



**Engr Md Nur
Alam**

Chief Operating Officer,
AC and Refrigerator
Group, VISION
Electronics



VISION Electronics is continuously working to develop the existing air conditioning industry. Our end goal is to facilitate our customers to the best of our ability. At present, we are trying to create "bipolar ionic generator" technology that will remove dust, bacteria, and odour from the room to ensure healthy life, while the use of a 5D DC inverter will reduce electricity bills by up to 70 percent. In the future, VISION Electronics expects to accelerate its growth by 30-35 percent, with the aim to achieve 100 percent self-manufacturing. We also plan to increase our product selection to further expand and diversify our operations in the market.

**Md Tanvir
Rahman**

CBO and Senior
Executive Director,
WALTON Air
Conditioner



We intend to capture 70 percent of the air conditioning market share in the near future. We are expecting that by 2030, we will have a place among the top five worldwide air conditioning brands. We are looking forward to attaining the market target through the sale of residential ACs along with commercial and central units (VRF, Cealer), which we are making in our own factories.

We are passionate in order to lead the market through our unique selling point which covers voice controlling AC (both of Bengali and English), 5.5-star AC which costs only 2.19 taka per hour and keeping the best quality of products which have been tested by BUET and BSTI. We use natural friendly gas which does not create any components for greenhouse effects.

MD Nurul Afser

Deputy Managing
Director, Electromart
Ltd.



In the future, Bangladesh's air conditioner market is anticipated to grow due to urbanisation and increase in per capita income of people. Moreover, acceptance of air conditioning systems as a utility product rather than a luxury product is also increasing the growth of the local market. By taking these opportunities, we want Gree brand air conditioners to hold the number one position in this industry by ensuring the best quality, healthy and friendly ACs that help save money through low consumption of electricity. At the same time, we will expand our business in the centralised air conditioner segment and VRF and chiller segment in the future. We also expect that we will enter in foreign air conditioner markets by 2030.

Ritesh Ranjan

Head of Business,
Transcom Digital



The air conditioner (AC) market is growing at a fast pace in Bangladesh. In the future, Transcom Digital is looking forward to increasing its market base in the AC category by serving the premium segment.

Transcom Digital is looking out exponential growth in the AC category through enhanced customer service and availability. For differential from the market, Transcom Digital is committed to improving the potential of its private brand, Transtec Air Conditioners, by bringing the latest technology and services. Transcom Digital is also looking at the larger penetration in B2B and making ACs easily affordable to the larger segment customers through various finance options and EMIs, thus gaining a more extensive market share.

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AIR CONDITIONER

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