

THE COOLEST AC deals this summer

From Eid-exclusive gifts and cashback to foreign trip lotteries and free installation, this summer's deals are designed to tempt. Institutions can also cash in on special packages.

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As temperatures rise, Bangladeshis are turning to ACs to stay cool—and brands are turning up the heat with irresistible offers. From Eid-exclusive gifts and cashback to foreign trip lotteries and free installation, this summer's deals are designed to tempt. Institutions can also cash in on special packages. With the right timing and a little research, buyers can score serious savings while locking in cool comfort for the months ahead.

Cool Offers You Can't Miss

"We're offering a flat discount under our Sobar Jonno Bhulo campaign, where customers can avail a 10–12% discount on Gree ACs—delivering on the high expectations people have from Gree," says Md Julhak Hossain, National Sales Manager at Electromart Ltd.

Gree has also introduced a special offer for premium mobile users—'star consumers'—who can enjoy up to 10–14% discounts. Customers can check their eligibility at Gree showrooms using a designated code.

Jamuna Electronics is offering discounts ranging from 10% to 30% on air conditioners. As Ramadan continues, the company has extended special deals across all its electronics, including ACs.

As part of its Eid campaign, Jamuna has introduced the Jemon

Khushi Offer, where every buyer receives a guaranteed gift—such as a panjabi, sari, or three-piece outfit—upon digital registration.

"The response from AC buyers has been positive so far. Our current Eid offer will continue until Eid-ul-Adha," says Salim Ullah Salim, Marketing Director at Jamuna Electronics.

He adds that the highlight of the campaign is a mega prize draw where buyers have a chance to win international trips through a weekly digital lottery. So far, four lucky customers have already secured foreign trips.

Singer and Beko are offering a 7% cash discount. Singer also has a special bundle offer for institutional and mosque AC purchases, including an extra 2% discount.

For online shoppers, Singer's Ura Dhura Campaign runs every Friday and Saturday, offering an additional 3–4% discount on top of the existing 7% when purchasing through singerbd.com.

"During this Ramadan, we're offering special bundle deals on ACs for mosques," says Sanjana Mahmud, Product Manager at Singer Bangladesh Ltd.

On warranties, she shares that Singer offers a 5-year compressor warranty and 3-year warranty on spare parts and services. Beko provides an 8-year compressor warranty,

alongside 3 years of spare parts and service coverage. Both brands offer free installation.

Transcom Electronics is offering exclusive AC deals with free installation, featuring a wide range of global brands. Ritesh Ranjan, Head of Business at Transcom Electronics, says, "Alongside our regular promotional discounts, we also offer additional cashback on selected bank cards, ensuring unbeatable deals in the market."

Walton is offering up to 25% off through its Exchange Offer for customers trading in their old

units. The company also runs a Mosjid Offer, which includes a free angle and one-year extended service warranty. Walton's Digital Campaign offers a chance for buyers to become millionaires through their AC purchase.

Md Tanvir Rahman, Chief Business Officer of Walton Air Conditioner, notes, "With nationwide service centres, 24/7 support, and industry-leading warranties, Walton ensures that customers get the best value, service, and peace of mind."

In addition, Walton offers several guarantees and warranties, including a one-year replacement guarantee (the only AC brand in Bangladesh to provide this), a 10-year compressor warranty, a 5-year PCB warranty on select models, a 3-year spare parts warranty, and one year of free after-sales service, which includes cleaning.

Flexible payment options for AC buyers
Understanding

that affordability is key, most brands now offer easy monthly instalment (EMI) options to make AC purchases more accessible. While these EMI plans are available year-round, they become especially attractive during the summer sales season.

Gree has partnered with 36 banks to offer EMI plans of up to 36 months. It has also introduced Sohoj Labbhya o Sohoj Kisti—an instalment facility that allows customers to buy directly with a down payment.

Jamuna provides flexible EMI options over 3, 6, 9, or 12 months through its dealer network, own outlets, and online platforms.

Singer and Beko offer 36-month 0% EMI options in partnership with 36 banks.

Transcom Electronics has tie-ups with over 35 banks to provide 0% EMI facilities as well, making air conditioning ownership more affordable than ever.

Walton has 0% interest EMI and Easy Kisti facilities to make purchasing more convenient.



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