

#ELECTRONICS

Immersive shopping with RANGS eMART

Buying electronics can be quite hectic. Often times, with various electronic retail stores, it becomes difficult to assess which store offers genuine and quality products, and it takes away from the pleasant shopping experience. Addressing these factors, RANGS eMART offers a seamless shopping experience. As an authentic distributor and providing international standard warranty, RANGS has gained popularity among their customers and has revolutionised the game.

Even if one does not plan on buying any device or appliance, taking a stroll around the new RANGS eMART located on Gulshan Avenue and opposite to Gulshan Club, it is bound to be a pleasant experience with its modern interactive setup and welcoming staff. The eye-catching store takes up two floors of the Baro Bhuiyan



of brands like Devialet, B&O, and Sennheiser, all of which can be enjoyed and experienced in the comfort of cozy couches and with a soothing cup of tea. All in all, not only is one able to venture throughout the store but is also able to treat the store as their own entertainment corner and live the experience before committing to it. The first floor concludes with the TV zone that showcases LED TVs starting from 32 inch to 100 inch, of brands including Samsung, Toshiba, Hisense and many more.

If one is still confused about what to buy and which electronics to opt for, the salespersons in the store are not only friendly and welcoming but are also well-prepared. They can assist with demonstrations and suggest the best option according to one's requirement. With their enthusiasm and knowledge, the RANGS eMART experience becomes more holistic and enjoyable.

The retail experience being offered by RANGS eMART is unique in Bangladesh and makes buying electronics less tedious but more engaging, interactive and delightful. With 35 showrooms all over Bangladesh, this experience is accessible for everyone. Simply stopping by the store is bound to give one a glimpse into what the world of electronics and technology has to offer. Not only does the store bring global brands together making it easier for customers to compare, contrast and make a conscious decision of what to purchase, but it also makes for a worthwhile time.

By Puja Sarkar
Photo:RANGS eMART



range of products allowing customers to conveniently choose according to their own desired specs, requirements and budget. Household appliances like televisions, washing machines, air-conditioners, microwaves, refrigerators and freezers, entertainment systems and mobile sets, kitchen appliances and other electronic devices are all on display, allowing customers to get a hands-on experience of what they are looking to buy and get familiar with it.

Both the first and second floors have a welcoming, warm and engaging environment. Maintaining all safety protocols, the colourful lights from the LED TVs create an energetic ambience in the store. One can find all the latest and high-end models of Samsung, Hisense,

and Toshiba LED televisions starting from 32 inch to 75 inch versions. Having these screens on display for one to see and experience first-hand, the picture quality of all these brands and more can be compared. Addition to having one's own eyes as witness, the store assistants provide helpful insight into the unique features of QLED and 4K TVs. Furthermore, RANGS eMART also displays a range of refrigerators and freezers of popular brands like Samsung, Hisense, Panasonic and such, fit for any kitchen and household.

The store also displays the latest Macbooks, iPhones, and Samsung mobiles along with the only 100-inch Hisense laser TV available in Bangladesh. To complete the experience and all entertainment requirements, high end audio systems

tower and every corner reveals something new and delightful. Well-renowned and global brands like Samsung, Hitachi, Toshiba, Hisense, Panasonic, Philips and many more are all available under one roof. The multi-branded store is home to a wide

RANGS eMART

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The Electronics
Retail Experience

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