



Presenting the new range of 
**LG Wi-Fi Convertible
Side-By-Side Refrigerators**



Life's Good.

All New
Stunningly
Stylish

LG InstaView Door-in-Door™



Content

Design _____

- **LG InstaView Door-in-Door™**
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Freshness _____

- **HYGIENE FRESH+™**
- **DoorCooling+™**
- **UV_{nano}™**
- **FRESH Balancer™**

Convenience _____

- **Mega Capacity**
- **Spaceplus™ Ice System**
- **Utility Box**
- **Wine Rack**

Energy _____

- **Smart Inverter Compressor**



Design

Sophisticated and Sleek Design

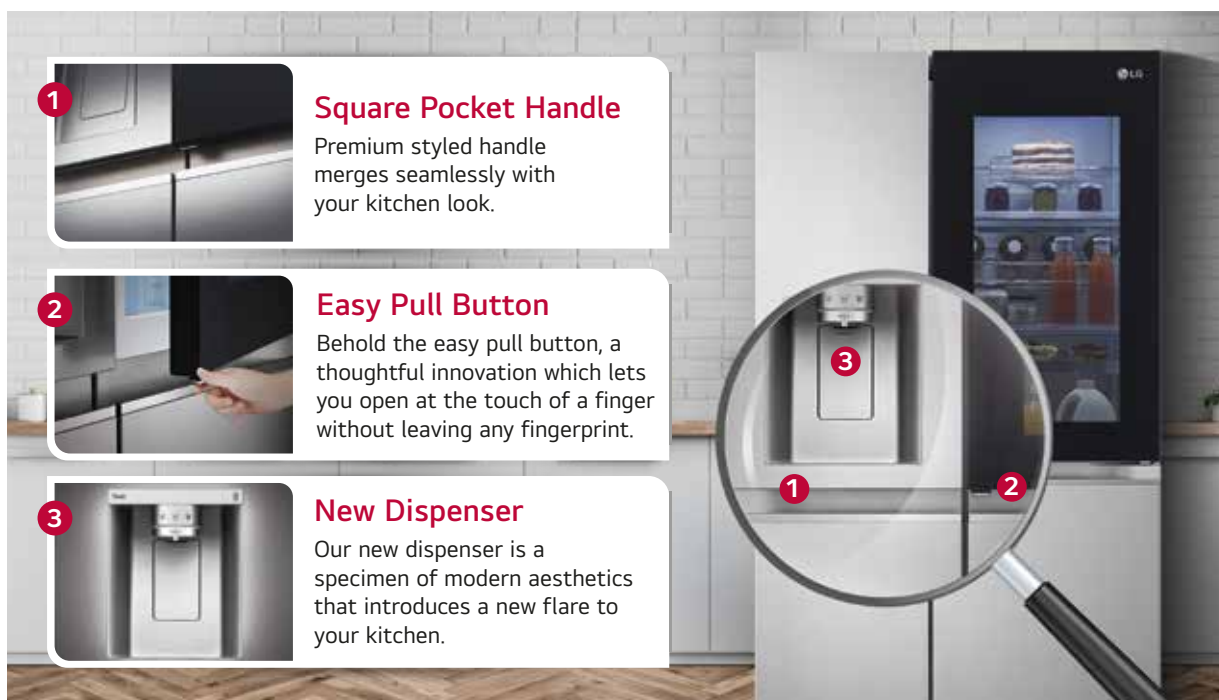
Knock twice and see the world inside with **LG InstaView Door-in-Door™**



*Compared to LG conventional Side-by-Side InstaView Door-in-Door™


Stylish Exterior

A modern and minimalist design that rejuvenates your kitchen space



An upscale finish that stands the test of time.


The metallic back wall gives the interior a timeless, premium feel.




NEW
Metal Fresh
The metallic finish increases the machine's durability.



Metal Fresh



NEW
Metallic Decoration
The beauty of the refrigerator lies in its details.



Metallic Decoration



Smart Connectivity

Refrigerator Got Smarter

Presenting 
Wi-Fi Convertible
Convert freezer to fridge from anywhere!

Presenting India's first Wi-Fi Convertible Refrigerators by LG that give you the power to convert your freezer into a fridge from anywhere with AI ThinQ.

So, whether you're miles away from home, engrossed in work at the office, or unwinding on a vacation, enjoy peace of mind with the convenience of switching your refrigerator's modes remotely.



Convertible Modes

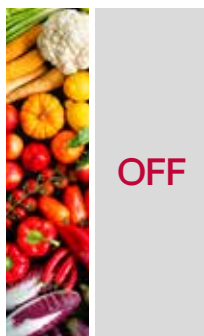
The 3 Easy Convertible Modes bring you added storage at your convenience. Simply choose the mode that you want and convert your freezer into a fridge with just a click from anywhere.



Regular Fridge



Full Fridge



Mini Fridge

OFF

Explore Connected Convenience

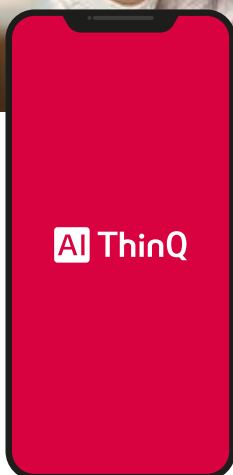
Discover a world of ease with our latest range of Wi-Fi Convertible Refrigerators, that redefine your convenience by allowing you to control your refrigerator's modes from anywhere, anytime.



Powered By

AI ThinQ with WiFi

Stay close even when you are far away



Control Temperature

Fridge and Freezer
Temperature Control



Express Freeze

Express Freeze On/Off



Smart Diagnosis

Detects problem automatically



Push App Alarms

• Door Open*
• Express Freeze Finish



Smart Learner™#

Provides optimal storage
algorithm based on usage
pattern analysis

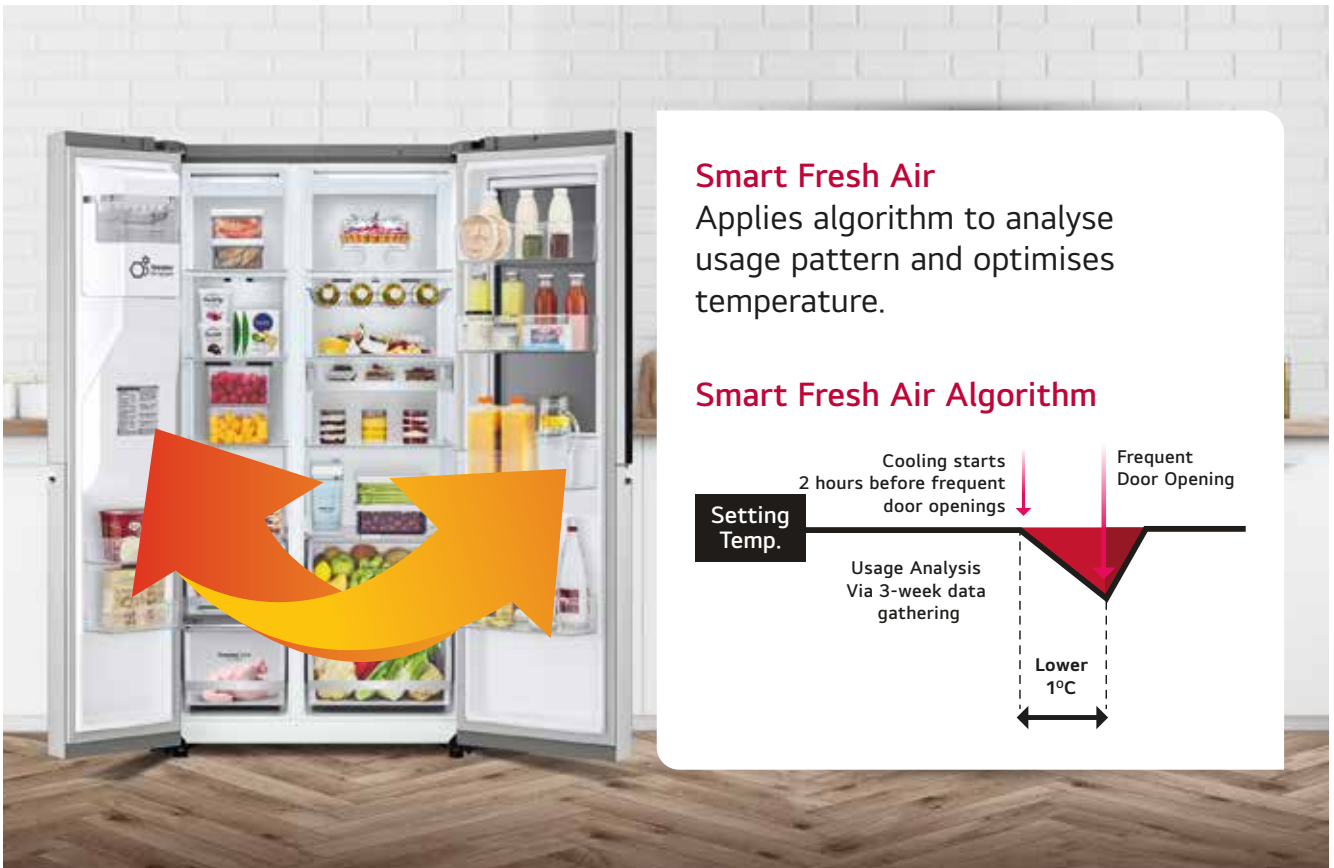
*After opened 10 minutes continuously.

#Smart Learner™ operation controlled and monitored only in LG ThinQ™ App.

Smart Learner™

Your refrigerator just got a lot smarter with Smart Learner™

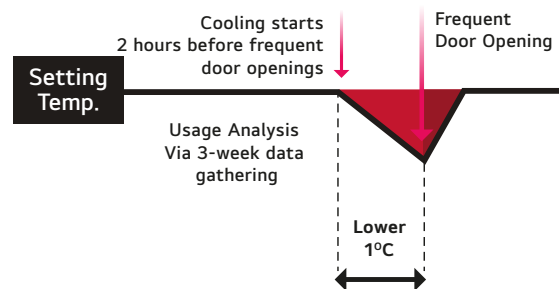
LG's Smart Learning Technology learns your usage pattern for over three weeks. Then it optimizes everything from cooling performance to energy consumption as per your usage.



Smart Fresh Air

Applies algorithm to analyse usage pattern and optimises temperature.

Smart Fresh Air Algorithm



Smart Fresh Air minimizes the rise in inner temperature with the help of intensive cooling logic just two hours before user's frequent door opening time. It does so by accumulating data on hourly, daily and weekly basis.

Freshness

What's fresh
remains fresh



Freshness

What's Fresh Remains Fresh

HYGIENE FRESH+™

Minimize bacteria and odors,
maximize freshness

Hygiene Fresh+™ maintains an utmost hygienic environment inside the refrigerator by reducing 99.99%* bacteria activity and eliminating acidic & alkaline odors.



Up to
99.99%*
Reduction in Activity of Bacteria

4 Typical
Bacteria



Staphylococcus
aureus



Escherichia
coli



Listeria
monocytogenes



Klebsiella
pneumoniae



DoorCooling⁺[™]

Cooling that is Uniform & Faster

LG's exclusive DoorCooling⁺[™] technology cools quicker than a conventional cooling system. It gives you fresher food and colder beverage on every shelf, including items stored on the door.



UVnano™

Keeps the nozzle of your Dispenser clean

Automatically removes 99.99%* of bacteria from the dispenser's nozzle with UV light. The built-in UV LED cleans the nozzle of the dispenser for 10 minutes every hour, giving clean and fresh water every time.



UV-LED Light Emitting Direction	Operation Method	Power
Removes bacteria, maximizes efficiency.	Removes bacteria automatically	99.99% (KCL, KTR, TUV)
	10 min. every 1 hr.	

*The UVnano (function name: Self Care) was assessed by laboratory tests by TÜV Rheinland using internal testing methods of measuring reduction of E. coli, S. aureus and P. aeruginosa in distilled water samples after exposure to the product's UV LED for 10 minutes each hour, after a total of 24 hours in normal household use. Actual results may vary depending on environmental conditions and usage. The product does not treat or cure health-related conditions and does not guarantee that water filtered by the product will be free from contaminants such as microbiological particles affecting health of users. *UVnano is a compound of the words UV (ultraviolet) and nanometer (unit of length).

FRESH Balancer™

Fruits and Vegetables stay fresh for long

FRESH Balancer™ is the hexagonal structure inside the machine that securely retains moisture, while the sliding control allows you to select the ideal humidity setting to keep fruits and vegetables fresh.



Convenience

A machine that
makes life easier



Convenience

A Machine that
Makes Life Easier.

Mega Capacity

With a big storage capacity, this refrigerator lets you fit all your food in and cut down on trips to the supermarket.



Spaceplus™ Ice System

Store extra with extra internal space

A door-mounted slim ice maker provides more storage space in the freezer.



Utility Box

Easy access makes cooking easy

Cooking is easier, with the additional drawer that lets you store & easily access items like cheese and butter.



Full Wine Rack

An exciting feature for wine lovers who can now store up to four wine bottles in an optimal temperature around 4°C.



Energy Saving

Energy Efficient For Every Home

Smart Inverter Compressor™
from the leaders of energy saving.



Smart Inverter Compressor™

Energy efficient & long-lasting

LG's Smart Inverter Compressor™ has taken energy efficiency to a whole new level, now you can save both money & the planet. It cools the machine based on the load inside the refrigerator. While conventional compressors always work at high capacity, the LG Smart Inverter Compressor™ checks the actual demand to supply the optimal level of cooling to save energy and keep food fresh.



Smart Inverter
Compressor



Long-lasting Freshness



More Energy Saving



10 Year Warranty
on Compressor

Give a modern
touch to your lifestyle



Meet the Entire Range of Stunningly Stylish Refrigerators



GR-X31FMQHL

- French Door
- InstaView Door-in-Door™
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- UVnano™
- Smart Diagnosis™
- Quick Plumbed Ice & Water Dispenser
- Automatic Ice Maker
- Smart Pocket Handle
- Slim Spaceplus™ Ice System
- Express Freeze
- Multi Digital Sensor
- Inverter Linear Compressor™

Matt Black

Capacity: 889 Litres



GC-B22FTLVB



- French Door (4-Door)
- Smart Diagnosis™
- Smart Pocket Handle
- Express Freeze
- Multi Digital Sensor
- Multi Air Flow
- Easy Ice Maker (Door Mounted)
- Smart Inverter Compressor™

Shiny Steel

Capacity: 530 Litres



GC-B22FTQVB



- French Door (4-Door)
- Smart Diagnosis™
- Smart Pocket Handle
- Express Freeze
- Multi Digital Sensor
- Multi Air Flow
- Easy Ice Maker (Door Mounted)
- Smart Inverter Compressor™

Matt Black

Capacity: 530 Litres



GL-X257AMCX



- Side-By-Side
- InstaView – Door-In-Door™
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- UVnano™
- Wine Rack
- Smart Diagnosis™
- Utility Box
- Water and Ice Dispenser (Non Plumbing)
- Automatic Ice Maker
- Spaceplus™ Ice System
- Smart Inverter Compressor™

Matt Black

Capacity: 635 Litres



GL-X257ABSX



- Side-By-Side
- InstaView Door-in-Door™
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- UVnano™
- Wine Rack
- Smart Diagnosis™
- Utility Box
- Water and Ice Dispenser (Non Plumbing)
- Automatic Ice Maker
- Spaceplus™ Ice System
- Smart Inverter Compressor™

Brushed Steel

Capacity: 635 Litres



GL-Q257BMCX



- Side-By-Side
- InstaView Door-In-Door™
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Wine Rack
- Smart Diagnosis™
- Utility box
- Express Freeze
- Easy Ice Maker (Door Mounted)
- Smart Inverter Compressor™

Matt Black

Capacity: 655 Litres



GL-Q257BBSX



- Side-By-Side
- InstaView Door-In-Door™
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Wine Rack
- Smart Diagnosis™
- Utility box
- Express Freeze
- Easy Ice Maker (Door Mounted)
- Smart Inverter Compressor™

Brushed Steel

Capacity: 655 Litres



GC-B307SSVL



- Side-By-Side
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Smart Diagnosis™
- Multi Air Flow
- Express Freeze
- Easy Ice Maker (Door Mounted)
- Multi Digital Sensor
- Smart Inverter Compressor™

Brushed Steel

Capacity: 833 Litres



GL-B257DLWX/GL-B257DLW3*



- Side-By-Side
- **Wi-Fi Convertible***
- Premium Glass Door
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Wine Rack
- Smart Diagnosis™
- Express Freeze
- Easy Ice Maker (Door Mounted)
- Multi Digital Sensor
- Smart Inverter Compressor™

Linen White Glass

Capacity: 655/650* Litres



**Wi-Fi
Convertible**

GL-B257DBMX/GL-B257DBM3*



- Side-By-Side
- **Wi-Fi Convertible***
- Premium Glass Door
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Wine Rack
- Smart Diagnosis™
- Express Freeze
- Easy Ice Maker (Door Mounted)
- Multi Digital Sensor
- Smart Inverter Compressor™

Black Mirror Glass

Capacity: 655/650* Litres



GL-B257DLNX/GL-B257DLN3*



- Side-By-Side
- **Wi-Fi Convertible***
- Premium Glass Door
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Wine Rack
- Smart Diagnosis™
- Express Freeze
- Easy Ice Maker (Door Mounted)
- Multi Digital Sensor
- Smart Inverter Compressor™

Linen Brown Glass

Capacity: 655/650* Litres



GL-L257CPZX



- Side-By-Side
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Wine Rack
- Smart Diagnosis™
- Water and Ice Dispenser (Non Plumbing)
- Spaceplus™ Ice System
- Multi Air Flow
- Express Freeze
- Multi Digital Sensor
- Smart Inverter Compressor™

Shiny Steel

Capacity: 635 Litres



GL-L257CMCX



- Side-By-Side
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Wine Rack
- Smart Diagnosis™
- Water and Ice Dispenser (Non Plumbing)
- Spaceplus™ Ice System
- Express Freeze
- Multi Air Flow
- Multi Digital Sensor
- Smart Inverter Compressor™

Matt Black

Capacity: 635 Litres



GL-B257EMCX/GL-B257EMC3*



- Side-By-Side
- **Wi-Fi Convertible***
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Smart Diagnosis™
- Multi Air Flow
- Express Freeze
- Easy Ice Maker (Door Mounted)
- Multi Digital Sensor
- Smart Inverter Compressor™

Matt Black

Capacity: 655/650* Litres



GL-B257EESX/GL-B257EES3*



- Side-By-Side
- **Wi-Fi Convertible***
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Smart Diagnosis™
- Multi Air Flow
- Express Freeze
- Easy Ice Maker (Door Mounted)
- Multi Digital Sensor
- Smart Inverter Compressor™

Ebony Sheen

Capacity: 655/650* Litres



GL-B257EPZX/GL-B257EPZ3*



- Side-By-Side
- **Wi-Fi Convertible***
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Smart Diagnosis™
- Multi Air Flow
- Express Freeze
- Easy Ice Maker (Door Mounted)
- Multi Digital Sensor
- Smart Inverter Compressor™

Shiny Steel

Capacity: 655/650* Litres



B257EUS3



- Side-By-Side
- **Wi-Fi Convertible**
- AI ThinQ
- DoorCooling+™
- Hygiene Fresh+™
- Smart Diagnosis™
- Multi Air Flow
- Express Freeze
- Easy Ice Maker (Door Mounted)
- Multi Digital Sensor
- Smart Inverter Compressor™

Urban Steel

Capacity: 650 Litres



GL-B257HMCY/GL-B257HMC3*



- Side-By-Side
- **Convertible***
- Smart Diagnosis™
- Smart Pocket Handle
- Express Freeze
- Multi Digital Sensor
- Multi Air Flow
- Easy Ice Maker (Door Mounted)
- Smart Inverter Compressor™

Matt Black

Capacity: 655/650* Litres



Convertible

GL-B257HWBY/GL-B257HWB3*



- Side-By-Side
- **Convertible***
- Smart Diagnosis™
- Smart Pocket Handle
- Express Freeze
- Multi Digital Sensor
- Multi Air Flow
- Easy Ice Maker (Door Mounted)
- Smart Inverter Compressor™

Western Black

Capacity: 655/650* Litres



Convertible

GL-B257HDSY/GL-B257HDS3*



- Side-By-Side
- **Convertible***
- Smart Diagnosis™
- Smart Pocket Handle
- Express Freeze
- Multi Digital Sensor
- Multi Air Flow
- Easy Ice Maker (Door Mounted)
- Smart Inverter Compressor™

Dazzle Steel

Capacity: 655/650* Litres



Convertible



TRUSTED BRAND IN REFRIGERATOR

*As per Brand Trust Report 2023,
published by TRA (formerly Trust Research Advisory)



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Delight &
LG Service

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