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Stocks	
DGEN	▲ 1.54%
	6,073.92
CSCX	▼ 0.15%
	11,476.44
	(Week-on week)
Commodities	
Gold	▲ \$1,218.47 (per ounce)
Oil	▼ \$73.97 (per barrel)
	(As of Friday)
SOURCE: AFP	



A sales attendant briefs customers on the features of televisions at a Transcom Digital showroom in Dhaka.

TV sales pick up

SOHEL PARVEZ

Electronics retailers have come up with discount and gift offers to boost sales, as they expect more customers will purchase televisions to watch the upcoming FIFA World Cup 2010 matches.

Depending on the brand and type of TV, leading retailers have rolled out discounts ranging between Tk 300 and Tk 100,000.

Some retailers also offer gifts through coupons to lure the prospective buyers who are interested in switching to upgraded televisions like LCD (liquid crystal display) and LED (light-emitting diode) to get better picture-quality.

Retailers say they expect to log high sales for the World Cup football tournament that is set to begin on June 11 in South Africa.

Jafrul Alam Khan, head of business of Transcom Digital, said the company is offering discounts and lucky coupons. The company sells Philips LCD televisions. "We want our brand to reach a higher number of households."

Khan said the company sold 438 units of LCD televisions during

World Cup 2006. "We expect our sales to treble this time."

Raziur Rahman, deputy manager of public relations for Singer Bangladesh, said: "We're giving many offers because the event presents a tremendous prospect of logging increased sales of televisions. A large number of TVs are usually sold during the World Cup."

Singer sells television brands including Singer, Samsung and Haier through its 278 outlets in Bangladesh.

The World Cup is one of the biggest tournaments and draws a lot of fanfare among football lovers of all ages. It also gives sellers scope to increase sales, retailers said.

Rahman said the tournament attracts many first time buyers, while existing buyers purchase upgraded versions of televisions to watch the football matches on large screens with better picture quality.

According to operators, the market for televisions stands at more than 400,000 units and is growing around 10 percent a year. Growth of the sector is mainly spurred by a rise in per capita income.

CRT (cathode ray tube) televisions account for a bulk of sales in Bangladesh due to its relatively low price, compared to LCD, LED or other advanced versions.

Festivals like the World Cup help register growth of the market. "It unleashes an opportunity. If we place lucrative offers, buyers may prefer us," said Mohammad Zane Alam, deputy marketing manager of Rangs Electronics, distributor of Sony televisions.

Mizanur Rahman, director of corporate communication of Walton Hightech Industries, said the company looks to sell 100,000 units of televisions this time.

"Demand has started to pick in the last one week," said the official of Walton, a local brand.

Alam of Rangs Electronics however said "late sales" might be affected if any of the two teams -- Argentina and Brazil -- are knocked out at the quarterfinals.

"In Bangladesh, these two teams have a large number of fans. If Argentina loses at the quarterfinals, our sales may fall short of our expectations. The same is true for Brazil."

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Investors weigh data as banks take to new format

SARWAR A CHOWDHURY

Al-Arafah Islami Bank pulls into focus, as the bank starts trading today with changed share face value.

Investors will scan data on banking shares and the impact of Al-Arafah on the sector, market analysts said. At least three other banks are waiting in line to trade with changed face value.

The trade of Aftab Automobiles with a changed face value set a positive tone for market last week. And the investors, inspired by good news, moved to scope out the next.

Aftab Automobiles was the first listed company that traded with a new face value of Tk 10, denominated down from Tk 100. On May 24, the first day of its trade after conversion, Aftab Automobiles rose as high as 7 percent.

By definition, a change in share face value does not alter the fundamentals of a company. But it has a psychological effect, which spurred Aftab Automobiles last week.

Thanks to denomination, the value of a market lot comes down significantly and investors can easily buy shares, meaning demand is on the rise.

A market lot means the minimum number of shares of a company that can be bought or sold on a bourse.

In the case of Al-Arafah Bank, every 50 shares (market lot for the bank) traded at Tk 974 on May 25, the last trading day for the bank with a previous face value of Tk 100. It means the value of a market

lot was Tk 48,700.

After conversion to Tk 10 in face value, the price of Al-Arafah Bank shares has been set at Tk 97.4 and the market lot at 250 shares, meaning an investor will have to pay Tk 24,350 for a market lot. It shows a reduction by half in the value for each lot.

The reduction in the value of the market lot indicates easy access for retail investors to shares. It fuels demand and, ultimately, the price.

Md Shawkat Ullah, an investor, said he bought shares of some companies that announced their decisions to change face value from Tk 100 to Tk 10.

"Even with the change in share face value, the fundamentals of a company will remain the same," said Salahuddin Ahmed Khan, professor of finance at Dhaka University.

Investors will have an easy access to shares, as the market lot gets smaller, which means they will have to invest less than before in the market lot.

The Securities and Exchange Commission is trying to make investors aware that the face value change has nothing to do with a company's fundamentals.

"From the theoretical point of view, any remarkable change in the market price of shares for such change is also not logical. Therefore, investors should take their investment decisions based on a proper judgment," the SEC says in a web posting. sarwar@thedailystar.net

Beacon launches drug for hepatitis

STAR BUSINESS DESK

Beacon Pharmaceuticals has launched a drug for hepatitis B and C, the company said in a statement yesterday.

The drug, Peginterferon, will be priced at less than half of the imported products of the same category, the company said.

In the world, one in every 12 people is infected with hepatitis, according to Beacon. The prevalence of the disease in Asia and Africa is 15 percent, higher than in the rest of the world.

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World Cup THINK Big Mega Offer

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<p>32" LCD TV (3409) RSP: Tk. 75,000- World Cup Offer: 65,000</p> <p>HD Ready 720p Digital Crystal Clear Engine 30000:1 Contrast Ratio 8 ms Response Time</p>	<p>32" LCD TV (5609) RSP: Tk. 69,900- World Cup Offer: 75,000</p> <p>Full HD 1080p 50000:1 Contrast Ratio 5 ms Response Time 28.9 Billion Color Processing</p>	<p>40" LED TV (8664H) RSP: Tk. 225,000- World Cup Offer: 215,000</p> <p>100 Hz Clear LCD 500000:1 Contrast Ratio 3 ms Response Time Pixel Precise HD Engine Ambilight Spectra</p>	<p>42" LCD TV (3609) RSP: Tk. 125,000- World Cup Offer: 105,000</p> <p>Full HD 1080p Digital Crystal Clear Engine 30000:1 Contrast Ratio 8 ms Response Time</p>	<p>42" LCD TV (7409) RSP: Tk. 175,000- World Cup Offer: 165,000</p> <p>Full HD 1080p (100 Hz) 80000:1 Contrast Ratio 3 ms Response Time</p>	<p>46" LED TV (9704H) RSP: Tk. 375,000- World Cup Offer: 355,000</p> <p>Perfect Pixel HD Engine Direct Backlight LED 200 Hz Clear LCD 5000000:1 Contrast Ratio 1 ms Response Time Ambilight Spectra</p>	<p>47" LCD TV (3609) RSP: Tk. 175,000- World Cup Offer: 173,000</p> <p>Full HD 1080p Digital Crystal Clear Engine 30000:1 Contrast Ratio 8 ms Response Time</p>	<p>47" LCD TV (7409) RSP: Tk. 235,000- World Cup Offer: 230,000</p> <p>Full HD 1080p (100 Hz) 80000:1 Contrast Ratio 3 ms Response Time</p>	<p>52" LCD TV (5604) RSP: Tk. 399,000- World Cup Offer: 310,000</p> <p>Pixel Plus HD Engine 28.9 Billion Color Processing 50000:1 Contrast Ratio 5 ms Response Time</p>
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Offer available on other models also.

Additional Combo Offers on all LCD TVs with 32"+ screen sizes:

- Add BDT 4,900 for a HDMI DVD Player (Model: DVP-3360/RSP: BDT 8,100)
- Add BDT 21,000 for a Blu-ray Player with HDMI cable (Model: BDP-7500/RSP: BDT 35,500)
- Add BDT 25,000 for a 1000W Home Theater System (Model: HTS-3373/RSP: BDT 29,900)
- Add BDT 6,500 for a 7" Digital Photo Frame (Model: SPF-2007/RSP: BDT 8,900)

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- Integrated worldclass video processing engine
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