

"ACCESS TO MODERN APPLIANCES IS ESSENTIAL for everyday convenience"

THE DAILY START (TDS): How do you differentiate your products in the increasingly competitive market?

MOSTAFA KAMAL (MK): Walton differentiates its products by focusing on innovation, affordability, and exceptional customer service. Our products are equipped with cutting edge, energy-efficient technologies and smart features designed to cater to the evolving needs of modern households. For instance, our washing machines come with power-saving modes, addressing the local demand for efficient energy use, especially in regions with high electricity costs.

One of Walton's key advantages is its ability to offer high-quality products at

cost-effective pricing. We are committed to ensuring that our customers receive outstanding value without compromising on performance or durability. Additionally, our strong customer support system sets us apart. We offer reliable after-sales services and warranties that give customers peace of mind.

As the leading washing machine brand in the country, Walton's reputation for reliability and quality has earned us a loyal customer base. We don't just meet domestic demand; we also export our washing machines internationally, which is a testament to the global trust in our brand. In a market filled with options, Walton stands out by consistently delivering

the perception that washing machines are a luxury item. We believe that access to modern appliances is essential for everyday convenience, and we ensure that all our products are backed by quality, affordable pricing, and dependable after-sales support, making washing machines accessible to every household.

TDS: What kinds of smart technology and features have you incorporated in your products to make them more energy efficient and environment friendly?

MK: Walton washing machines are equipped with advanced smart technologies designed to enhance energy efficiency and environmental sustainability.

on utility bills while promoting a sustainable lifestyle.

TDS: What are your company's policies on after-sales service and how do you ensure customer satisfaction?

MK: Walton Washing machine is committed to excellent after-sales service to ensure

Additionally, fluctuating global factors, such as rising dollar rates and raw material prices, create cost pressures that can affect production and pricing strategies. The availability of raw materials also presents supply chain challenges, impacting the consistency of product manufacturing and distribution.

However, these challenges also bring



MOSTAFA KAMAL
Chief Business Officer, Walton Home & Kitchen Appliance

Walton washing machines incorporate smart sensors that ensure optimal washing performance by detecting the weight of the laundry and adjusting water and energy use accordingly. This prevents excessive resource consumption and promotes a more sustainable wash cycle.

superior products that meet the unique needs of consumers while building lasting relationships with them.

TDS: How does your company cater to the needs of diverse customer segments, from budget conscious to premium buyers?

MK: Walton offers washing machines for all types of budgets. Our semi-auto models give great value for budget-conscious buyers, while top-load machines are perfect for mid-range customers. For premium buyers, Walton's front-load models offer cutting-edge technology, modern designs, and advanced features such as digital control panels, silent operation, and eco-friendly washing modes. These machines are tailored to those seeking a high-end experience and top-tier performance.

Walton is also dedicated to breaking

One key feature is the inverter motor, which intelligently adjusts power usage according to the load, significantly reducing electricity consumption. This not only lowers energy costs for users but also contributes to a greener environment.

Additionally, Walton washing machines incorporate smart sensors that ensure optimal washing performance by detecting the weight of the laundry and adjusting water and energy use accordingly. This prevents excessive resource consumption and promotes a more sustainable wash cycle.

With features like Eco-mode, our machines further minimize water and electricity usage, making them an ideal choice for eco-conscious consumers. By focusing on reducing energy and water consumption, Walton offers a smart, eco-friendly solution, helping households save

customer satisfaction. We offer up to 12 years of warranty on spare parts, ensuring long-term security for our customers. Our extensive network of over 80 service centers nationwide allows us to deliver prompt and efficient support.

Our trained technicians are equipped to handle any issues quickly, with most problems resolved within 72 hours. Our quick support and reliable warranties provide a hassle-free experience for all customers.

TDS: What are the biggest challenges and opportunities in the industry moving forward?

MK: The washing machine industry faces several challenges, including price-sensitive buyers who can easily switch brands in search of better deals, making brand loyalty difficult to maintain.

As consumer buying power increases, there is potential to raise brand awareness and capture a larger share of the market. The industry's projected growth, driven by a positive compound annual growth rate (CAGR), offers opportunities for expansion. Furthermore, the competition posed by global brands and local production can fuel innovation. Walton can leverage this competitive environment by focusing on technological advancements and customer-driven solutions to further differentiate its products.

Walton's strong presence in the domestic market and commitment to quality provide a foundation for growth. By addressing challenges and capitalizing on opportunities, the company can continue to strengthen its position, both locally and internationally, while fostering brand loyalty and expanding its customer base.

WASHING SMART The Rising Popularity of Washing Machines in Bangladesh

FROM PAGE J1

Before 2010, the market was dominated by imported washing machines. However, over the past decade, the landscape has shifted dramatically as local companies have scaled up manufacturing and assembly. As a result, consumers are now enjoying more affordable prices.

Market insiders estimate that Bangladesh's washing machine market is valued at approximately 400-500 crore taka annually, with around 160,000-170,000 units sold each year.

Before 2010, the market was dominated by imported washing machines. However, over the past decade, the landscape has shifted dramatically as local companies have scaled up manufacturing and assembly. As a result, consumers are now enjoying more affordable prices.

Today, locally produced washing machines account for about 70-75% of the market, while imports make up just 25-30%—a complete reversal from the situation a decade ago.

"Complete production of washing machines in Bangladesh is not yet feasible. Many small parts and components are still required, which companies currently assemble after importing. Until 2010-2012, the market was almost entirely reliant on imports. Now, our company manufactures washing machines locally on a full scale," states Fazle Rabbi Khadem,

Brand Manager of Walton Home & Kitchen Appliances.

Major domestic suppliers in the local washing machine market include Walton Group, Rangs eMart, Best Electronics, Jamuna Electronics, PRAN-RFL (Vision), Esquire Electronics, Electra International, and Super Star Group.

Additionally, products from foreign brands

such as Samsung, LG, Sharp, and Whirlpool are also popular. While Singer produces most of its washing machines locally at its factory, it imports certain premium models.

As demand for domestic appliances grows, the use of washing machines is also on the rise. However, they are still primarily viewed as urban products. Concerns remain about potential fabric damage, such as fading or weakening, along with worries about rising electricity costs associated with

their use.

However, entry-level models are gaining popularity as their prices have become significantly more affordable. Smaller families with moderate incomes are increasingly opting for washing machines as a convenient, hassle-free laundry solution. This trend indicates a growing segment of customers seeking affordable entry-level options in the market.

"The semi-automatic segment starts at a price range of 10,000 to 12,000 taka, making it very affordable for consumers. Additionally, many companies are offering seasonal promotions and running marketing campaigns, presenting significant opportunities for market expansion," shares Fazle Rabbi Khadem from Walton.

There are primarily three types of washing machines: manual, semi-automatic, and fully automatic, with the latter available in top-loading and front-loading models. Top-loading machines, being more affordable, dominate demand, while front-loading machines, which are more expensive and feature advanced capabilities, are often seen as status symbols in home decor.

Currently, over 70% of washing machine sales are for top-loading models, but a shift is underway as demand for front-loading machines steadily grows.

Sales of washing machines typically increase during the rainy season and winter, as consumers seek solutions for drying wet clothes and avoiding the discomfort of handling cold water. This year, companies are again anticipating strong sales during the winter months.

"In the past two months, the market has been unstable due to political unrest and recent floods, but the overall market size is growing, and we are hopeful for increased sales moving forward," says Salim Ullah Salim, Director of Marketing at Jamuna Electronics and Automobiles Ltd.

