

# Walk the talk



## Monika Nazneen Islam

Managing Director, Jamuna Electronics & Automobiles Ltd., Group Director, Jamuna Group

Keeping in mind the increasing demand of consumers, the country's leading industrial conglomerate, Jamuna Electronics and Automobiles, is producing the best refrigerators in the country at the most affordable prices. With our slogan "Jamuna products for all needs", we hope to keep serving our customers for years to come. Jamuna Electronics is now one of the leading brands in the category of refrigerators and freezers in Bangladesh.

Without hesitation, we want to say that Jamuna uses high quality raw material, smart innovation, and sophisticated technology in the manufacturing process. Considering the purchasing power of the consumers, Jamuna Electronics offers refrigerators in a variety of sizes, designs, capacity options, and prices. Apart from regular refrigerators, our intelligent smart double-door, T-door, and cross-door refrigerators have already received a great response from the market.



## Shahjalal Hossain Limon

Executive Director, Walton Hi-Tech Industries Ltd

Walton's aim is to become one of the top five brands in the world by 2030. The refrigerator market in Bangladesh is growing every day, and Walton accounts for about 70 percent of the 50 lakh refrigerators sold annually in the country.

The growth of the refrigerator market in Bangladesh is around 20 percent, and Walton is also experiencing a similar level of growth. We are adding new features to our refrigerators, keeping in mind various aspects such as demand, weather conditions and custom preferences. To ensure that we can continue to serve our customers to the best of our ability, we have also acquired three Italian brands that make compressors.

## Kazi Rafiqul Islam

Sales Director, SINGER Bangladesh Limited

Now that 100 percent of the country has electricity coverage, alongside a recent increase in the standard of living in certain segments of the customer base, the refrigerator market has begun to notice significant growth. In the current scenario, the key for any refrigerator brand to perform well in the Bangladesh market is to have advanced technology and smart features at competitive prices. SINGER is focused on

becoming the lifestyle partner of the 'aspirational consumers', who are looking for innovative home appliance solutions. With the support of Arcelik-Turkey, one of the leading global home appliance manufacturers and major shareholders of SINGER Bangladesh Limited, we have already introduced a new series of refrigerators that have innovative features to match the needs of our customers.



## Mohammad Mubarak Hossain

General Manager (Sales & Marketing), Electra International.

Our target is to capture the mid-range consumers through quality products, attractive design, durability, and smart features that are environmentally friendly.

The current situation in the Bangladesh refrigerator market is quite good. And we expect that it will be experiencing accelerated growth in the near future, as the entire country now has electricity coverage. This has been possible due to the right decisions made by the government. I would like to thank the government in this regard, since government policy has facilitated the rise of the refrigerator industry in Bangladesh.

## Anika Rahman

Product Manager, Product Planning, CE Business, Samsung Electronics Bangladesh Office

Samsung Refrigerators has been a pioneer in the Bangladesh market, adding value to the lives of our customers by using advanced technology, providing a diverse range of products and using our minimalistic design philosophy. By understanding the needs and capacity of our customers, we try our best to offer them the best technology at the most affordable prices.

As the Bangladesh home appliance market has been growing at a rate of 10 to 12 percent, in comparison to the previous year, Samsung is foreseeing an incredible growth, leveraging its diverse and innovative catalogue. We will continue to innovate and expand our product catalogue. Simultaneously, we will keep improving customer experiences, while providing them maximum scope for customisation to ensure that life at home is even more convenient and enjoyable.



## Nurul Afser

Deputy Managing Director, Electro Mart

Our main moto is to expand our refrigerator business by meeting the demands and expectations of our customers. We have a plan to invest BDT 5,000 crore by 2030 and make our business threefold during this period. Our target is to export our refrigerators and freezers by 2025. The existing scenario of the refrigerator market is great. At present around 3 million units are being sold yearly and the refrigerator industry is growing on an average of 30-35 percent year on year. This growth of the refrigerator market has only been possible because of the government's effort to ensure 100 percent electricity coverage of rural areas, increased per capita income and increased urbanization.

At the same time, we must have a clear long-term vision and policies from our government to encourage and keep motivating local investors to invest in the refrigerator industry, as the government did for pharmaceuticals and RMG industry.



## Quazi Ashiqur Rahman

Executive Director, RANCON Electronics Division, RANCON Group

With 43 years of excellence, RANCON Group has expanded its various wings into the electronics industry. It has established a state-of-the-art refrigerator manufacturing facility with 4 lac production capacity per annum. We are expanding the factory to manufacture TV, AC and other appliances also. We are currently supplying world-class products to the domestic market and eyeing the expansion into the export market. Also, we are operating our electronics retail chain 'RANGS eMART' across Bangladesh which comes with the commitment to provide the best electronics shopping experience to the consumers. RANGS eMART is the authorized distributor of renowned global brands like Samsung, Hitachi, LG, Toshiba, Panasonic, Hisense along with our very own Astra and Toshin.

In summary, our goal is to manufacture world-class electronics products in Bangladesh and serve customers with the most extraordinary product range; with the vision to 'Redefine Electronics Shopping Experience' in Bangladesh.

