

WALK THE TALK

# Bangladesh Washing Machine Market Insights

**Mostafa Kamal**

Executive Director & Chief Business Officer, Walton Home and Kitchen Appliances



Since 2016, Walton has been manufacturing washing machines in its state-of-the-art factory, initially producing 50 units daily. Over the years, we have significantly increased our production capacity, and now we have the capability to manufacture 500 washing machines daily. The product range includes semi-automatic, top-load, and front-load washing machines, all manufactured in our own plant.

One of Walton's key strengths lies in our commitment to producing high-quality products. We take pride in having a dedicated "Wash Performance LAB," the only one of its kind in Bangladesh, which ensures rigorous testing and adherence to quality standards. Walton's service management team supports plazas, distributors, dealers, retailers, and customers with trained and skilled service experts to solve product problems at their doorsteps. Apart from this, we have 74 service points all over Bangladesh to address critical issues and provide customer services.

**Sanjeev Jha**

Country Manager, Whirlpool Bangladesh Ltd.



There are several factors to consider when choosing the best type of washer for you, including space, home layout, price, and your own preferences and laundry habits. A machine that removes stains, maintains fabric hygiene, and ensures the longevity of clothes is a major requirement for consumers. So, keeping such things in mind, a hot water wash fulfills all the needs of the buyer.

The Whirlpool Stainwash Ultra and Bloomwash Pro 360 come with an inbuilt heater. The Stainwash Hotmatic technology can remove 25 types of stains for up to 48 hours, while the Bloomwash Pro can remove 50 types of stains for up to 48 hours. Additionally, the Hotmatic Technology can remove up to 99.9% of germs and allergens, effectively sanitizing your clothes.

We provide a comprehensive warranty of 2 years and a 10-year warranty on the Main Motor.

**Salim Ullah Salim**

Director, Marketing, Jamuna Electronics and Automobiles Ltd.



Designed to tackle even the most demanding laundry, the Jamuna Washing Machine, with its 7.0 Kg, 8.0 Kg, and 10.5 Kg drum capacity, is ready to take care of the laundry for your whole family. It also offers both washing and drying functions, along with our remarkable Pure Steam technology and Allergy Steam technology, ensuring you can get spotless, dry, allergen-free, and wrinkle-free clothes right after the cycle is finished. We have also developed an Auto-dosing system, which automatically detects your washing load and dispenses exactly the right amount of detergent for your loads.

In the unlikely event of a fault occurring, its self-diagnostic function will provide you with an error code, allowing you to troubleshoot the problem by referring to the manual. The appliance will also automatically detect incorrect usage or product faults and alert you to protect your appliance from further damage.

**Chandana Samarasinghe**

Marketing Director, Singer Bangladesh Ltd.



Our customers' needs and preferences have always been the driving force behind our innovations at Singer Bangladesh. With the introduction of the 'Splash Series' washing machine, we aim to revolutionize the laundry experience while contributing to a greener future. The "Splash Series" is a testament to Singer Bangladesh's dedication to combining cutting-edge technology with environmental consciousness. Featuring the revolutionary "Hand wash" and "Aqua Smart" technologies, this washing machine guarantees an exceptional laundry experience like never before.

Singer Bangladesh boasts an extensive service network that spans across the nation, ensuring unparalleled convenience and support for its customers. Whether it's maintenance, repairs, or assistance with product queries, Singer Bangladesh's customer service team is just a call away at number 16482. This emphasis on after-sales service has earned the brand a devoted customer base, and their loyalty has been acknowledged with the prestigious "Superbrand" award in the washing machine category.



# WALTON

Washing Machine

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