



DHAKA MONDAY MARCH 2, 2020, FALGUN 18, 1426 BS 💿 starbusiness@thedailystar.net

# Walton's smartphones, ACs set sail for US and India

Its industrial campus declared private hi-tech park

## STAR BUSINESS REPORT

Walton yesterday kicked off exports of air conditioner and smartphones to India and the US respectively, in a development that can be viewed as yet another feather in the cap for the trailblazing home-grown electronics giant.

Finance Minister AHM Mustafa Kamal flagged off the shipments in a ceremony held at the premises of





Minister Mustafa Jabbar and ICT State Minister Zunaid Ahmed Palak were also present at the ceremony.

The dignitaries also inaugurated various projects and products of Walton

Hi-Tech Industries: the country's first lift manufacturing plant, all-in-one PC manufacturing plant and Walton TV's own operating system ROS. The production

capacity of the newly

ACI swims against the tide,

enters shrimp export market

elevator factory is about 1,000 units. The plant will save the country huge sums of foreign currency.

Currently, the country needs about 5,000 elevators, with the amount expected to increase given the rate at which high-rise buildings

are sprouting, according to Walton. So, Walton plans to set up another unit for lift manufacturing.

The ministers also visited various production plants at the campus, including those of refrigerators, compressors. televisions, air conditioners, mobile phones, computers, laptops, home appliances and electric appliances.

Kamal praised Walton for breeding a technological industry and asked the annual company to take forward the current government's political mandate of Digital Bangladesh. built READ MORE ON B3

## Remittance: the only bright spot

Maintains its strong hold in February

### STAR BUSINESS REPORT

Remittance kept up its strong growth momentum last month as migrant workers sent home 10.16 per cent more than they did a year earlier, in a major boost to the economy under stress from sliding exports.

Exports fell 5.21 per cent year-onyear to \$22.92 billion in the first seven months of the fiscal year, according to data from the Export Promotion Bureau.

In February, expatriate Bangladeshis sent home \$1.45 billion to take the tally to \$12.49 billion so far in fiscal 2019-20. The eight-month receipts were up 20.05 per cent year-on-year, according to data from the Bangladesh Bank.

The 2 per cent cash subsidy for remitters from this fiscal year has been the main driver behind the spike, according to economists and BB officials.

If the trend continues, remittance will hit a milestone of \$20 billion come the end of the fiscal year, said BB officials. Some \$16.4 billion flew in to the country last fiscal year.

"Remittance has become the lifeline of the economy given the frustrating performance of all other economic indicators," said Ahsan H Mansur, executive director of the Policy Research Institute of Bangladesh.

The country's balance of payment would have faced severe crisis if remittance had failed to maintain the upward trend.

The current account deficit contracted 60 per cent year-on-year



**REMITTANCE INFLOW SO FAR THIS FISCAL YEAR** (in \$b) 1.2 0.8 0.4 Dec Jan Fel 2019 2020

major component of the balance of payment, stood at \$27 million during the period. A year earlier, it was \$513 million in the deficit.

Besides, the foreign exchange reserve is at a comfortable level thanks to the strong growth of remittance, said Mansur, also a former economist of the

International Monetary Fund. "The favourable exchange rate of the taka against the US dollar and a strong stance taken by the central bank against illegal money transfers have had a positive impact on remittance,"

On March 1, the inter-bank exchange rate stood at Tk 84.95 per dollar, up nearly 1 per cent from a year earlier, BB data showed.

Banks have recently improved their skills to mobilise remittance in order to tackle the shortage of foreign exchanges, Ali said.

The expanding remittance flow has had a good impact on GDP growth as well, said Syed Mahbubur Rahman, managing director of Mutual Trust Bank.

"This has increased the spending power of the near and dear ones of remitters.

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Bangladesh's shrimp exports have been on the wane since fiscal 2013-14 in the face of increased competition from countries such as India, Vietnam and Thailand, where low-priced vannamei shrimp are grown.

ACI Agrolink, a subsidiary of

Advanced Chemical Industries (ACI),

has set foot in shrimp processing to

make a breakthrough in the global

seafood market and take the sector

SOHEL PARVEZ

out of troubled waters.

cost of Tk 25 crore, sits in the shrimp there is next to no risk of bacterial farming village Amian in Kaliganj contamination en route to the capacity to process 30 tonnes of

shrimp growing districts.

Sets up a modern Tk 25cr processing plant

This is in contrast to other processors, who opt to have plants on the banks of Rupsha river in the southwest division of Khulna, meaning the shrimps spend hours on the road before they are processed. As a result, the quality of shrimp deteriorates.

"This is one of the differences in our shrimps," said FH Ansarey, managing director and chief executive of ACI's agribusiness division.

ACI Agrolink purchases black tiger The factory, which was set up at a shrimps directly from farmers, so upazila of Satkhira, one of the main processing plant, which has the shrimp daily.



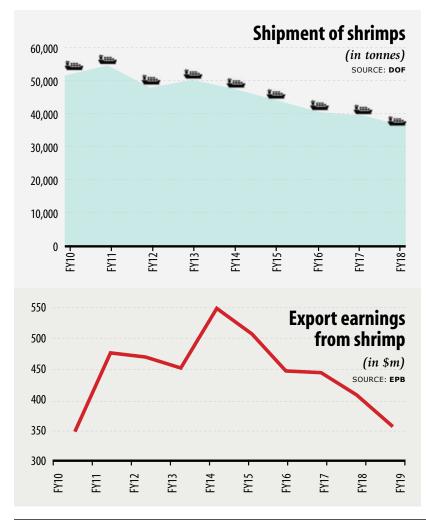
Besides, the locational

to \$1.34 billion in the first half of the said Md Arfan Ali, managing director fiscal year. The overall balance, another of Bank Asia.



As our economy advances, Group Insurance is becoming a necessity for many companies. It is a major compliance issue for major MNC's and for the local companies, it allows a competitive advantage in the provision for employee benefits at low cost. With more than 300,000 lives covered under health and life coverage, the secret to GLIL's success in group business lies in the core values of the ervice Relation





means the quality of shrimps sold will be better than the other processors'.

"So, ACI will be able to win the confidence of the quality conscious customers abroad," Ansarey added.

ACI is entering the export-oriented sector at a time when half of the shrimp and fish processing factories have gone out of business due to shortage of a few essential raw materials.

Currently, about 15 processing plants are engaged in exports.

They are registering falling receipts thanks to change in consumer preference: buyers now opt for cheaper alternatives to the expensive black tiger and freshwater prawn varieties of shrimp, which are mainly farmed on 2.72 lakh hectares of land in the southwest coastal region.

More than eight lakh farmers cultivate shrimps for their livelihoods and the US market has been the mainstay of their earnings over the past couple of decades.

As demand from abroad has fallen in recent years in the face of ample supply of vannamei shrimp from other countries, the local market acted as a safety net for farmers thanks to the rising purchasing power of people.

ACI Agrolink, which began production at their factory in October last year, is well aware of this fact.

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## Salt farmers, millers demand increase in import duty on sodium sulphate

Sodium chloride imports disguised as sodium sulphate, they allege

## STAR BUSINESS REPORT

Salt farmers and millers yesterday demanded a three-fold increase in import duty for sodium sulphate, alleging unscrupulous businesspersons use the organic compound as camouflage to bring in sodium chloride to sell in the local market

Sodium sulphate, which is mainly used in the manufacture of detergents, industrial dyes and paper pulp, has about 31 per cent duty on their imports for industrial use.

Salt millers or marketers are not allowed to import edible salt, or sodium chloride. They only get import permission when annual production fails to meet local demand owing to natural disasters. And they have to pay about 90 per cent import duty.

"Mis-declaration in sodium sulphate import is becoming a serious threat for us. Our business is on the brink of closure," said Motaherul Islam Chowdhury, vice-president of the Bangladesh Labon Mill Malik Samity, the association of private salt import stood at 331,225 tonnes. mill owners.

As they look alike and are similar in taste, many crooked businessmen are also selling sodium sulphate as salt.

The use of such salt in food poses serious health risks, Chowdhury said while speaking at a public hearing organised by the Bangladesh Trade and Tariff Commission at its office in Dhaka

The import of sodium sulphate rose 7.45 per cent year-on-year to 563,080 tonnes last fiscal year. In the first six months of the current fiscal year, the

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## an Life Insurance is the fastest-growing life insurance company of Bangladesh. With Group Business, they are ushering a new era of corporate insurance in Bangladesh.

Insurance is one of the most integral parts of the modern economy. It protects financial aspects of unexpected death, injury, loss of property, loss of earning power, legal liability or other unexpected expenses.

However, the contribution of the sector to an economy is often understated. Insurance sector contributes significantly to the aggregate economic growth of a nation by providing stability to the functioning of businesses and generating long-term financial resources. It also provides financial support and reduces uncertainties that individuals and companies face at every step of their lifecycles. It provides an ideal risk mitigation mechanism against events that can potentially cause financial distress to a family or establishment.

Over the past decade, Bangladesh has experienced significant growth in various sectors. It is one of the fastest-growing economies in the world, with an average growth rate that is well above the Asian average. Conversely, the growth of the insurance sector has not been at par with the economic boom. Insurance penetration rate in the country hasn't reached the expected level compared to other developing countries. According to Swiss Re data, a leading global re-insurer, Bangladesh's overall insurance penetration stood at a meager 0.57% in 2018, the lowest in the emerging Asian communities. In recent years, there has been a lot of positive buzz around the insurance sector. An increasing number of individuals and entities are leaning towards insurance as a means of safeguarding themselves against potential risks. Through the reinforcement of trust and transparency, there is a sense of positivity around the sector which has initiated its reformation. The positive momentum prevailing across the industry has been possible through the joint effort of regulator, associations and some of the vigilant private sector players who are working as the harbingers of the brighter days. In fact, to emphasize the significance of insurance. Government for the first time declared 1<sup>st</sup> March, 2020 to be the National Insurance Day, It is being celebrated with full momentum including the nega event which was inaugurated by the Honorable Prime Minister. Guardian Life Insurance Limited is one of the names that

comes at the forefront. It is the fastest-growing life insurance company and is setting benchmarks for the industry. With more than ten million lives insured, GLIL is penetrating the market at a rate that was unimaginable a decade ago. With intuition and innovation, GLIL has been able to introduce products specialized for various sectors and Group Business (Group Insurance) is one of the most successful product areas where GLIL has changed the impression of corporate insurance.

A Group insurance scheme is essentially a life and health/medical insurance plan that covers all the members of a particular group, in this case, employees of an organization. In a Group insurance policy, members get insurance coverage at a reduced cost as the provider's risk is spread across a significant number of employees.

Innovation, Networking and quick Claim Settlement.

### Customer Service:

Insurance has a lot to do about quality delivery of service. Insurance companies are service-oriented industry. It is an intangible product; a good insurance company should have excellent customer service as core to its business. GLIL is dedicated to ensure that customers are updated with every piece of information they need through its sales team, service team and 24/7 call center.

## Relationship Management:

GLIL has set a new benchmark in the industry for relationship management with corporate clients. It has set them apart from their peers and helped them to reach new heights within a short period of time. In just a few years, Guardian has amassed 222 corporate clients. GLIL's approach to clients is uniquely impressive. Rather than just selling a product; they play the role of a consultant. After evaluating client's expectations, GLIL's representatives advise the best line of products suitable according to the client's needs. Additionally, when a client is on-boarded, Guardian keeps constant communication with the client to ensure enhanced services. They have created a separate Group Client Service function in order to ensure a strong relationship throughout the lifespan of the relationship. It allows the client's flexibility to select the plan that has the aggregate benefit of the company.

## Claim Settlement and Networking

Parallel to the Corporate Relationship Management department, the Claims Department works diligently to ensure every case is handled smoothly and transparently. GLIL settles claims within five

working days after all the documents have been submitted. GLIL does not only ensure valid claims are paid but it also guarantees that all claims are processed promptly. GLIL has already paid over BDT 95 crores in claims in the segment. Another unique selling proposition for Guardian



Life is its wide span of hospital network. GLIL's hospital network is more extensive than any of the peers in the market. Currently, there are 348 hospitals under GLIL network.

## Innovation

In order to keep up with the ever changing landscapes, every company must embrace innovation. GLIL has turned the entire insurance industry around a corner by innovating to make every step of the process easie and more transparent. They design a product according to the group client's needs. They have also developed software which calculates estimated premiums on the spot. A similar estimation used to take a lot of time but now can be done even in few seconds. Innovation has truly put GLIL at the forefront of the insurance boom. In a short span of six years, GLIL has established itself as the most reliable and competent insurance company in Bangladesh. Group business has high potential in Bangladesh. It has become a necessity for numerous companies; GLIL wants to be the harbinger of modern group insurance in Bangladesh. The company believes, the more transparency they can provide, the better they can penetrate in this promising market. 📒 By Md. Rayhan Uddin Fakir