

dyson x



A close-up, profile view of James Dyson, an older man with white hair, wearing a white t-shirt. He is gesturing with his right hand, palm facing up, as if speaking or explaining something. The background is a plain, light-colored wall.

Dyson is not a vacuum cleaner business. Dyson is a global technology company.

“Our mission is simple:
We solve the problems
others ignore.”

James Dyson

James Dyson
Engineer and Founder

“Like everyone we get frustrated by products that don’t work properly. As design engineers we do something about it. We’re all about invention and improvement.”

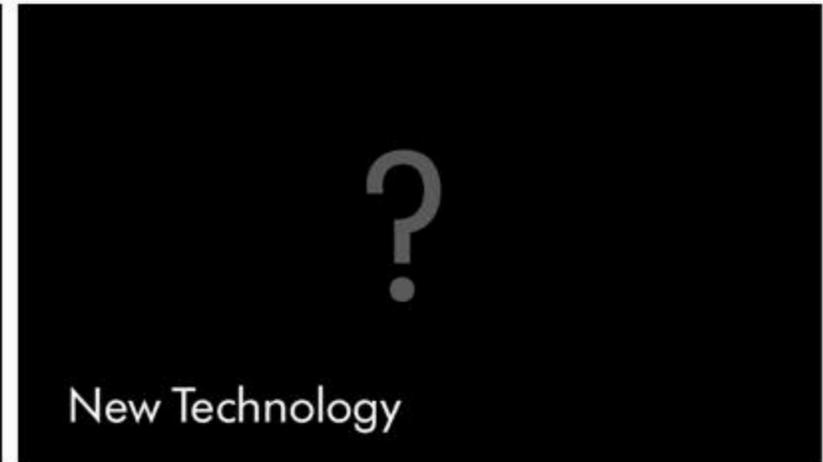
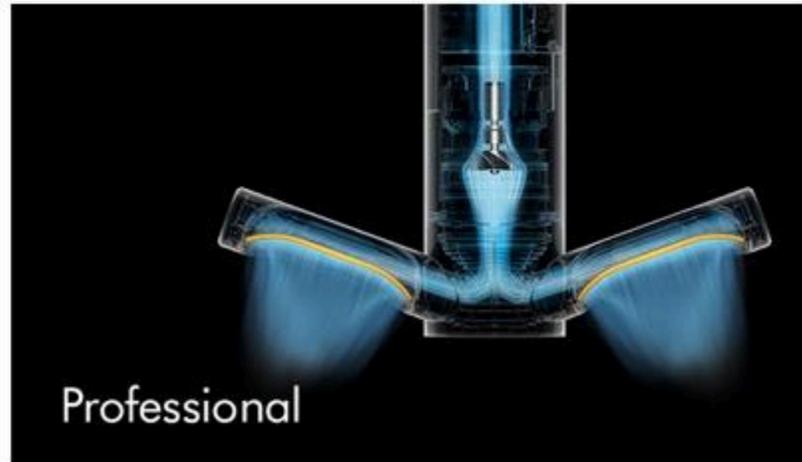
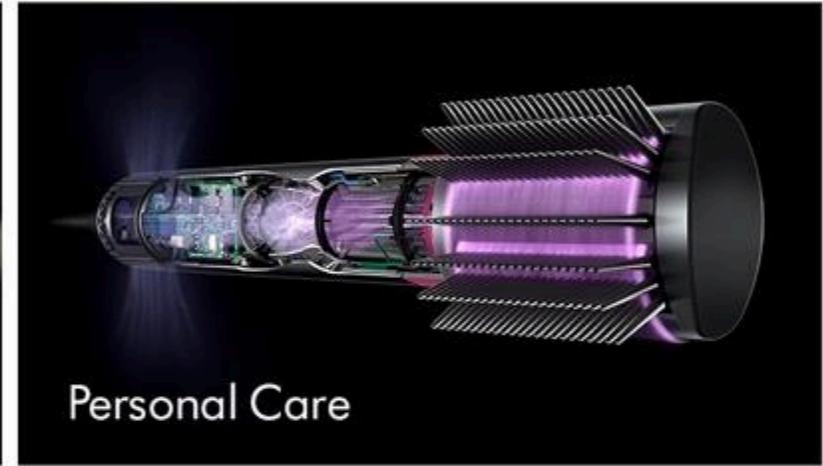
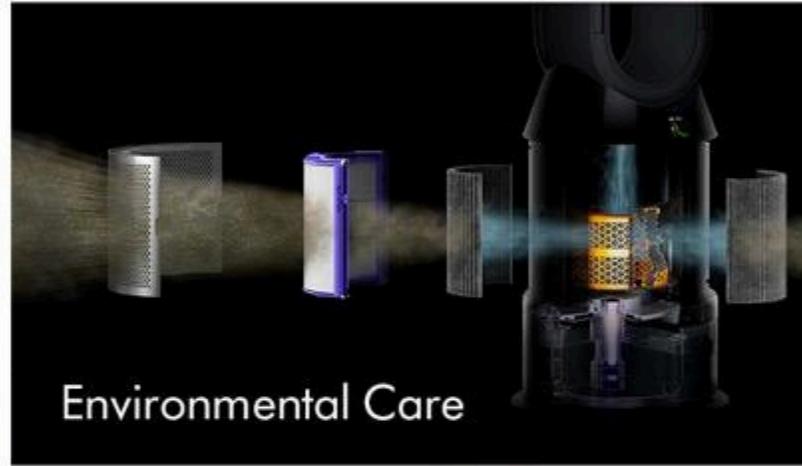
James Dyson

James Dyson
Inventor of cyclonic vacuum technology

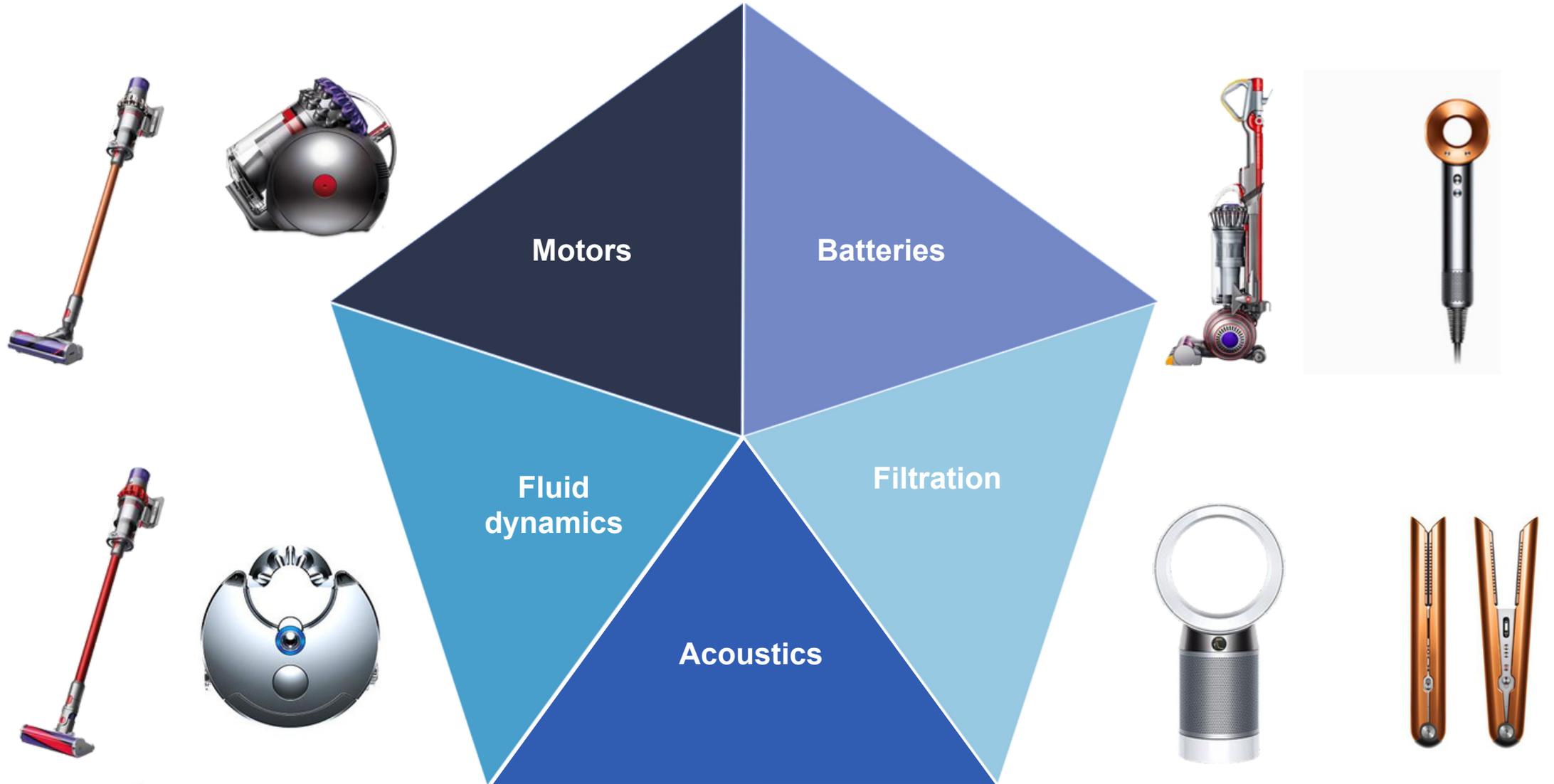


Explore our categories

We're forever exploring new categories, and since the vacuum cleaner we have engineered efficient machines that perform better in the following categories and we're constantly looking to innovate in new areas.



5 Core technologies



Technology milestones 1993–2024

DC01 upright vacuum
1993



DC02 cylinder vacuum
1995



CR01 washing machine
2000



DC15 upright vacuum
2005



DC16 handheld vacuum
2006



Dyson Airblade™ dB
2006



Dyson Cool AM01
2009



DC35 Digital Slim™
2010



AM04 Heater
2013



Dyson Cinetic™
2013



AM10 Humidifier fan
2013



Dyson 360 Eye™
2015



CSYS™ task light
2015



Dyson Supersonic™
2016



Pure Cool™
2018



Dyson Airwrap™
2018



Airblade™ 9kj
2019



Dyson Corrale™
2020



Dyson V15 Detect™
2021



Airwrap Upgrade
2022



Dyson Zone™
2023



Benefits for Retailers

01

Premium Footprint

02

High Retention

03

Additional Business

04

Diversification

05

Female clientele

06

Training & Demo Support

07

High value Product

08

Sell out Focus Brand

09

Local Marketing/Activation

10

Futuristic business

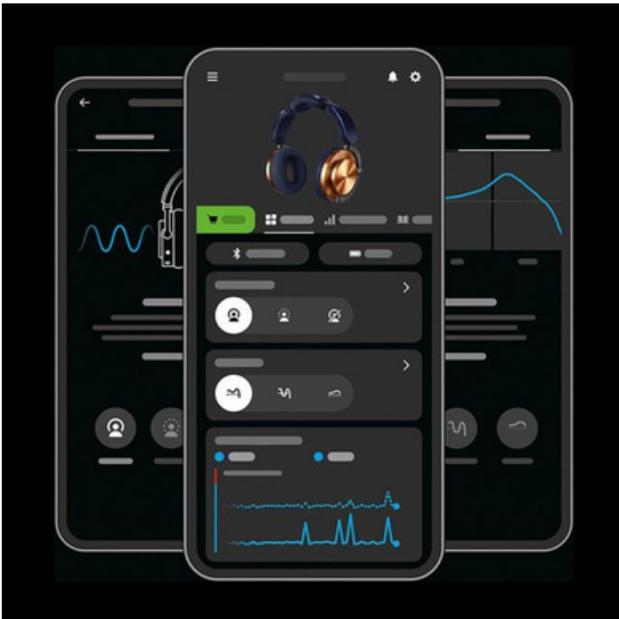


dyson

Wearables

Dyson On Trac Headphones

New Launch



Dyson OnTrac Headphones CNC Copper
Best-in-class noise cancellation.

Enhanced audio range

Long lasting battery life of 55 hours on one charge

Headphones, remastered

Add more ear cushions and outer caps to make your own unique design*

*Additional ear cushions and outer caps sold separately. Subject to availability.



100 + Media & Influencer Attendance



15+ Interactions with Jake



Badshah & Shai Unveiling Dyson Ontrac



Attendees experiencing the product



Dyson launches OnTrac headphones in India, will go on sale at price of Rs. 44,900



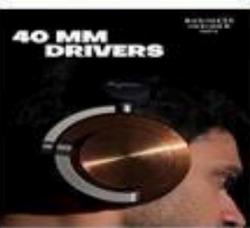
THE HINDU Dyson launches OnTrac headphones with customizable caps and cushions in India



Business Insider Dyson OnTrac Headphones: The product features a customizable cap and cushion with ultra-soft charging.



Business Insider Dyson OnTrac Headphones in India With 'Best-in-Class ANC' And 55-Hour Battery Life; Check Price, Features



40 MM DRIVERS



Business Insider Dyson OnTrac Headphones: The product features a customizable cap and cushion with ultra-soft charging.



Gadgets 360 Dyson OnTrac Headphones With 40mm Drivers, Up to 55 Hours of Battery Life Launched in India



HT TECH Dyson OnTrac headphones launched in India at Rs. 44900: Check features, availability and more





dyson

Beauty

Complete Hair Care Range 2024



2018
supersonic
Dryer



2019
airwrap
Multi-styler



2020
corrale
Straightener
Cordless



2023
airstrait
Cordless
Straightener



2024
airwrap i.d.
Multi-styler



2024
supersonic nural
Dryer

India Range



Prussian Blue & Rich copper



Red velvet and gold



Bright Nickel & rich copper



dyson airstrait

The Dyson Airstrait™ is a winner of TIME's 2023 Best Invention Award

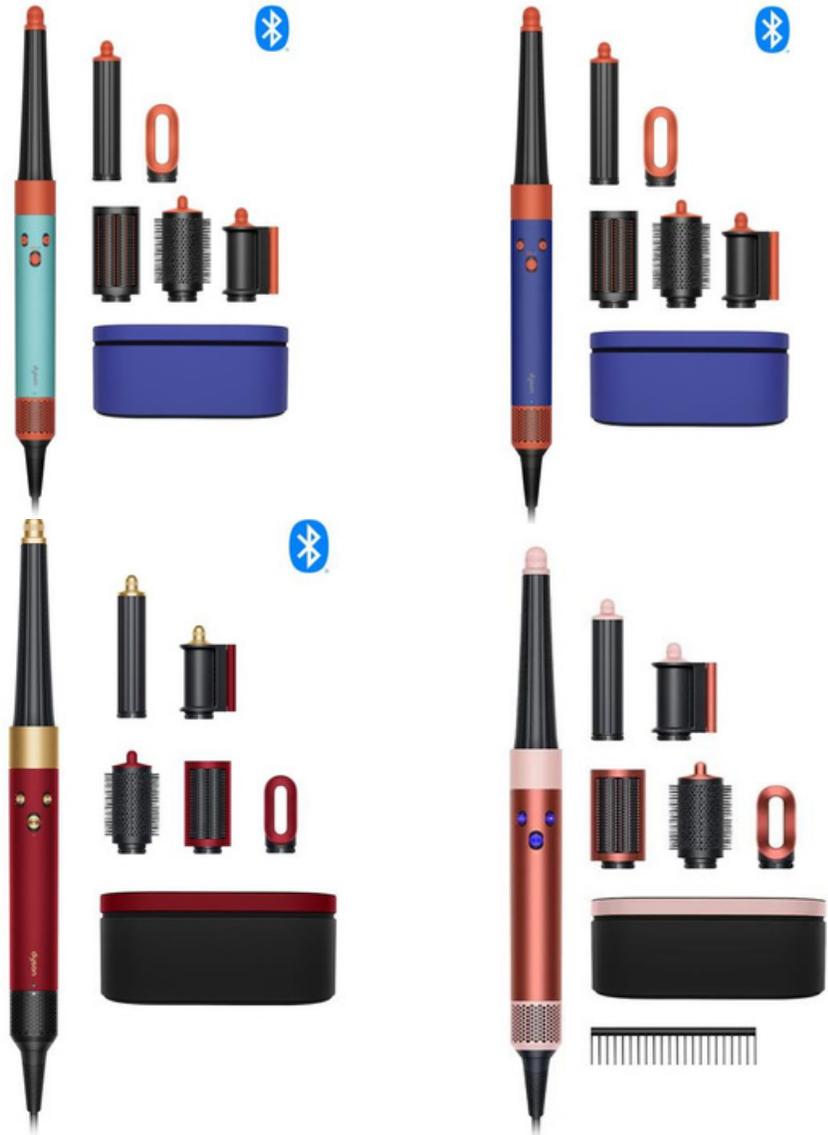


Straightens with air, not hot plates.

Wet to dry straightening, with air.
No heat damage.¹

¹When used in wet to dry mode

New Dyson Airwrap ID™ multi-styler is available in a range of colours



In the box



Dyson Airwrap i.d.™
Multi-styler and dryer
Vinca blue/ topaz



Conical Airwrap™ barrel



40mm long barrel



Soft smoothing brush



Large round
volumising brush



Dryer + Flyway smoother



Fast dryer



Presentation case

Dyson Airwrap™ multi-styler

6 attachments. 1 Machine. Limitless styling

dyson airwrap



Our full range of Dyson Airwrap™ multi-styler attachments

Barrels to curl or wave. Brushes to shape and volumise.
Dryer to prepare and finish your style.



Coanda smoothing dryer
Dry, smooth and hide flyaways* with one multi-functional attachment.



30mm long Airwrap™ barrel
Voluminous curls or waves for longer hair



40mm long Airwrap™ barrel
Loose curls or waves for longer hair



Firm smoothing brush
Creates a straighter style for frizz-prone hair*



Soft smoothing brush
Creates a smooth, straighter style for fine hair*



Round volumising brush
Adds volume and shape to longer hair



Focused airflow to dry
Powerful airflow quickly rough-dries hair in preparation for styling.



Coanda to curl
Enhanced Coanda airflow attracts and self-wraps hair around barrel in both directions.



Coanda to shape
Enhanced Coanda airflow attracts hair to the surface of the brush to shape with increased control.



Coanda to smooth
Two jets of air work simultaneously on dry and straightened hair to smooth and hide flyaways.

Dyson Supersonic™ hair dryer
 Fast drying. No heat damage. Engineered for all hair types.

dyson supersonic



Gentle air
 Kind for sensitive scalp and fine hair, creating gentle, cool airflow



Styling concentrator
 Style one section at a time, without disturbing the rest



Re-engineered Diffuser
 Helps reduce frizz and define curls & waves



Flyway attachment
 Ideal finishing tool for sleek, straight styles



Smoothing nozzle
 Dries and helps create a smooth natural finish

Powerful. And fast.

The small, powerful Dyson digital motor V9 spins at up to 110,000rpm. Combined with Air Multiplier™ technology, it produces a high-pressure, high-velocity jet of controlled air, for fast drying and precision styling.

Intelligent heat control helps protect your shine

Unlike some others, the Dyson Supersonic™ hair dryer measures air temperature over 40 times a second, and regulates the heat. This prevents extreme heat damage, to help protect your hair's shine.

Dyson Supersonic Nural™ hair dryer

Nural™ sensors within machine activate heat and airflow settings automatically to match attachment



High heat



Wide-tooth comb
high flow



Gentle air attachment
high flow



Styling concentrator
med flow



Medium heat



Wave+ Curl diffuser
med flow



Low heat



Flyaway attachment
high flow

Dyson Corrale Style onthego.

Hybrid charge mode

Connect to the magnetic 360° charging cable to extend your run time.

OLED screen

Battery level, temperature control and charging status displayed during use.

Ready to travel

Universal voltage and a Flight-ready feature let you travel abroad with your straightener.¹

Heat-resistant travel pouch

Safely stores your straightener, with a separate protector for the Flight-ready tag.

Peace of mind

Auto shut-off after 10 minutes of inactivity, and Safety lock for immediate storage after use.

2-year warranty

On parts and labour.



Less heat, half the damage²

Flexing plates gather hair for more control, so you can style with less heat and 50% less breakage³.



Use corded or cord-free

Up to 30 minutes cord-free styling⁴. Or attach the cable if you need to style for longer.



Suitable for all hair types

Variable heat settings enable effective styling for all hair types and lengths.



Enhanced styling

Gathers hair for extra control, ensuring less frizz and fewer flyaways⁴.

1. Based on an internal study done during May, 2020.

2. Thermal damage measured by hair strength, when creating an equivalent hair style. Tested on flexing plates vs. solid plates.

3. Exact run time depends on your hair and styling habits.

4. Direct image analysis vs. untreated hair.

dyson corrale

Ready to style when you are

With 90% battery charge in just 40 minutes, using the magnetic charging cable or dock.





dyson

Floor Care

Dyson Wash G1 – First Full wet vacuum cleaner



The Dyson WashG1™ wet cleaner Five key points to know



Two powerful counter-rotating rollers

For fast stain removal. Two individually powered rollers, counter-rotate whilst a pulse-modulated pump distributes water evenly across 26 hydration points, along the full width of each roller.

Highly-absorbent rollers

Each roller is made up of a highly absorbent microfibre, with 64,800 filaments per cm². This, combined with a consistent application of clean water ensures liquid spills are absorbed, whilst dry dirt, debris and hair is enveloped by the high-density filaments.

Dyson's unique separation technology

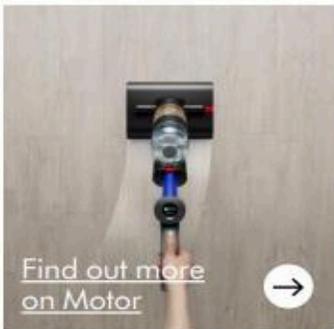
For hygienic, no-touch disposal. Dirty water is extracted from the rollers by a durable mangle, whilst secondary nylon bristled inner brush bars removes dirt and debris, flicking it straight into a removeable debris tray.

Customisable hydration controls

Owners can select the level of hydration required based on debris type, flooring and personal preference: low, medium or high. A separate boost mode button helps the removal of stubborn dirt and dried on stains.

Self-cleaning cycle

After use, the self-cleaning mode purges both rollers with 1 litre of clean water on the highest boost setting, flushing the entire system in preparation for the next clean. As each roller spins, water flushes through them to dislodge dirt and debris found deeper within the microfibers.



[Find out more on Motor](#)





Dyson Big Ball™ vacuum cleaner

big ball

Dyson's most powerful corded vacuum with 5-year warranty and free servicing.

No cost EMI* available.



All-floor cleanerhead

The versatile carbon fiber turbine head is suited for all floor types



2 year Accidental Damage Protection Plan

All vacuums and floor cleaners come with a two-year warranty and complete accidental damage protection*

FAQs

What parts are covered under the accidental damage protection plan?
Our program covers all parts of the machine.

What is not covered under the plan?
Water damage is not covered as part of the plan.

How to activate the plan?
You must register your machine to activate the accidental damage protection benefit.



*Terms and conditions apply



Powerful Suction

Two-tiered radial cyclones produce powerful 205 AW of suction



Self-righting

Conventional vacuums fall over. Big ball picks itself up when knocked over



Large 1.6L bin and long 22 ft. cord

Clean for longer, without a stop



Hygienic bin emptying

No need to get your hands dirty, empty the bin in one action



360° Articulation

The wand rotates 360° so you can clean everywhere, with greater control



Upholstery tool

Designed to pick up hair and dirt from bedding, stairs and sofas

Cleanerhead and attachments



Turbine cleaner head

Versatile cleaning on all floor types.



Mattress tool

Designed for picking up hair and dirt from stairs, bedding and upholstery.



Combination tool

Two tools in one - brush with wide nozzle and crevice tool. For simple switching between tasks.



Tool holder

Stores your tools. So, they're always there when you need them.

Bagless technology

No bags to buy and no loss of suction





Only a Dyson works like a Dyson
Core technologies in every
Dyson cord-free stick vacuum



Multi-stage filtration
Dyson's fully-sealed filtration traps microscopic particles and allergens – and expels cleaner air.



Dyson Hyperdymium™ motor
Powerful, lightweight digital motor helps suck up microscopic dust and large debris.

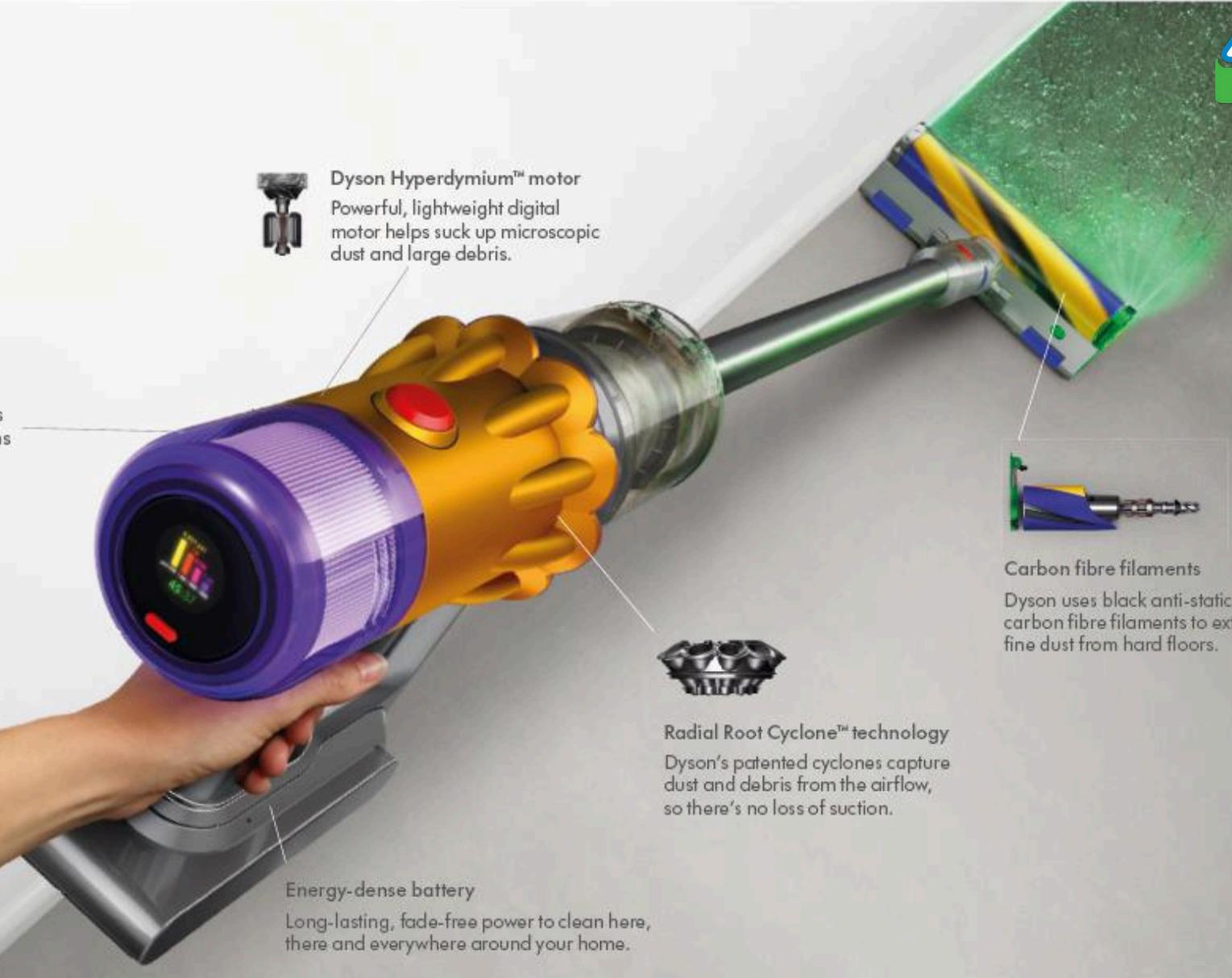


Carbon fibre filaments
Dyson uses black anti-static carbon fibre filaments to extract fine dust from hard floors.



Radial Root Cyclone™ technology
Dyson's patented cyclones capture dust and debris from the airflow, so there's no loss of suction.

Energy-dense battery
Long-lasting, fade-free power to clean here, there and everywhere around your home.



DysonPortfolio–Floorcare Category,India



	Latest technology Wet. Dry. All in one.	Powerful, larger format		Powerful, smaller format	
					
	V12s Detect Slim Submarine™	V15 Detect	V11	V12 Detect Slim	V8
Suction power <small>(vs Dyson V8 vacuum)</small>	30% more suction 150AW	100% more suction 240AW	60% more suction 185AW	30% more suction 150AW	Powerful Dyson suction 115AW
Run time	Up to 60 minutes ¹ <small>(Vacuuming)</small>	Up to 60 minutes	Up to 60 minutes	Up to 60 minutes	Up to 40 minutes
Filtration	Advanced filtration Captures down to 0.3 microns	Advanced filtration Captures down to 0.3 microns	Advanced filtration Captures down to 0.3 microns	Advanced filtration Captures down to 0.3 microns	Advanced filtration Captures down to 0.3 microns
Illumination	Reveals invisible dust ²	Reveals invisible dust ¹	-	Reveals invisible dust ²	-
Dust detect	Reports cumulative dust levels as you clean	Reports cumulative dust levels as you clean	-	Reports cumulative dust levels as you clean	-
Power button	Yes	-	-	Yes	-

2 Now with two-year complete accidental damage protection*



dyson

Environmental Care

dyson

Dyson Purifiers Range

Captures allergens,
VOCs, viruses
and 99.95% of
pollutants as small as

0.1 microns



dyson purifier cool gen1



dyson purifier cool



dyson purifier cool formaldehyde



dyson purifier hot+cool gen1



dyson purifier hot+cool



dyson purifier big+quiet



dyson

Support from Dyson

Dyson Support

**Shop Boy
Program**

Demo Units*

**BrandDisplay *
fixtures**

**Marketing
Support**

* Terms & Conditions apply

Marketing Assets



dyson

Dyson now available at:

% No-cost emi options available

dyson airwrap

Celebrate her with the gift of Dyson technology
Special offer. Flat ₹4 000 off*

% Own it at just ₹3 825/month*

v12s detect slim submarine

Cleans your whole home with just 300ml of water¹
Removes wet and dry debris, simultaneously

dyson

1 Cleans up to 1180 sq. ft. with 300ml of water.

dyson

Cools in summer.
Heats in winter.
Purifies all year round.

Now at ₹49 900
MRP ₹66 900

purifier hot+cool

dyson

Gudi Padwyachya Hardik Shubhechha

Save up to ₹17 000* + Extra ₹2 000* this Gudi Padwa

*Terms and conditions apply

d Contact your Dyson Expert for more details

Assets to Promote
sell out of inventory:

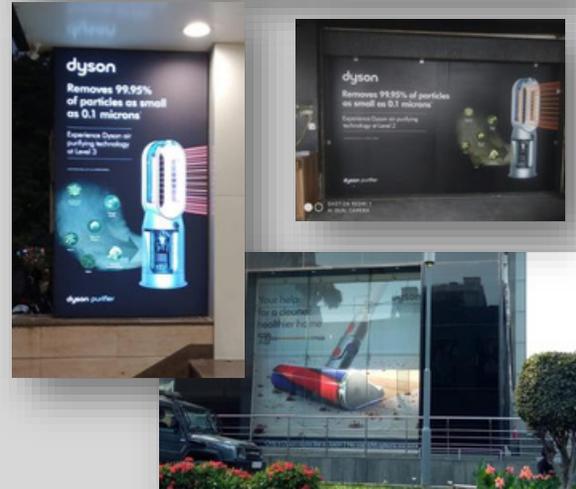
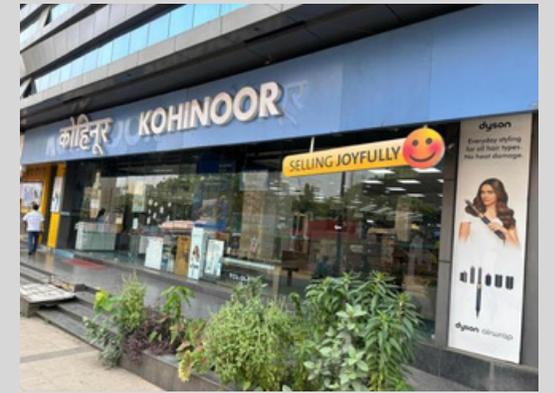
ECRM: Emailer, Whatsapp

Digital campaign

Assets: Social, Display

Website: Banners, Brand page/listings

In-store Branding



Façade branding

Window branding

Shop Front Standees

Category Visibility
Plinths, Pillars, Instore category branding



The standout feature of the EMS fixture is its 4-sided functionality

Dimensions –

3100 (L) x 1000 (W) x 1400mm(H)

- Main approach to be installed with a minimum of 800mm clear space on all 4 sides
- Hair Care category
Includes styling station (mirror & styling chair) with PC static campaign graphic (Lightbox) on the other side
- Home (FC+EC) category
taking the other full-side with FC NPD Endcap



The standout feature of the EMS fixture is its 4-sided functionality. **This can only be installed with a ceiling suspended brand logo**

Dimensions –
1900(L) x 1000 (W) x 1400mm(H)

- Main approach to be installed with a minimum of 800mm clear space on all 4 sides
- **Hair Care** category gondola includes styling station (mirror & styling chair) with PC static campaign graphic on the other side
- **Home** (FC+EC) category gondola taking the other full-side
- **NPD** End cap feature our newest machines of FC

In Mall Activations | In Store Events | Exhibitions



Affordability

SKU	SSP	Promo	Promo Price	EMI (12M NCE)	Per Day Cost
Floor Care					
V8	36,900	7,000	29900	2492	82
V11	56,900	0	56900	4742	156
V12	53,900	4,000	49900	4159	137
V12S	62900	0	62900	5242	172
V15	65,900	0	65900	5492	181
WashG1	64,900	0	64,900	5408	178
Big Ball	32,900	3000	29900	2492	82
Enviromental Care					
TP07	47900	8,000	39900	3325	109
TP09	54900	5,000	49900	4158	137
HP07	66900	0	66900	5575	183
HP10	56900	0	56900	4742	156
TP10	35,900	2,000	33900	2825	93
BP02	68,900	0	68900	5742	189
Personal Care					
AW 308C	47,900	4,000	43900	3659	120
AW 308F- VNBU/TZ	49900	3000	46900	3909	128
AW 308F- CePa/Tz	49900	3000	46900	3909	128
AW 308F Other Colours	49900	0	49900	4158	137
Airstrait	45900	4000	41900	3492	115
605G Nural	41900	0	41900	3492	115
Corralle	40900	11,000	29900	2492	82
Supersonic	36,900	7,000	29900	2492	82

Specifically designed Affordability program with the lowest cost of acquisition

EMI costs get updated basis promo

Updated monthly circulars will be shared

Intent is to entice & recruit fence sitters & make Dyson affordable to household

*Subject to change with changes in promo

PROCESS

Incentive program for retailers:

Registration in STORM app is mandatory.

For payout, registered numbers must be linked with an UPI account (KYC completed).

Sellout must be entered in the STORM app along with Product details. Payout shall be calculated accordingly.

Payout shall be transferred via UPI within 1 month after validation process.

Sellout (Units)	Incentive Per Unit
1 ~ 4	₹500
5 ~ 9	₹700
10 & above	₹1,000

← Sample Scheme

Terms & Conditions:

- 1) Applicable for Un-Controlled Doors only.
- 2) Sellout numbers to be verified via STORM app with all the Product details.
- 3) Distributors need to verify the sellout along with customer invoices uploaded by their respective stores.
- 4) RKAM/GSM also need to verify the sales.

Notes: Payout will be less of applicable taxes.



Thank you