25 Ltr
Watt : 2000W
INNER TANK MATERIAL : SS TANK



Model : HC SMARTLINE GEYSER
Capacity : 15/25 Ltr
Watt : 2000W
INNER TANK MATERIAL : SS TANK



Model : HC BLAZE GEYSER
Capacity : 10 To 25 Ltr
Watt : 2000W
INNER TANK : GLASS LINE TANK



Model : HC DIAMOND GEYSER
Capacity : 15/25 Ltr
Watt : 2000W
INNER TANK : GLASS LINE TANK

Polyurethane
PUF
Insulation

**POLYURETHANE
INSULATION**



**COPPER
ELEMENT**



**SAFETY
VALVE**



**THERMAL
CUT-OUT**



ELECTRIC SHOCK
RESISTANT



FACTOR



VALUE FOR MONEY

ELECTRIC IRONS



Model : HC 1001
Power : 750W / 1000W



Model : HC 1041
Power : 750W



Model : HC 1071
Power : 750W/1000W



Model : HC 1071 Dx
Power : 750W / 1000W



Model : HC 1081
Power : 750W / 1000W



Model : HC 1091
Power : 750W



Model : HC 1141
Power : 750W



Model : HC 1161
Power : 750W / 1000W



Model : HC 1161 Dx
Power : 750W / 1000W



Model : HC Mini Plancha
Power : 750W / 1000W



Model : HC Switch Iron
Power : 600W



Model : HC Switch Iron Ind.
Power : 600W



ELECTRIC SHOCK
RESISTANT



FACTOR



VALUE FOR MONEY



Model : HC 2101
Power : 1200W / 1600W



Model : HC 2111
Power : 2000W



Model : HC Lava Sun Heater 16"
Power : 500W / 1000W
Safety Grill

180° Oscillation



Model : HC Lava Fan Heater OT
Power : 1000W / 2000W
Safety Thermostat Cutout



Model : HC Lava Fan Heater HT
Power : 1000W / 2000W
Safety Thermostat Cutout



Model : HC Lava Fan Heater DX
Power : 1000W / 2000W
Safety Thermostat Cutout



Model : HC Lava Rocky
Power : 1000W / 2000W
Safety Grill



Model : HC Lava 2 Rod
Power : 400W / 800W
Safety Tip Over Switch



Model : HC Lava 3 Rod Halogen
Power : 400W / 800W / 1200W
Safety Tip Over Switch
180° Oscillation



ELECTRIC SHOCK
RESISTANT



FACTOR



VALUE FOR MONEY



Model : HC Sandwich Maker
Power : 800 W

Model : HC Electric Kettle
Power : 2000 W
Capacity : 1800 ML



Model : HC Hot Plate Regular
Power : 2000 W



Model : HC Hot Plate Jumbo
Power : 2000 W



Induction Cooker
Model : HC-IC 2001
Power : 2000 W



**ELECTRIC SHOCK
RESISTANT**



FACTOR



VALUE FOR MONEY



Induction Cook Top
Model : HC-ICTOUCH 2101
Power : 2000 W



Infrared Cook Top
Model : HC-IRCTOUCH 2501 (Matt)
Power : 2200 W



Infrared Cook Top
Model : HC-IRCTOUCH 2502 (SHINE)
Power : 2200 W



HC Galaxy MG Star (2 Jar)
Power : 550 W
Jar : SS 304 Grade



HC Galaxy MG Molinex (2 Jar)
Power : 550 W
Jar : SS 304 Grade



HC Galaxy MG Tower (3 Jar)
Power : 550 W
Jar : SS 304 Grade



HC Galaxy MG Spin Pro (3 Jar)
Power : 550 W
Jar : SS 304 Grade



HC Galaxy Bullet Mixi (2 Jar)
Power : 550 W
Blade : SS 304 Grade



HC Electric Chopper
Power : 350 W
Blade : SS 304 Grade



HC JMG ULTRA (2/3 Jar)
Power : 550 W
Blade : SS 304 Grade



HC Handy Blender DX
Power : 350 W
Blade : SS 304 Grade



HC Galaxy Commercial Mixer
Power : 1400 W
Jar : SS 304 Grade



**SINGLE CORE LF FR PVC INSULATED MULTISTRAND
COPPER COND. CONF. TO IS:694:2010**

No. of Wires & Dia (mm)	Area sq. mm
24/0.20	0.75
14/0.30	1.00
22/0.30	1.50
36/0.30	2.50
56/0.30	4.00
85/0.30	6.00
140/0.30	10.00
226/0.30	16.00
354/0.30	25.00



**PVC INSULATED SINGLE & MULTICORE FLEXIBLE
WIRE ROUND COPPER CONF. TO IS: 694:2010**

No. of Wires & Dia (mm)	Area Sq. mm
24/0.20	0.75
32/0.20	1.00
48/0.20	1.50
80/0.20	2.50
128/0.20	4.00
85/.30	6.00
141/.30	10.00

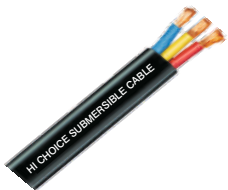


Available in 2 Core/ 3 Core/ 4 Core



**PVC INSULATED THREE CORE SUBMERSIBLE
FLAT COPPER COND. CONF. TO IS: 694:2010**

No. of Wires & Dia (mm)	Area sq. mm
22/0.30	1.50
36/0.30	2.50
56/0.30	4.00
85/0.30	6.00



**PVC INSULATED ALUMINIUM FLAT
TWIN CORE CONF. TO IS: 694**

No. of Wires & Dia (mm)	Area Sq. mm
22/0.30	1.50
36/0.30	2.50
56/0.30	4.00
85/0.30	6.00
140/0.30	10.00
226/0.30	16.00



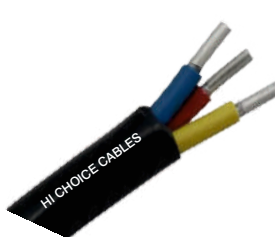
**PVC INSULATED FLEXIBLE TWIN TWISTED
CABLES COPPER CONDUCTOR**

No. of Wires & Dia (mm)	Area sq. mm
14/.0048	14x76
23/.0048	23x76
30/.0048	30x76
40/.0048	40x76



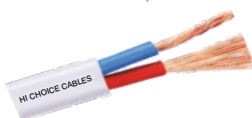
**PVC INSULATED & ROUND SHEATED ALUMINIUM
CABLES 1.1 KV GRADE CONF. TO IS : 694**

No. of Wires & Dia (mm)	Area Sq. mm
4x3	
6x3	
10x3	
16x3	
4x4	
6x4	
10x4	
16x4	



**PVC INSULATED FLEXIBLE TWIN FLAT
FLEXIBLE WIRE COPPER CONDUCTOR**

No. of Wires & Dia (mm)	Area sq. mm
32/0.20X2 Core	1.0 x 2 Core
48/0.20X2 Core	1.5 x 2 Core



**PVC INSULATED ALUMINIUM SINGLE CORE
SOLID CONDUCTOR CONF. TO IS : 694**

No. of Wires & Dia (mm)	Area sq. mm
4.0 mm	
6.0 mm	
10.0 mm	
16.0 mm	



MOSQUITO RACKETS



HC-MR-101



HC-MR-102



HC-MR-103



HC-MR-201

POWER STRIP



HC-PS-001



HC-PS-002



HC-PS-003

EXTENSION CORD

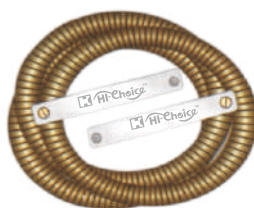


DOOR/WATER BELL

ELECTRICAL ACCESSORIES



HC-CAPACITOR



HC-HEATER ELEMENT



HC PVC
INSULATED TAPE



Hi-Choice™
The Choice After The Choice

DROP SOON

Hi-Choice™
The Choice After The Choice

DROP SOON

Hi-Choice™
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Hi-Choice™
The Choice After The Choice
Since 1950

HI-CHOICE Air Cooler

Powerful airflow ensures wide cooling.
Beat summer heat in style.



P SOON

Hi-Choice™
The Choice After The Choice

DROP SOON

Hi-Choice™
The Choice After The Choice

DROP SOON

Hi-Choice™
The Choice After The Choice

DROP SOON



Hi-Choice CHIMNEY

keeps kitchen fresh.

Sleek design suits every home.
Smoke-free cooking, effortless experience.

SOON

Hi-Choice™
The Choice After The Choice

DROP SOON

Hi-Choice™
The Choice After The Choice

DROP SOON



Thank you

for being a part of our family



Since 1990

*Made With International Technology Recognized
By International Organization For Quality Standardization*



Powered By



A Product of: **IMPULSA**
(Home Appliances Division)

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