



Smart appliances, comfortable living



SUPPLEMENT DESK

The economy of Bangladesh is fast-growing. The World Bank projects our GDP to grow at 3.6 percent in the fiscal year 2020-21, while Asian Development Bank expects the growth to be 5.5 to six percent. During such a boom, people in both urban and rural areas are experiencing higher levels of disposable income. With the vision of Digital Bangladesh still going strong, it's no surprise that a large part of the population is spending their extra earnings on new technology that can

help make their everyday lives easier.

The advent of the COVID-19 pandemic has further pushed us towards digitisation, even at the consumer level. According to a study conducted by the High Commission of India on the "Electronics sector of Bangladesh", there is estimated to be a 3.61 percent growth in the consumer electronics market by this year. The growth is projected to increase to 4.15 percent in 2022.

As the country has shifted to school, university, and work online, the demand for laptops and

computers has risen significantly.

While some opted for budget laptops to adapt to the changing world, other consumers upgraded their laptops and PC setup to ensure efficient learning and working environments within their homes. 35-year-old Ahsan has bought not only an upgraded laptop but new accessories, such as a more ergonomic mouse, higher-quality webcam, and comfortable headphones to ensure an optimum experience working from home.

Ahsan's cousin, Payel, a fourth-year university student, saved up to buy

a tablet to take down digital notes during her online classes. The tablet is also a medium for reading her electronic textbooks. Academic needs aside, she uses the tablet for digital art, which has become both a hobby and professional activity for many people in the country.

Maintaining social distancing during the pandemic has led to some households forgoing house help and dividing household chores between family members. Many have switched to better technology to make this transition easier. For example, Ahsan's household is planning on buying a washing machine in the next month to avoid spending copious amounts of time handwashing and manually drying clothes. Another frequent purchase has been vacuum cleaners, and smart floor mops since keeping floors clean is always a mammoth task.

While COVID-19 safety measures have limited the forms of entertainment available to us, many have found newer ways to spend quality leisure time. More people in Bangladesh have been using streaming services such as YouTube and Netflix since access to the internet and volume of internet usage have both increased. Many

have bought smart TVs to access these services more efficiently. With more downtime, younger consumers are also purchasing video game consoles to have a digital channel for spending time with friends through multiplayer formats.

Many people have taken up new hobbies during the pandemic. One that stands out globally is cooking. Although restaurant food delivery services are still open, many have tried to recreate the dishes at home. Cooking high-quality food at home has become much simpler because of the easy access to kitchen appliances such as food mixers, microwave ovens, blenders, toasters, etc. Some people missing the taste of lattes from their favourite cafes are even buying espresso machines for their homes. Thankfully, the time to clean up after making a mess of pots, plates, and cutlery has been cut short, with more households buying portable dishwashers.

While the digital divide between the urban and rural population still exists, people in rural areas are also slowly transitioning to using more devices and appliances. During Eid, people usually spend their bonuses to buy appliances such as refrigerators and televisions. With schools being closed in rural areas, many households have purchased affordable smartphones for their children to continue education. As more villages and rural regions gain internet access, we will see a more significant rise in the use of electronic devices.

Despite the challenges faced by our people attempting to adapt to the changes prompted by the pandemic, it is clear that the push towards digitalisation has done more good than harm. The rise in digital literacy will help the country and its people learn the necessary skills to compete with the rest of the world. Adopting more advanced appliances within households will also help us reach new heights in our standard of living.

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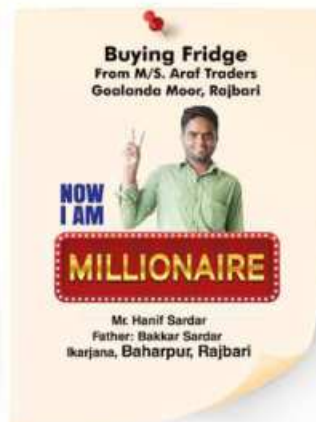
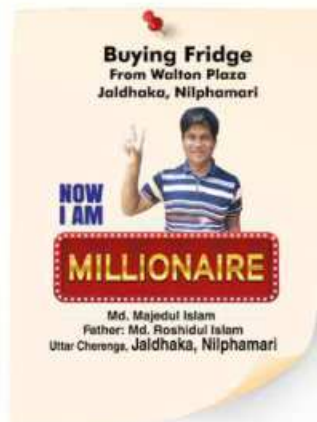
Digital Campaign 2021
Season-11



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Conditions:

- Have to complete product registration through SMS after buying Walton Fridge.
- This campaign is conducted by fully computerized system fairly.
- Digital campaign facilities will be void in case of more than 3 registrations of fridge from the same mobile number in a year.
- In case of cash payment, customer will be paid through cheque after deduction of Source Tax at the rate determined by National Board of Revenue (NBR).
- The authority reserves the right to change the campaign anytime.

This initiative is taken to ensure maximum customer facilities through research & development of products and digitalization.
Return SMS may be delayed for the technical/network problems.

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