



Product Catalogue 2025-2026



Detergent Powders | Detergent Cakes
Dishwash Bars | Dishwash Tubs
Toilet Cleaners | Floor Cleaners

S. R. SOAP INDUSTRIES



About Us

S.R. Soap Industries is a certified and approved establishment involved in the production and trade of a wide range of housekeeping products that include Detergent Cake, Detergent Powder, Dishwash Bar, Dishwash Tub, Liquid Dish Wash, Liquid Handwash, Toilet Cleaner & Floor Cleaner. We are based out of Jaipur (Rajasthan, India) and operate with a wide network of dealers and logistic partners in the regional marketplace.

Our Story

Established in 2010, S. R. Soap Industries started with a dream to revolutionise the housekeeping products segments by incorporating a “global standards by local methods” approach. We strive to create a better world for all of us- a world where every house is able to afford clean and sanitized living conditions. With this goal of taking personal hygiene to every nook & corner of the country, we have grown under the leadership of our founders, Biyesh K Shrivastava & Ashutosh Pandey. Utilizing their combined experience of more than 50 years in production & sales of cleaning products, S. R. Soap Industries today offers a diversified range of quality products for all kinds of cleaning needs in personal & industrial domains. Since its establishment, the name S. R. Soap Industries has been synonymous to consistency & reliability, which has made us the preferred choice of millions of households in West & North India.



Our Vision

To provide high quality cost effective cleaning solutions, customised as per the requirements of all demographics in India thereby contributing to the Swachh Bharat revolution.

Our Mission

- ✦ To maintain a “zero tolerance” approach towards the quality & consistency of our products.
- ✦ To manufacture products that are competitive in both quality & cost when compared to their international counterparts.
- ✦ To provide cleaning solutions to every nook & corner of the country through effective distribution channels.
- ✦ To create a product line that performs without compromise in different washing conditions.
- ✦ To strengthen “Make in India” by using indigenous ingredients in our products.
- ✦ To promote the vision of “Aatmnirbhar Bharat” by eliminating complete dependency on foreign goods.

Our USP

- ✦ 360° complete housekeeping solutions available under a single roof.
- ✦ Customized products manufactured as per exigency.
- ✦ Licensed manufacturer & supplier
- ✦ Dedicated Client Manager for every client.



TOPLEX EASY WASH DETERGENT POWDER



Available In:

1 kg X 20 pkt

400 grams X 40 pkt

Keep your clothes as good as new after every wash with the premium detergent powder Toplex Easy Wash. Toplex Easy Wash is a washing machine expert from the house of S. R. Soap Industries. Formulated to give the best stain removal in the first wash itself while keeping your favourite clothes in top condition. It dissolves quickly in water and promptly removes even the most difficult stains without damaging the fabric, keeping your clothes in the pink of health.





TOPLEX

DETERGENT POWDER



Available In:

- 5 kg X 4 pkt
- 3 kg X 10 pkt
- 2 kg X 15 pkt
- 1 kg X 25 pkt
- 500 grams X 40 pkt
- 400 grams X 50 pkt
- 130 grams X 100 pkt

Toplex, our champion product offers great washing experience in all kinds of water.

It easily removes tough stains from your clothes and gives them a new refreshing fragrance. Its effective formula preserves the colour of your clothes and keeps whites white even after several washes. Even the most stubborn stains will disappear with just one use of Toplex Detergent Powder.



SP ADVANCED DETERGENT POWDER



Available In:

- 5 kg X 6 pkt
- 3 kg X 10 pkt
- 2.7 kg X 10 pkt
- 2.5 kg X 12 pkt
- 2 kg X 15 pkt
- 1 kg X 25 pkt
- 400 grams X 50 pkt
- 500 grams X 40 pkt
- 150 grams X 100 pkt

Our most affordable product was launched with the objective to convert the non-users of detergent powder into users and to prevent them from falling into the trap of sub-standard products. This widely bought product packs a punch when it comes to delivering quality washing experience and is hard on tough stains.



UNILEX

DETERGENT POWDER



Available In:

- 5 kg X 10 pkt
- 3 kg X 10 pkt
- 2.7 kg X 10 pkt
- 2.5 kg X 12 pkt
- 1 kg X 30 pkt
- 800 grams x 30 pkt
- 400 grams x 50 pkt
- 150 grams x 120 pkt

Unilex Detergent Powder is the complete solution for your everyday washing needs. Unilex Detergent Powder helps fight and remove various kinds of tough stains such as food, soil & sweat stains. It consists of optical brighteners, which boost brightness of clothes and makes them look radiant. Unilex Detergent Powder protects cloth fibers and helps prevent clothes from looking frayed and damaged. It helps wash away hidden germs from your clothes.



Achha

DETERGENT POWDER



Available In:

- 5 kg X 6 pkt
- 3 kg X 10 pkt
- 2.7 kg X 10 pkt
- 2.4 kg X 12 pkt
- 2 kg X 15 pkt
- 1 kg X 25 pkt
- 800 grams X 30 pkt
- 500 grams X 40 pkt
- 150 grams X 100 pkt
- 75 grams X 120 pkt

Our most affordable product was launched with the objective to convert the non-users of detergent powder into users and to prevent them from falling into the trap of sub-standard products. This widely bought product packs a punch when it comes to delivering quality washing experience and is hard on tough stains.





ELEGANT

DETERGENT POWDER



Available In:

- 5 kg X 6 pkt
- 3 kg X 10 pkt
- 2.7 kg X 10 pkt
- 2 kg X 15 pkt
- 1 kg X 25 pkt
- 400 grams X 50 pkt
- 150 grams X 100 pkt

New & improved SP Elegant gives you tough stain removal for a bright clean and long-lasting freshness in just 1 wash, and is specially designed with semi-automatic washing machines and handwashing in mind. It contains no bleach, so cares for and protects bright and vibrant garments. So now, goodbye stains and dullness.



TOPLEX DETERGENT CAKE



Available In:

225 grams x 50 pcs

200 grams x 60 pcs

100 grams x 120 pcs

Eliminate dirt and stains from cuffs and collars. Make your clothes good as new with Toplex Detergent Cake.

When it comes to clothes, clean never goes out of style. Revive your favourite outfits with just one wash with Toplex Detergent Cake. This cake contains étincelle power that gives superior cleaning action with new linen fragrance, giving your clothes a new life. Jaisa Naam! Waisa Kaam!





SP DETERGENT CAKE



Available In:

250 grams x 50 pcs
120 grams x 100 pcs

Eliminate dirt and stains from cuffs and collars. Make your clothes good as new with SP Detergent Cake.

When it comes to clothes, clean never goes out of style. Revive your favourite outfits with just one wash with SP Detergent Cake. This cake contains étincelle power that gives superior cleaning action with new linen fragrance, giving your clothes a new life. Jaisa Naam! Waisa Kaam!



UNILEX DETERGENT CAKE



Available In:
180 grams x 60 pcs

Eliminate dirt and stains from cuffs and collars. Make your clothes good as new with Unilex Detergent Cake.

When it comes to clothes, clean never goes out of style. Revive your favourite outfits with just one wash with Unilex Detergent Cake. This cake contains étincelle power that gives superior cleaning action with new linen fragrance, giving your clothes a new life. Jaisa Naam! Waisa Kaam!





TOPLEX

DISHWASH BAR



Available In:

500 grams X 24 pcs

180 grams X 60 pcs

125 grams X 80 pcs

90 grams X 100 pcs

Remove oily greasy stains from utensils with Toplex Dishwash Bar, an effective dishwashing solution that leaves no residue.

Keeping your dishes clean and sparkling was never so easy. Just with a few dabs of Toplex Dishwash Bar, clean a sink full of dirty dishes! Effective in removing oil and other tough stains.





ELEGANT DISHWASH BAR



Available In:

- 280 grams X 48 pcs
- 140 grams X 80 pcs
- 80 grams X 120 pcs

SP Elegant Dishwash Bar with the power of Lemon & Neem and a unique cleaning formula not only cleans oil & grease but also removes the invisible germs from utensils. Its superior quality and distinctive fragrance makes dishwashing a pleasant experience. The antiseptic properties of Neem immunity improving properties of lemon ensures sparkling clean dishes.



SP

DISHWASH BAR



Available In:

200 grams X 60 pcs

SP Dishwash Bar is anti-bacterial in nature and hence offers not just superior cleaning but also a hygienic one. SP Dishwash Bar is a pioneering product that incorporates goodness of lemon.

The goodness of lemon in SP Dishwash Bar helps to fortify the antibacterial efficacy in it. In addition, SP Dishwash Bar has a double action formula that is tough against germs that cause many diseases including food poisoning. This makes SP Dishwash Bar a unique product where Goodness of Nature meet the Power of Science.



TOPLEX

DISHWASH TUB



Available In:

- 1 kg X 18 pcs
- 600 grams X 18 pcs
- 500 grams X 18 pcs
- 300 grams X 30 pcs

Toplex Dishwash Tub offers the promise of zero wastage and hence has clear advantage over any other shaped bars. Since there are no corners, and because scooping of bar happens ergonomically, along the circumference, there is no problem of bar breakage at the centre. This ensures that the consumer gets full value for their money.

Toplex Dishwash Tub comes in a classy and stylish contemporary packing with tamper proof cap to ensure that the product reaches the consumer in the best quality as intended.



SP

DISHWASH TUB



Available In:

600 grams X 18 pcs

500 grams X 18 pcs

SP Dishwash Tub has a unique, powerful multi active formula that provides you with "Power of Bar and Shine of Liquid". It comes in an ergonomically friendly stylish packaging that minimizes wastage and helps in better dispensation. Its antibacterial efficacy cleans all types of utensils like crockery, cutlery, crystal-ware, steel & silver to your utmost satisfaction.



Achha

DISHWASH TUB



Available In:

- 600 grams X 18 pcs
- 500 grams X 18 pcs
- 300 grams X 30 pcs

Achha Dishwash Tub is a superior degreasing utensil cleaner tub. Its active booster granules burst while scrubbing giving more power that is abrasive and hence enables easy removal of tough grease. The Lime and Vinegar in Achha Dishwash Tub ensures faster cleaning of utensils. Its rapid spread technique ensures no residual marks on the utensils. It has tamper proof cap that helps to ensure that the product reaches the consumers in the best of the condition.



UNILEX

DISHWASH TUB



Available In:

500 gm X 18 pcs
250 gm X 30 pcs

Achha Dishwash Tub is a superior degreasing utensil cleaner tub. Its active booster granules burst while scrubbing giving more power that is abrasive and hence enables easy removal of tough grease. The Lime and Vinegar in Achha Dishwash Tub ensures faster cleaning of utensils. Its rapid spread technique ensures no residual marks on the utensils. It has tamper proof cap that helps to ensure that the product reaches the consumers in the best of the condition.



TOPLEX

White Floor Cleaner



Available In:

1 ltr x 15 bottles

5 ltr x 1 bottles

Toplex White Floor Cleaner comes to you with the power of pine oil and an advanced germ kill formula for total cleaning satisfaction. Toplex White Floor Cleaner keeps your floor sparkling clean to give you a pleasant home. Scrub away the toughest stains for a dirt free floor and experience the pure pine aroma. Suitable for any floor surface including marble & ceramic tiles. It is safe for your hands and eco friendly.





MAKE IN INDIA



एक कदम स्वच्छता की ओर

S. R. Soap Industries

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