

What's Next for ACs IN BANGLADESH?



MD TANVIR RAHMAN
Chief Business Officer
Walton Air Conditioner

The air conditioner market in Bangladesh has experienced significant growth in recent years, driven by rising temperatures, increased urbanisation, and a growing middle class. This surge in demand has led to a robust domestic manufacturing sector, with over 50% of ACs sold now being produced locally. The expansion of local manufacturing has made ACs more affordable. Moreover, new technologies and after-sales benefits have further fuelled market growth, with projections exceeding 20% in the coming years.

With strong domestic manufacturing capabilities, Walton delivers innovative AC solutions, reinforcing its leadership in the industry. Incorporating cutting edge technologies—such as the highest EER, voice control, Bluetooth control, AI Doctor, and Coatec Technology—the company offers a unique blend of efficiency, smart features, and affordability, making its products a top choice in Bangladesh's expanding AC market.

We hope the government will take all necessary steps and provide appropriate policy support to ensure the sector's sustainability. This will contribute to greater economic progress and the overall development of the country.



MHM FAIROZ
Managing Director & CEO
Singer Bangladesh

Singer Bangladesh is continuously striving to enhance the user experience. Alongside our Singer Green Inverter ACs, we have recently introduced Beko ACs.

Our inverter ACs reduce electricity costs while delivering superior cooling. Designed for the Bangladeshi climate, our ACs ensure rapid cooling even in extreme heat. Built-in ionisers and a 4-in-1 filtration system provide cleaner, healthier air. We are the first to introduce easy instalments without bank cards, along with a 12-month, 0% interest facility—making ACs more affordable for customers.

We have a robust stock-building strategy during peak seasons, ensuring that customers never have to worry about stock shortages for Singer and Beko ACs. This Eid, we are offering discounts, free installation, institutional bundle offers, and extended warranty options to make AC purchases more convenient and affordable for our customers.

In January 2025, we inaugurated a state-of-the-art home appliances plant in the Bangladesh Special Economic Zone (BSEZ) at Araihazar, Narayanganj. This facility, spanning 135,000 square metres, stands as a testament to our commitment to local manufacturing and reducing reliance on imports.



MD NURUL AFSER
Deputy Managing Director
Electro Mart Group

With advanced features that set them apart, Gree ACs offer an efficient Cold Plasma system for cleaner breathing, a fully enclosed air guide louvre and top-mounted filter, auto-clean functionality, comfortable airflow with wide air supply, a quiet design, and AI intelligent control.

Additional features include Wi-Fi remote control, washable air purification filters, 60-second fast cooling, 3D airflow, four-way air swing, I-Feel technology, a comfortable sleeping mode, ideal temperature settings, cold air prevention, a turbo button, intelligent auto-restart, LED display, self-diagnosis, healthy filters, energy-saving capabilities, Golden Fin technology, intelligent defrosting, a compact design, low-voltage start-up, automatic operation, and the use of environmentally friendly R32 gas. Installation and maintenance are also designed to be easy and efficient.

Looking ahead, Gree will rise to every challenge, forge new paths, achieve fresh milestones, embrace innovation, and lead industry development with a more dynamic and inspiring approach—promoting high-quality advancements in air conditioning manufacturing and contributing to a better quality of life for all.



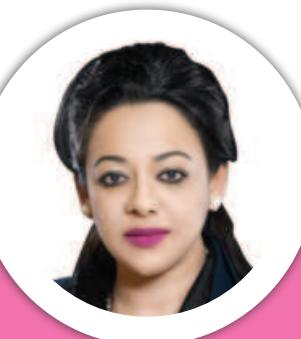
RITESH RANJAN
Head of Business
Transcom Electronics

We are strategically positioning ourselves for strong growth in the AC market by catering to diverse customer needs with a comprehensive product lineup. Our range includes low, mid, and premium-segment ACs, ensuring affordability and accessibility for all consumer groups.

We offer ACs at varied price points with advanced features, prioritising energy efficiency and environmental sustainability. Our ACs are designed to operate efficiently at temperatures of up to 50°C, ensuring reliable cooling amid Bangladesh's rising heat.

By focusing on product diversity, affordability, and superior after-sales service, Transcom Digital continues to drive growth and strengthen its position in Bangladesh's AC market.

The future of Transcom Digital in the AC industry is centred on continued growth, technological innovation, and customer satisfaction. We are committed to expanding our product range with more energy-efficient and eco-friendly air conditioners to meet the evolving needs of our customers. As demand for advanced features increases, we will continue to introduce smart ACs with cutting-edge technologies that ensure superior cooling performance and convenience.



MONIKA ISLAM
Group Director
Jamuna Group

Our state-of-the-art factory manufactures world-class Jamuna ACs that can compete with global brands. Thanks to cutting-edge technology, modern machinery, advanced raw materials, and persistent innovation and excellence, Jamuna ACs are now the number one choice for consumers.

Jamuna Electronics introduces an all-new range of AC models featuring revolutionary 5D AI Inverter Technology. Cold Plasma Technology enables air ionisation, which reduces mental fatigue, keeps your home infection-free, and enhances bodily vitality.

Additionally, the Vitamin-C filter in Jamuna ACs helps maintain the skin's natural moisture. The Silver Ion Filter and Degerming Filter prevent harmful bacteria in the air and help eliminate bad odours from the room.

We have also introduced Dual Inverter Technology, Fine Accuracy Line, Hot & Cool Option, voice control without a remote or internet, and a strong antivirus filter with 3rd-generation UVC Sterilisation Technology in Jamuna Air Conditioners. Jamuna ACs ensure our customers stay cool while keeping their energy bills in check. With smarter technology and eco-friendly performance, we are redefining comfort and sustainability.

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JAMUNA
AIR CONDITIONER



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