

Offers galore for electronics purchases

SUKANTA HALDER

Home appliance retailers have come up with numerous offers to lure in customers ahead of Eid-ul-Azha, the biggest sales season for electronics in Bangladesh.

Many families purchase home appliances such as refrigerators, washing machines and numerous other products with their festival bonuses. To attract these buyers, retailers often roll out promotional campaigns that include cashback offers, discounts, two-for-one deals and so on.

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Some even provide customers with the scope to exchange their old products for a significant discount on new ones.

"We are giving special discounts and facilities for old fridges and air conditioners so that customers can get new ones easily," said Augustin Sujan

Barai, additional director of the creative and publications department at Walton Group.

When buying a new Walton air conditioner, buyers can get as much as 25 per cent off on their purchase by handing in an old unit.

Apart from the exchange offer, Walton, the biggest electronics manufacturer in the country, is offering a Tk 10 lakh cash prize as a part of its 'Eid Mega Festival'.

Similarly, Fair Group, which assembles home appliances of global electronics giant Samsung, will give as much as Tk 1 lakh as cashback to customers that buy a 55-inch QLED television set.

The company has also unveiled a buy one, get one offer for 55-inch & 75-inch UHD television sets.

In case of refrigerators, it plans to provide up to Tk 40,000 cash back, said Mohammed Mesbah Uddin, chief marketing officer of Fair Group.

According to various electronics retailers, nearly one-fifth of their annual sales come from the Eid-ul-Azha period as people spend a major portion of their earnings at the time in search of convenience.

Saikat Azad, assistant general manager of marketing at Transcom Digital, said the Eid-ul-Azha festival is the biggest sales season for home and kitchen appliances.

As such, Transcom has a number of



offers on the table as well.

"We are giving a lot of discounts and offers for both online and offline customers," he said, adding that online purchases would come with free delivery and installation.

Raziu Rahman, senior manager of marketing communication and head of department at Singer Bangladesh, said 45 buyers of refrigerators have already received 100 per cent discounts against their purchases as of June 26.

"This means they got their products absolutely free of cost," he

said, adding that the company plans to provide a full discount for 500 refrigerators in total.

Each buyer is eligible for a 100 per cent discount on refrigerators, including chest freezers, as well as the chance to win those products for free.

Customers can also avail a discount of up to Tk 15,000 by exchanging a used refrigerator while purchasing a side-by-side freezer model, Rahman said.

ASM Muntasir Chowdhury, head of products and marketing at Butterfly Group, which manufacturers certain

electronics of the LG and Hisense brands, said if anyone buys a Eco Plus, Hisense or LG product for a minimum of Tk 5,000, the buyer could win up to 100 per cent cashback or a free air conditioner, fridge or television.

Electronics retailers such as Electro Mart and Esquire Electronics have also come up with offers.

Nurul Afser, deputy managing director of Electro Mart, said the current nationwide strict lockdown would affect sales ahead of Eid.

Following an unprecedented rise in coronavirus infections across the country, the government decided to impose a nationwide hard lockdown from yesterday.

However, Afser said his company will try to make up their sales online.

"But the feedback does not seem to be coming very well since only small products are sold online in Bangladesh. Still though, our call center will be open for people who want to buy products," he added.

Kamruzzaman Kamal, director of marketing at Pran-RFL Group, suggested that buyers should follow the rules of warranty cards so that they can claim the warranty if needed.

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