



Since 1956

OUR BRANDS



Raj Industries

Head Office: Village Pawa, G.T. Road, Near Civil Airport,
Ludhiana Pin Code -141 120 (Punjab) Tel.: +91-93027 00090.

Web: www.rajsuperwhite.com | Customer Care: +91 93027 00090



Since 1956

**SAFAAI DAMDAAR
HAR BAR LAGATAR**



Co-powered by



Product Detailer



Enjoy your bath with Raj's Njoy Bathing Soap. Its long-lasting fragrance will give you an ultimate bathing experience, leaving your skin smooth and fresh. You can enjoy seven days of seven different fragrances of Njoy Bathing Soap at the same price as all seven variants.

AVAILABLE PACK SIZE

SKU	Case pack	No. of Boxes In 20-Foot Container (approx)	Gross Weight in Kgs 20-Foot Container (Approx)
500g (100gX5) Set Pack	24	1600	20400
500g (125gX4) Set Pack	24	1700	21500
200g (50GX4) Set pack	54	1800	20700



Velvet Rose



Herbal Aloe Vera



Rich Milk & Almond



Fresh Lime



Cool Mint



Purifying Neem & Coconut



Haldi Chandan

NJOY BATHING SOAP



Raj super white Premium Detergent Powder is enriched with double surfactant and high-performance fabric brightener for superior laundry care. It has multiple water-softening agents and enzymes to remove tough stains. It is suitable for both machine and bucket wash. Enjoy brighter softer clothes with long-lasting fragrance after every wash. It removes all stains like Tea/coffee, Ketchup/Curry, Grass/clay, and Blood/Sebum. It is gentle on hands making it a great choice for fabric care.

AVAILABLE PACK SIZE

SKU	Case pack	No. of Boxes In 20-Foot Container (approx)	Gross Weight in Kgs 20-Foot Container (Approx)
75g Pack	130	1400	14200
1 kg pack	12	1800	22500
3kg Pack	4	2100	26300



RAJ SUPER WHITE PREMIUM DETERGENT POWDER



Raj Super White is a premium laundry soap made from natural vegetable oils and enriched with coconut oil, without any harmful chemicals. It is India's first white-colored and perfumed soap for laundry care, without any artificial fillers. It is highly recommended for both white and colored clothes. This soap is tough on stubborn stains, but gentle on clothes. It leaves clothes feeling softer after every wash and works effectively in hard water, especially in coastal areas. Due to its purity and natural ingredients, the soap volume is more than 1.5 times that of other commonly available blue detergent bars and brown laundry soaps, and it lasts two times longer.

AVAILABLE PACK SIZE

SKU	Case pack	No. of Boxes In 20-Foot Container (approx)	Gross Weight in Kgs 20-Foot Container (Approx)
70g Single Pack	192	1600	22400
150g Jumbo Bar Pack	64	2500	25000
650g Pack	15	2300	23200
650g Pack	20	1700	22800
1 Kg Pack (250gX4)	10	2500	25800
1 Kg Pack (200gX5)	10	2500	25800
1080 g Pack (360GX3)	16	1400	24800
1080 g Pack (360GX3)	12	1900	25400



RAJ SUPER WHITE LAUNDRY BAR



2-in-1 Dual-Color Laundry Care Bar – Safe, Natural & Long-Lasting Experience the best of both worlds with our innovative 2-in-1 dual-color combo bar for laundry care. Free from harmful chemicals, this premium product is crafted from natural vegetable oils and enriched with nourishing coconut oil to ensure superior quality and purity. Designed for performance and durability, it offers over 1.5 times the volume and lasts twice as long as conventional blue detergent bars and brown laundry soaps available in the market. The unique dual-color design combines the effective cleaning power of a blue detergent bar with the gentle care of a white laundry soap making it a smart, all-in-one solution for your laundry needs.

AVAILABLE PACK SIZE

SKU	Case pack	No. of Boxes In 20-Foot Container (approx)	Gross Weight in Kgs 20-Foot Container (Approx)
150g Pack	72	2400	26900
700g Pack (140gX5)	15	2400	26100



RAJ SUPER WHITE BLUE & WHITE BAR



Raj NJOY All Purpose Soap is a multipurpose cleansing bar designed for both personal and household use. With its rich lather, long-lasting formula, and pleasant fragrance, it offers a reliable cleaning experience for various everyday needs. Gentle on skin and effective on fabrics, Raj NJOY Soap is a trusted companion for a clean

AVAILABLE PACK SIZE

SKU	Case pack	No. of Boxes In 20-Foot Container (approx)	Gross Weight in Kgs 20-Foot Container (Approx)
65G	132	2600	23400
125G+25G	58	2600	23500



RAJ NJOY ALL PURPOSE SOAP



Saheli Washing powder dissolves easily and removes tough stains fast. Its superior formulation fights various tough stains such as oil, ketchup, chocolate, and curry stains. For tough stains, pre-soak your garments in Saheli detergent solution for 30 minutes. It provides the best hand-washing experience and works on colored as well as white garments, leaving them with an excellent fragrance

AVAILABLE PACK SIZE

SKU	Case pack	No. of Boxes In 20-Foot Container (approx)	Gross Weight in Kgs 20-Foot Container (Approx)
110g Pack	72	2250	18000
500g Pack	50	735	18400
1 kg Pack	25	1000	25000
4 Kg Pack	5	1200	24600



SAHELI WASHING POWDER



Saheli Dishwash Bar is the first Indian brand to offer a free scrubber with its Rs. 10 pack. With the power of lemons, Saheli Dishwash Bar effectively removes even the toughest stains, and works wonders in cleaning even with small quantities. It also provides fast removal of burnt food, and gives a pleasant cleaning experience with its refreshing lemon fragrance during dishwashing.

AVAILABLE PACK SIZE

SKU	Case pack	No. of Boxes In 20-Foot Container (approx)	Gross Weight in Kgs 20-Foot Container (Approx)
135g Single Pack	72	2300	23500
135g Single Pack	120	1500	25700
300g Single Pack	40	2100	26200
400g (100gX4) Set Pack	27	2300	26000
500g Tub Pack	24	1600	21000
800g (200gX4) Set Pack	20	1500	24900



SAHELI DISHWASH BAR