

TV sales to jump ahead of world cups

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Karim is hopeful to increase the sale of TVs during the month-long FIFA World Cup.

According to the general manager, Esquire Electronics imported big screen 4K TVs, LED TVs, and smart TVs ahead of the tournament.

Karim then said all distributors and companies will try to attract consumers by offering different benefits until the end of the world cup.

He said this type of offer is basically a win-win situation as both sellers and consumers will be benefited.

Mostafa Nahid Hossain, chief business officer at Walton Television, said they will introduce attractive offers for TVs ahead of the two world cups to ensure maximum benefit for the customers.

According to him, Walton aims to catch all segments of the customers so that all kinds of people can enjoy the events.

He said Walton has introduced modern and user-friendly 4K, smart and LED TVs designed for football lovers.

On the occasion of the FIFA World Cup, they will launch some special models of TVs to make browsing and viewing the matches a joyful moment.

With 32 years of experience, RANGS eMART is currently operating 35 retail showrooms across the country and is the authorized distributor of various global electronics brands in Bangladesh. Consumers can find electronics appliances of famous global brands like Samsung, Hitachi, LG, Toshiba, Panasonic, Hisense along with RANG's very own Astra and Toshin brands at every showroom. "RANGS eMART is always dedicated to presenting the world's best brands and the finest TV models. Customers can find famous television brands like SAMSUNG, LG, Toshiba and Hisense under one roof. With the latest Quantum Dot Light Emitting Diode (QLED) technology from SAMSUNG, the Organic Light Emitting Diode (OLED) technology from LG and 4K Ultra High Definition features of TOSHIBA, a wide range of Smart Android Television starting from 32" to 85" are available at RANGS eMART. Also, an exclusive 100" 4K UHD Smart Laser TV from HISENSE is a major attraction for customers at RANGS eMART," shares Samir Muhammad Saleh, Chief Operating Officer, RANGS eMART.

Local TVs with the latest techs

ZARIF FAIAZ & SHAMS RASHID TONMOY

Televisions have come a long way since their initial debut in this land during the 1960s. From square boxes showing black and white images to brilliant flat screens with dazzling high-definition quality, we now live in an era where televisions exhibit all the wonders of modern technology. Local television manufacturers have also redefined the Bangladeshi TV viewing experience by introducing world-class sets that stand the test of time. Here is a list of some of the more prominent locally made television brands right now.

WALTON

When it comes to television, electronics brand Walton offers various models of Google certified smart television which come packed with exciting features.

Walton's Google certified smart Android TVs have Android 9 operating system, which can support all major streaming apps including Netflix. Among the smart models of Walton, its 55-inch 4K Ultra HD smart television is noteworthy.

Apart from that, for the first time in Bangladesh, Walton has introduced smart television that can be controlled fully through voice command in Bangla language. This technology enables viewers to operate all functions of television by using Bangla voice command, including searching any content on YouTube or internet browsers through Bangla voice command.

Walton has also developed its own operating system for televisions. The brand has named this operating system ROS (Rezvi Operating System). This OS is being used in all Walton basic TVs and has boosted the quality of Walton TVs, making them perform faster.

Walton is also "one of the leading ODM

factories" of LGE's webOS TV platform biz for both the domestic and international markets. webOS is a customer-friendly multitasking operating system developed by LGE, where LGE has partnered with several top brands in different countries as their licensed partners. Walton is Bangladesh's first-ever licensed manufacturer for webOS TV. These TVs come with a variety of features such as a magic remote with voice command and control, and sporting fast response time.

Regarding Walton's contribution to the local TV market, Mostafa Nahid Hossain, Chief Business Officer at Walton Television, said, "Walton is manufacturing nearly all the parts for their televisions in Bangladesh, with our dedicated research and innovation centre designing new models by integrating the latest technology. We are also planning on launching the next version of Android TVs, Android 11 TVs, next month." As for features in Walton TVs, he added, "Walton Android TVs can be used to

watch Netflix and other OTT platforms, browse Play Store and the web, and even access Google Duo - with a built-in pop-up camera planned for upcoming models. We are also developing an economic solution to smart TVs in brand new YouTube TVs, which should be a good option for the rural audience."

JAMUNA

Jamuna Electronics and Automobiles Limited is a major player in producing locally manufactured UHD-4K, Smart intelligence TV, and Basic LED TVs.

All these smart TVs have updated Android version 9.0, quad-core processor, 8GB RAM, 4K HDR resolution, wide viewing angle, DLED backlight, digital noise reduction, dynamic backlight adjustment, voice control with HDMI, USB and Memory Card Slot.

Jamuna smart LED TVs can support all major apps and OTT platforms like Netflix,

Kindlink, Play Store, Toffee, etc.

VISION

In the local market, VISION, a subsidiary of Pran RFL Group, had introduced the new G3S Galaxy Pro Android TV - essentially a more improved version of the previously introduced G3S Galaxy.

The G3S Galaxy Pro runs on Android 10 and comes with Google Assistant as AI. YouTube and authorised Netflix apps are pre-installed in the TV. The G3S Galaxy Pro comes with a pair of 10-watt speakers featuring Dolby Digital Surround Sound system, along with 4K resolution, Bluetooth, USB, HDMI support, and Chromecast support.

It comes in two different versions of 50-inch and 55-inch with bezel-less ultra slim design. The G3S Galaxy Pro comes packed with 2GB RAM and 32GB ROM.

SINGER

Singer has been a household name in Bangladesh forever. With passage of time, Singer has adopted the latest means and has been churning out numerous hi-tech locally produced Television in Bangladesh market. Their latest TVs come with a myriad of new and smart features enhanced by the latest technology. Their smart TVs now come with Android 11 OS built-in and offers dust prevention, superior sound quality, thunder and high voltage protection and humidity protection. These LED Android TVs are a great choice for bingeing shows on OTT platforms like Netflix. Moreover, they come with full 3 years warranty and 6 months replacement guarantee.

With access to more and more world-class televisions jam packed with the latest technology made right here in Bangladeshis, the personalised TV viewing experience for the local audience keeps getting better. If this promising trend of Bangladesh-made technology continues, we can expect a further rise in both demand and supply of locally made electronics and appliances.



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