

DITF all time favourites

Amongst the hundreds of stalls that are spread out for the customers to visit, there are a few products, which we trust and never miss to buy simply because we have been buying products from them out of trust and habit. Sometimes, it is always a pleasure to buy from the favourite stalls because of the nostalgia that surrounds them. 'Kiam' and 'Nabisco' are two such exceptional examples of these very phenomena.

THE KITCHEN HERO KIAM

Being a private limited company since 1990, Kiam has established a good reputation from the beginning of Dhaka international Trade Fair. Compared to the other stalls from different countries Kiam, being a Bangladeshi stall, has gained more popularity.

This year, Kiam has brought out the



'customers favourite' hotpots in different sizes which are half-plastic, plastic, half-steel or completely made of steel within. The cost of these hotpots range from Tk 280 to Tk 550. The induction cooker is also a new product that they are confident about which ranges between Tk 3000 to Tk 3500.

Out of all the blenders that are being sold from time to time, the silver ones,



which have the option of blending/mincing ingredients starting from vegetables to beef are very popular. The brand new products of Kiam currently are the rice plus pressure cooker which cost about Tk 3600 to Tk 4200 in range and 'black queen multi cooker' which ranges from Tk 1800 to Tk 1980.

There are various kinds of pans starting from milk pans to belly shaped pans. "The non-sticky cooker has been popular for a very long time and is still sought after because of the quality and we see familiar faces each year buying different products from us and that is how we know that we are improving each year," says Robiul Islam, one of the salesmen of the stall.

Other products like spoons, iron machines and crockery are also very popular among the customers. Although, they

are not putting up the offer banners yet but they have a one year warranty that they can fully assure. The stall is right at the corner of the entrance of the fair so why not go for a pan or two?

DREAMY AND CREAMY NABISCO

It started out as a popular commercial with a catchy song and neon velvet skirts and jeans when Nabisco lemon cream biscuits hit the shops and received a very positive response. From then till now, all sorts of biscuits, cookies and cakes are popular among the customers.

When the question stood as to why the customers still buy the products of Nabisco despite many other products in the market, Tanjilur Rahman, the stall in-charge believes

that a certain crowd of middle-aged adults buy these products because of its popularity during their time and also because the taste and quality of the cookies and biscuits have not changed a bit.

The stall has every variety of the company's biscuits and cookies ranging from Tk 200 to Tk 420 depending on the amount of biscuits in one tin. There are assortments of fruit flavoured cream biscuits and as always, the pineapple and lemon flavoured ones are the most desired.

A gift set of 15 items of Nabisco is being sold for Tk 250 only; a ride of nostalgia, easy on the pocket. Each year Dhaka international trade fair brings about changes and innovates its way to attract their customers but some local stalls will always be on the list of 'must-visits', because of our prefer-



ences and love for products that created memories, like Kiam that made cooking more pleasurable for many mums, and the crunchy and creamy bites of Nabisco which definitely added charm to more than a few tea-times with family and friends.

By Sumaiya Tasnim

Photo: Sazzad Ibne Sayed



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