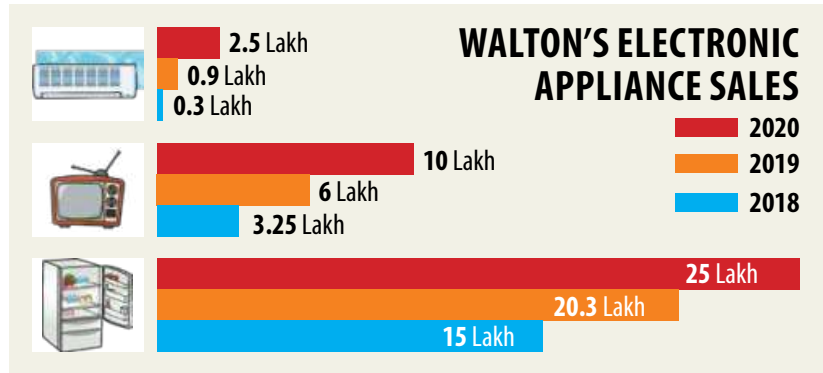


# Walton rolls out red carpet to lure in customers

## Announces Tk 35 lakh a day as cash voucher against fridge, TV and AC sales

STAR BUSINESS REPORT

Local electronics giant Walton yesterday introduced a huge sales campaign to give away cash vouchers worth Tk 35 lakh every day among the buyers of its refrigerators, televisions and air-conditioners.



"A customer can win a maximum of Tk 5 lakh in cash voucher under the campaign," said Ariful Ambia, the campaign's chief coordinator.

The prime objective of the campaign is to make the company's after sales services accessible to all of its customers, said Ambia, also an executive director of Walton.

To avail the offer, the customers have to provide phone number, product's name and barcode to get registered on the Walton's database under its Digital Campaign Season-6, he said.

After registration, the customers

will get cash vouchers through SMS confirmation. Winners will be randomly selected through a computerised system.

"Every registered consumer of Walton products will get the desired after sales service even if they lose the product's warranty card," said Ambia.

The customer database will help Walton expand its market, he said at a press briefing at Walton's corporate head office in the capital.

However, Walton declined to disclose how many days the campaign would continue. But, according to an official, Walton typically runs such

campaigns for two to three months.

A portion of a day's sales volume will be disbursed as cash vouchers, explained Mohammad Firoj Alam, a deputy executive director of the company.

"From our previous experience, we had always been able to provide the customers with what we declared."

Thanks to the spiralling sales of Walton electronics, the company is confident that it will be able to give away such a big amount—Tk 35 lakh—as cash vouchers every day, Alam said.

Walton now holds around 75 per cent of the local refrigerator market in Bangladesh, according to company data.

The company's refrigerator sales increased 35.33 per cent year-on-year to 20.30 lakh units in 2019 and it aims to sell 25 lakh units in 2020.

In AC sales, the company posted a 216 per cent growth in 2019. It plans to sell 2.5 lakh units of ACs in 2020, which is about 187 per cent higher than their previous year's sales figure.

The company sold 6 lakh units of LED and smart televisions in 2019, an 85 per cent year-on-year growth. Walton hopes to sell 10 lakh units of televisions in 2020.

"The customer database will help Walton to conduct research and find out the untapped market and get customers feedback," Alam added.

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Walton officials launch its 'Digital Campaign Season-6' at its corporate office in Dhaka yesterday.

COLLECTED

# Bangladesh's energy diplomacy: Looking back and way forward



MUHAMMAD HASANUJAMAN

Bangladesh has precious little experience in energy diplomacy, which refers to the practices and norms by which political institutions and large companies cooperate to promote energy trade.

Energy diplomacy remains at the forefront of many country's foreign policy, including major economies like China and the United States (US) of America.

Aimed at meeting local energy needs and managing the implications of the energy to national wealth and geopolitical power ratio, US energy diplomacy promotes a stable global energy supply.

It also encourages efforts to strengthen ties with new and emerging producers through international fora.

Despite only having begun in the early 1990s, China energy diplomacy recently gained pace through its Belt and Road Initiative (BRI).

Therefore, it is worthwhile to take

a look back on all the international, both bilateral and multilateral, energy agreements made by Bangladesh since its independence.

Since the 1970s, when it was known as the Union of Soviet Socialist Republics (USSR), Russia has remained a tested strategic partner for Bangladesh for both economic and energy issues.

The bilateral diplomatic relationship between the two countries, which formally began in January 1972, was strengthened in the early 70s through financial and technical assistance from Russia.

With a view to revitalise a war-ravaged economy, the former Soviet Union helped develop the country's biggest power plant, the Ghorashal Power Station, in Palash Upazila of Narsingdi district in 1974.

Russia also aided in the construction of the Siddhirganj power plant in Narayanganj and an electrical equipment factory Chattogram.

A more recent example for Russian assistance would be the signing of a G2G agreement for the construction of the Rooppur Nuclear Power Plant in November 2011.

The deal was made in line with the government's 'Universal Electrification-2021' plan, which features Rosatom, a Russian state corporation, as a key stakeholder.

Specialized Russian energy companies like Gazprom EP

International and Inter RAO-Engineering have since signed multiple contracts with Petrobangla, BAPEX, BGFCL and the Bangladesh Power Development Board.

The deals were signed seeking cooperation on a number of activities, ranging from the exploration and development of hydrocarbons to repairing and modernising existing plants.

Chinese investment towards the Bangladesh's energy sector gained momentum after a visit from President Xi Jinping in October 2016. During his visit to Dhaka, the Chinese premier penned a number of agreements, totalling about USD 10 billion.

Those investments were made mainly in the energy sector, specifically coal based power plants. This includes the 1,300 megawatts (MW) coal-fired power station in Chattogram, another in Patuakhali and the proposed 1,300 MW plant in Cox's Bazar.

Albeit a bit rocky, the bilateral relationship between Bangladesh and India, which began in the early 70s, has been very significant for both countries.

After Indian Prime Minister Narendra Modi unveiled the 'Southeast Asia-first' policy, an energy starved Bangladesh has been responsive to important energy deals with its neighbour.

As of 2019, Bangladesh had imported 1160 MWs from India.

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## FINALLY AN UPBEAT BOURSE

DSEX, the benchmark index of the premier bourse, continued its gaining streak for the second consecutive week as investor confidence appears to be coming back following a number of measures including the central bank's liquidity support for the stock market, interest rate cut on post office savings scheme by half and the Asian Development Bank's approval for a \$170 million loan for the bourse's development.

DSEX rose to **4,733** points  
(up **169** points,  
or **3.7%**)



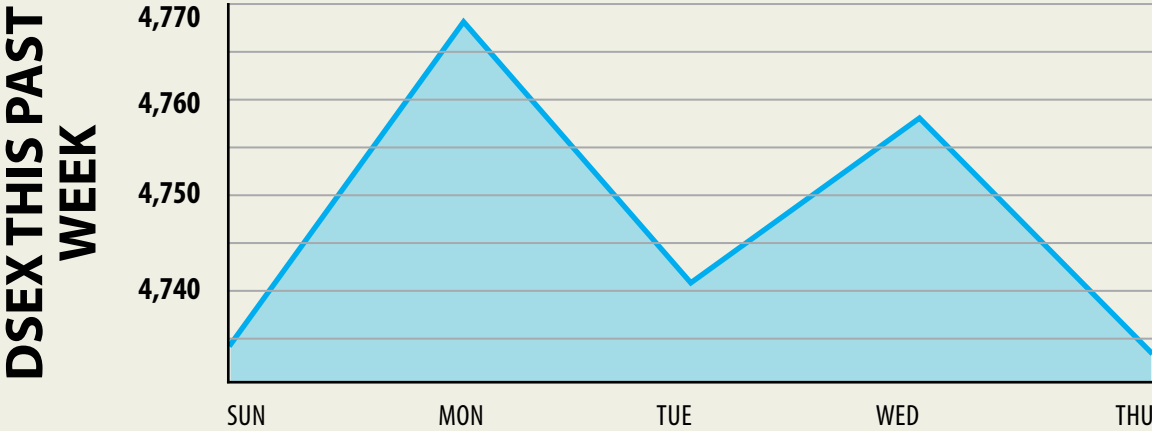
Daily average turnover rose to Tk  
**1,021.34cr** (increased Tk **44.95cr**,  
or **4.6%**)

| TOP FIVE GAINERS   |             |
|--------------------|-------------|
| Company            | Gain (in %) |
| MI Cement          | 40.20       |
| Premier Cement     | 39.45       |
| Kohinoor Chemicals | 35.25       |
| BSRM               | 27.37       |
| Regent Textile     | 24.14       |

| TOP FIVE LOSERS       |             |
|-----------------------|-------------|
| Company               | Loss (in %) |
| Standard Ceramic      | 13.08       |
| Samata Leather        | 10.06       |
| Sinobangla Industries | 9.47        |
| Shyampur Sugar Mills  | 9.00        |
| Provati Insurance     | 7.92        |

| TOP SECTORAL CONTRIBUTION |                             |
|---------------------------|-----------------------------|
| Sector                    | Change in Market cap (in %) |
| Engineering               | 14.8                        |
| Pharma & Chemicals        | 13.9                        |
| Textile                   | 13.5                        |
| Fuel & Power              | 10.6                        |
| Bank                      | 7.3                         |

| TOP TURNOVER  |                                   |
|---------------|-----------------------------------|
| Company       | Daily average turnover (in cr Tk) |
| LafargeHolcim | 131                               |
| Khulna Power  | 114                               |
| Summit Power  | 102                               |
| Orion Pharma  | 87.3                              |
| Grameenphone  | 83.1                              |



## NEXT STEP

### Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

### IMPROVING NEGOTIATION SKILLS



#### DEFLECTING DIFFICULT QUESTIONS



When asked a tricky question, deflection can help you avoid suffering economic or social penalties that might come with being honest, declining to answer, or lying.

#### EXPECTING THE UNEXPECTED



Surprises can be disorienting, and therefore expecting the unexpected can reduce the destabilizing effect of surprises. Improvisation is the key in such situations.

#### STAYING POSITIVE YET FIRM



In competitive negotiations, using phrases like "Yes, if" works like a charm. For example: "I want to pay less than the asking rent for this working space." "Yes, if you get the maintenance done by yourself."

#### NOT AVOIDING CONFRONTATION



Confrontation can be difficult when the stakes are high, but it is not necessarily combative and can lead to positive outcomes. On the other hand, being extra nice in negotiations can backfire.

INFO-GRAPHIC: NAHALY NAFISA KHAN