

## We aim to enter EUROPEAN AND AMERICAN MARKETS



**MD. NURUL AFSER**  
Deputy Managing Director, Electro Mart Limited Group

We have been selling Konka products in Bangladesh since 1998. Initially, we imported our products from China. When we began, we were the first company to offer a 5-year warranty period for our products. We built a relationship of trust with our customers by ensuring quality products at reasonable prices. In 2004, we commenced assembling our products locally in Bangladesh. By 2015, we initiated a joint effort to establish a factory in Sonargaon, Narayanganj, which became operational in 2018. Local production ensured that our products and designs were compatible with the country's environment. Additionally, we focused on research and development to meet the demands of our consumers and expanded our operations, further strengthening the trust our consumers had in us.

We have already introduced some new technologies and innovations in the field. Konka refrigerators can cool storage quicker, reduce electricity consumption by 71 percent, and maintain the quality of food items. Our products also guarantee that different types of items can be stored together without concerns about odor transfer or

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bacterial contamination.

Furthermore, we ensure that our products are environmentally friendly. Our materials are FDI-approved, and we adhere to European standards to preserve food quality.

We plan to expand and cater to the demands of the entire market, with the eventual goal of exporting our products abroad. We have already begun working towards this goal, starting with neighbouring countries. Ultimately, we aim to enter the markets of Europe and America, branding our products as "Made in Bangladesh".

## We conduct over 70 TESTS BEFORE DELIVERY



**TAHASINUL HAQUE**  
Chief Business Officer, Walton Refrigerator

Walton has one of the largest Research & Innovation centres in this industry, with over 800 highly talented and experienced engineers focused on reliability. Over time, we continuously update the design and features of our refrigerators to align with technological advancements and the evolving needs and preferences of customers in both domestic and international markets. We ensure over 70 tests before delivering a single product.

We develop products tailored to the weather patterns and consumer behaviours of our country. This commitment is evident in the innovative features we incorporate into our products. For instance, our wide range of offerings includes features such as wide voltage range support and overvoltage protection technology, catering to the specific needs of our customers. Furthermore, our Research and Innovation (R&I) division is dedicated to continuous research aimed at enhancing the energy efficiency of our products.

We manufacture products according to the standards of Europe and America, making them

suitable for developed countries worldwide. As a result, we have successfully exported to more than 40 countries.

Producing energy-efficient and environmentally friendly refrigerators is our top priority. By including eco-friendly design, adopting foaming technology, and using R600a refrigerant, Walton refrigerators use MSO Plus (Matrix Steeped Optimization) inverter technology, which saves up to 75% electricity. This technology, based on the Artificial Intelligence of Things (AIoT), automatically ensures the highest internal cooling performance of the refrigerator at the lowest electricity cost according to the outside temperature. Walton is the first in Bangladesh to manufacture and market refrigerators with a 5-star energy rating from BSTI.

Walton has introduced AIoT refrigerators to Bangladeshi consumers, enabling users to control their appliances remotely via smartphones, providing convenience and flexibility from anywhere in the world. Our cloud-based monitoring system enhances the consumer experience.

### DID YOU KNOW

#### ANCIENT ICEHOUSES OF PERSIA

In 400 BC, Persia's Dasht-e Lut desert birthed the Yakhchal, a precursor to modern icehouses. Despite the scorching heat, this massive stone marvel kept its interior cool, with a straw-covered pit forming ice for crop preservation.



#### WARMEST PART OF THE FRIDGE

The warmest spot in a fridge is its door, while the coldest is typically at the bottom shelf towards the back.



#### FROM REFRIGATO TO REFRIGERATOR

'Refrigerator' stems from the Latin 'refriga', meaning "to make cool", aptly reflecting its primary function.

#### INTRODUCTION OF FREEZER

Originally, refrigerators only had one compartment for storing food. Freezer compartments were later introduced in the 1940s, providing a dedicated space for frozen items.



#### MOST EXPENSIVE FRIDGE

Meneghini's 'La Cambusa', an Italian luxury fridge, tops the market at over \$41,500, boasting features like brass handles, a steam oven, and a Miele coffee system.

#### EINSTEIN'S FRIDGE BREAKTHROUGH

Albert Einstein and Hungarian Physicist Leo Szilard collaborated in the 1930s to advance refrigerator technology. Their innovation eliminated mechanical pumps, opting for an electromagnetic field to compress refrigerant gas, a breakthrough in fridge engineering.



RESEARCH: ZUBIAN KARIM THAKUR

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