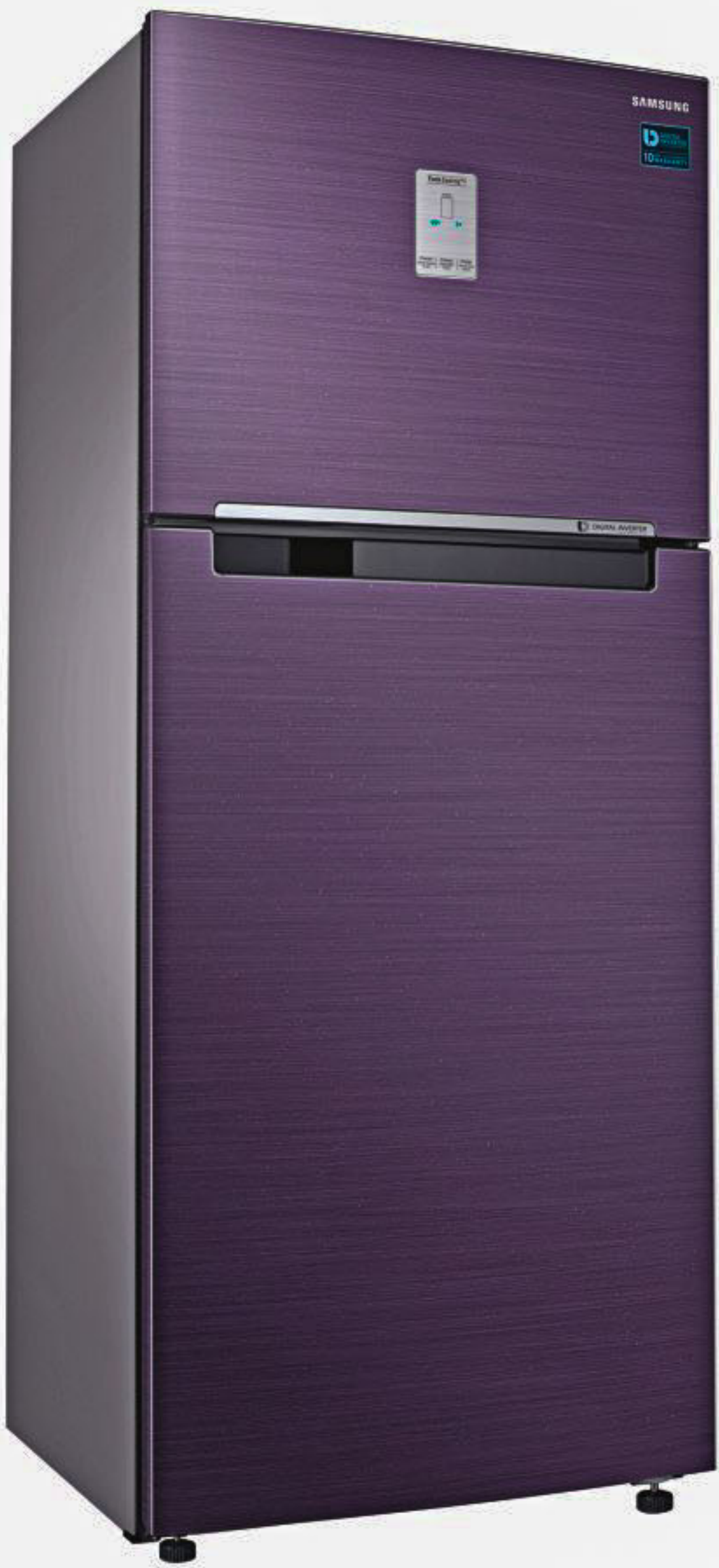


my first refrigerator



Whether you are just married, or moved out to live on your own, the first big-buy you make is often none other than the trusty refrigerator, undoubtedly one of the most significant inventions of the 20th century. Many things you would need for a house can be classified as a luxury, but not this. In fact, you just might just need this more than your next pair of pants, especially given the food-spoiling temperatures. You can sure as heck not cook and just live on takeaway (no guarantees on your health though), but you would still need that refrigerator to store the food when you can't finish.

Refrigerators have come a long way since just being a cold box to store your food. Most modern fridges are just about as smart as many appliances around the home, if not smarter. And as usage had gone up, so had demands from customers, which all modern fridges tend to deliver.

Whether you are a first time buyer, or getting an extra one before the upcoming Eid-ul-Azha, or simply upgrading, the task is no simple feat. Choosing the right model is extremely complicated, and not just for the long term commitment it poses. The simple fact of the matter is that there are tons of brands out there that have tons of features and can meet the majority of your needs. The problem arises when you actually sit down and start comparing features, as you should when you buy something like this, and realise that many of them always have some important feature lacking, in favour of another being boosted up.

This is where Samsung's Twin Cooling Plus comes swinging ahead of the competition. Just about every feature you can think of is present here, and then some! Want a reliable cooling system? Check. Want the freedom to adjust compartment temperatures to suit your needs? Check. Want it to save you some money on bills? Check. And those are just the headline features. Dig deep, and you will be greeted with more extras than you might ever need.

Hate the pervading smell of chapa shutki on your 'Madbaburchi' burger when you put it in a refrigerator? With the separated compartments of the Twin Cooling Plus, you can rest assured that your favourite food tastes and smells exactly like it should. Already possess a separate deep freezer? No worries as you can simply utilise both the top section as a refrigerator in conjunction with the bottom section with Smart Conversion, as the separate coolers operate independently of each other, meaning you can create any combination of temperatures and storage conditions you desire. It also has something called Vacation Mode, where the top section's freezer mode stays on but the refrigerator section is kept off to save on power when you are away for a while. Speaking of saving power, with Samsung's Digital Inverter Technology, you can have up to 50 percent in power savings, along with a very quiet operation. Additional features include easy slide shelves to let you organise your food effortlessly and separate cooler chambers for your meat and fish, as well as an anti-bacteria protector.

With features like these, and a 21-year lifespan durability claim serving as the icing on the cake, choosing that first refrigerator just got sweeter, as long as you pick the Twin Cooling Plus.

By Intisab Shahriyar

10 YEAR WARRANTY
ON THE COMPRESSOR
DIGITAL INVERTER TECHNOLOGY

SAMSUNG

Convertible **5in1**
Twin Cooling Plus™

Make Life Convertible

NORMAL

SEASONAL

VACATION

EXTRA FRIDGE

HOME ALONE




RT39

Capacity: 394 liters

~~Price: Tk. 73,900~~

Offer Price: Tk. 70,900

EMI Price: Tk. 5,908



RT47

Capacity: 465 liters

~~Price: Tk. 82,900~~

Offer Price: Tk. 79,900

EMI Price: Tk. 6,658



RT42**

Capacity: 415 liters

~~Price: Tk. 75,900~~

Offer Price: Tk. 72,900

EMI Price: Tk. 6,075



RT56

Capacity: 551 liters

~~Price: Tk. 95,900~~

Offer Price: Tk. 92,900

EMI Price: Tk. 7,742

FREE HOME DELIVERY

12 MONTH EMI

Authorized Distributors:

SAMSUNG Smart Plaza

FairElectronics

TRANSKOM DIGITAL

electra

RANGS INDUSTRIES

08000 300 300

Terms & Conditions apply. For further details, please call 08000 300 300 or visit your nearest authorized dealer. The offer is valid till August 31, 2019. **RT42 model has 4-in-1 conversion feature. **EMI offer is subject to the agreement between the authorized partners and the respective selected banks. The offers are subject to change without any prior notice. Product images shown are for representational purposes only, actual products may vary.

/samsungelectronicsbd

/SamsungBangladesh