

# Redefining Home Aesthetics

## Berger to democratise quality interior design



**In the evolving landscape of home improvement and design in Bangladesh, Berger Paints has emerged as a lifestyle brand, transforming how consumers view their living spaces. We sat down with Md Mohsin Habib Chowdhury, COO and Director of Berger Paints Bangladesh Limited to discuss how the company is reshaping the home renovation industry through innovation, accessibility, and end-to-end solutions.**

uses automatic sander machines that not only reduce dust but also ensure fast and smooth paint finishes. All these initiatives combine to form the ecosystem of service delivery that helps us control the quality of our service and stay ahead of our competitors.

**TDS:** With Bangladesh’s burgeoning interior design market, what is Berger’s strategy to make quality interior design accessible across the country?

**MHC:** Bangladesh’s interior design market, currently valued at over BDT 20,000 crore and projected to double by 2027, presents a tremendous opportunity. While interior design is still considered a luxury, Berger wants to change the narrative by moving from wall space to the floor space of our customers. Currently, we are operating in Dhaka and Chattogram; however, we have plans to expand across the country in the near future.

Berger has been present in the market for more than 55 years. Over the years, Berger has invested in building a robust network across the country. Our 24/7 call center – 16804 – operates relentlessly to cater to any query from our customers in any corner of the country. That call center is supported by our 38 physical service centers – Berger Experience Zone outlets – established in strategic

**TDS:** The Bangladeshi market is known for its price sensitivity. How does Berger balance providing premium services with maintaining affordability for a wider range of consumers?

**MHC:** Berger’s answer to affordability lies in its diversified product and service portfolio tailored to different market tiers. For example, Tier 1 (metro markets) receives access to premium products and services, while Tier 2 and Tier 3 (semi-urban and rural) markets benefit from budget-friendly alternatives, including lower-cost paints and flexible application services.

Understanding that “Premium quality doesn’t come cheap,” Berger still ensures that even entry-level customers have access to quality products and trained applicators. The company also offers referrals to certified applicators for consumers who may not opt for Berger’s full-service packages, ensuring quality is not compromised.

One of our key approaches to ensuring affordability is offering modular and pre-set, budget-based design options that allow customers to renovate their homes in phases—beginning with just one room if necessary—based on their financial capacity. The introduction of a 0% EMI facility will further fuel the initiative,

team uses our own product, Berger Power Bond, as an adhesive. Joints on board surfaces are often not sturdy enough, causing nuisance to customers. The use of Power Bond as an adhesive makes the joints of the boards more durable, ensuring impeccable finishes.

Additionally, we have a range of waterproofing products and construction chemicals that ensure the integrated one-stop service we provide not only delivers aesthetics but also functionality with durability. Our smart design approach also incorporates energy-efficient elements, such as maximising daylight and reducing reliance on artificial lighting.

**TDS:** Looking ahead, what are future plans of BDS for expansion and innovation?

**MHC:** Our vision for BDS is national impact. The immediate plan involves expanding beyond Dhaka and Chattogram to cover all major divisions, eventually reaching tier 2 and tier 3 cities. Supporting this geographic expansion requires investing significantly in talent development.

We are already collaborating closely with architectural students from renowned institutions like BUET and KUET. Our goal is to create rewarding career paths for these aspiring young architects, which will fuel our growth while contributing to national employment.

BDS plans to champion the integration of indigenous Bangladeshi crafts and materials into contemporary interior design. This serves a dual purpose: celebrating our culture domestically and potentially showcasing it internationally, thereby stimulating local handicraft industries and contributing to economic growth.

Exploring strategic tie-ups with international architects is another potential avenue for future growth. To make our services more accessible and future-ready, Berger is developing **Virtual Consultancy** services, enabling digital first design assistance regardless of geographic barriers.

The Bangladeshi interior market is dynamic and evolving; our role is to actively develop this market, address unmet consumer needs, and inspire homeowners towards the possibilities of thoughtful interior design. This unwavering client-centricity is pivotal not just for Berger’s success, but for the sustained growth and vibrancy of the entire interior design industry in Bangladesh.

“At Berger, we’re not just offering a service—we’re enabling a lifestyle transformation. By combining our deep understanding of local needs with global design sensibilities, we aim to make quality interior solutions accessible, professional, and affordable for every home in Bangladesh,” said Sayed Shorif Russel, Category Head, Marketing at Berger

With its strong infrastructure, trained teams, and flexible offerings, Berger is not just following trends—it’s setting the standard for the future of interior design in Bangladesh.

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**The Daily Star (TDS):** How has the Bangladeshi consumer’s perception of paint and home renovation services evolved over the past decade, and what role has Berger played in driving this change?

**Md Mohsin Habib Chowdhury (MHC):** Over the past decade, the perception of paint and home renovation among Bangladeshi consumers has undergone a significant transformation. What was once viewed as a functional necessity—a protective layer for walls—has evolved into a means of self-expression and enhancing living spaces.

This shift has been fueled by a number of factors: GDP growth along with rising disposable incomes, rapid urbanisation and government-initiated infrastructural developments, increased exposure to global trends through digital platforms, and a growing emphasis on lifestyle—where personalised touches are highly valued.

Though per capita paint consumption in Bangladesh still lags behind regional neighbours—currently at around 1.5 kg per person compared to even lower figures in the past—Berger remains optimistic about growth potential. Now, many consumers are no longer content with basic paint colors; they actively seek personalised design solutions.

Berger Illusions—for textured painting and comprehensive interior design services offered through Berger Design Studio (BDS)—have found strong resonance in meeting this demand for aesthetic and customised home environments.

Furthermore, there is a noticeable move away from relying solely on local, often informal, paint contractors. Consumers now increasingly demand reliable, professional services. Our

Express Painting Service for walls and furniture has effectively carved out its niche by providing professionalism and efficiency with the use of modern painting and surface inspection tools.

**TDS:** Berger’s service businesses emphasise ‘end-to-end solutions.’ In a market where many consumers still rely on fragmented services from local contractors, how does Berger ensure quality control, consistency, and customer satisfaction across its services?

**MHC:** Recognising the demands of busy lifestyles and the need for convenient, durable solutions—with a single point of contact covering all home renovation needs—Berger has launched Berger Experience Zone outlets nationwide for seamless service delivery.

Furnifab, Berger’s furniture painting service, complements our Express Painting and Design Studio offerings, allowing us to provide comprehensive solutions under one roof. For all our service businesses, we have a dedicated customer service team that keeps communication with the customer throughout the project and provides continuous updates. Consumers are at the heart of our service business. Hence, we periodically take feedback from them and iteratively improve our service delivery.

Moreover, Berger Training Institute, in collaboration with the National Skill Development Authority (NSDA), has trained more than 13,000 painters and applicators to create an ecosystem that aids our service business. These applicators have not only received basic paint training but also got acquainted with modern painting tools.

Our Express Painting service team

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locations across the country. This sturdy network allows us to reach consumers nationwide, making professional design services more accessible than ever before.

Berger’s strategy includes offering a diverse range of products, pricing, and services based on needs and affordability. Berger has an expert team of 18 architects and engineers dedicated to customer service, ensuring credible and expert support throughout the customer journey. To further strengthen accessibility, Berger is also working on increasing its digital presence. Berger is strategically positioned not just to participate in the market growth, but to actively shape it by democratising quality interior design nationwide.

Moreover, Berger operates with a flexible approach, allowing clients to opt for design consultation alone if they wish to execute the renovation or construction independently. This adaptability makes interior design services more approachable for a wider demographic, breaking the perception that such services are exclusively for the affluent. Besides, our transparent approach helps us connect with the customers.

enabling middle-income families to avail of services without the pressure of paying everything at once.

Additionally, we source different interior design materials through our strategic partnerships with various entities. We are continuously pursuing ways to make interior design affordable to a wider range of customers, and our efforts have started to translate into results.

**TDS:** How do Berger’s paints, textures, and coatings enhance interior aesthetics and functionality through Berger Design Studio (BDS)?

**MHC:** BDS uses different types of decorative paints like Luxury Silk, Easy Clean, Breathe Easy, and Eco Coat in client projects based on the customer’s functional requirements and budget. We have a collection of 150+ Illusion textures developed by our Berger Experience Zone team, and our interior design team integrates these aesthetic textures in alignment with the customer’s requirements.

Through our wood coating product INNOVA – the only locally manufactured lacquer brand – we can create different finishes on wooden or board surfaces, enhancing aesthetics while ensuring furniture’s durability. For wooden works, our construction

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