

## Revolutionising Home Comfort

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Over the past decade, Bangladesh's electronics industry has witnessed remarkable growth. Products once viewed as luxuries are now seen as essentials, reflecting the country's transition from a low- to middle-income economy. As a result, the use of home appliances in everyday life is on the rise. In particular, the adoption of smart features is enhancing the functionality of these devices—making them more intuitive, user-friendly, and increasingly popular among consumers.

Smart home appliances are transforming everyday living by connecting traditional devices to advanced technologies like artificial intelligence (AI) and the Internet of Things (IoT). From air conditioners and refrigerators to lighting and entertainment systems, these connected devices can be controlled remotely—often with just a tap on your smartphone.

Picture this: you're on your way home after a long day, and before you even step inside, your AC is cooling the room, the lights are on, and your favourite playlist is already playing. That's the promise of smart appliances—seamless comfort and control, anytime, anywhere. Unlike conventional electronics, which require manual operation, smart devices offer real-time responsiveness and remote functionality that redefine convenience.

Explaining the rationale behind smart home appliances, Tanvir Anjum, Business Coordinator to the Managing Director of Walton Hi-Tech Industries PLC, says: "The world is moving forward, and we need to keep pace. Modern life is increasingly hectic, and to maintain our quality of life while meeting sustainability goals, we must adapt our lifestyles. Most people spend 7 to 8 hours at the office, and with traffic, the day often extends to 10 or 11 hours outside the home. In such a fast-paced routine, it's only natural to seek comfort—like coming

home to soothing music already playing, an air-conditioned room cooled in advance, or water at just the right temperature for a shower. To ensure this level of convenience and quality living, smart home appliances are no longer a luxury—they have become a necessity."

Salim Ullah Salim, Director of Marketing at Jamuna Electronics and Automobiles Ltd, shares: "These are all value-added services beyond the core functions of electronic devices, and the integration of artificial intelligence has introduced the latest advanced features."

According to industry insiders, the electronics market is broadly divided into two major segments: RAC (Refrigerators and Air Conditioners), which holds the largest share, and THC (Televisions and Home Appliances). The ongoing heatwave has driven a surge in demand for air conditioners, significantly boosting the overall market. In Bangladesh, nearly 70 percent of annual electronics sales occur around the two Eid festivals. Currently, local brands dominate the market, accounting for approximately 80 percent of total sales.

The smart home appliance segment within the broader electronics market is still a relatively new phenomenon in Bangladesh. With the market in its early stages, companies are actively introducing these products as part of their new business ventures.

So far, the market has been concentrated in urban areas—particularly Dhaka, Chattogram, and Sylhet, especially in the super mega-city regions—and caters primarily to a niche group of customers. However, it holds strong prospects for growth in other areas, particularly among the large segment of remittance-receiving households across the country.

Electronics companies are increasingly equipping smart home appliances with modern features, cutting-edge technology, skilled manpower, high-quality raw materials, and continuous innovation to meet evolving customer needs.

"As a pioneer in smart home appliances

in Bangladesh, Walton entered the market with a clear vision and an aggressive product rollout strategy. At our most recent expo, we showcased our complete range of smart home appliances and received an excellent response—particularly for our smart-controlled air conditioners," says Tanvir Anjum.

"Walton introduced the first voice-controlled AC in Bangladesh, enabling customers to operate it using Bengali voice commands. We also offer ACs that can be managed through mobile phones. Our refrigerators feature smart technology that allows users to control temperature settings and locking systems remotely. Our televisions are equipped with cutting-edge features and support both Google TV and Android TV platforms. Beyond product innovation, we've launched several tools and initiatives to promote smart technology, raise awareness, and educate customers on how to use these products effectively."

"Jamuna has launched a new smart AC this year featuring 5D inverter technology, designed to significantly reduce electricity consumption while maintaining optimal temperature control with the support of artificial intelligence," notes Salim Ullah Salim. "Jamuna's smart refrigerators allow users to view the internal temperature on a display and operate on a robust 'Tough Scheme' operating system. They can be controlled via mobile apps and voice commands. If the fridge door is not properly closed, users receive a mobile notification. You can even adjust

the temperature remotely—from the road or your office. Additionally, the fridge's sound guard enables users to listen to YouTube," he adds.

With Eid approaching, companies are offering a variety of discounts, cashback offers, and coupons to make smart home appliance purchases more attractive and convenient, providing the best possible solutions for buyers.

"To make Eid even more joyful, Jamuna Electronics has launched the Double Khushi CP Offer (Season 3). Our customers have the opportunity to win Eid gifts and receive a cash discount when purchasing Jamuna Smart Home Appliances from our Jamuna Plaza or dealer

showrooms through registration during the Eid campaign. More than a couple of lucky winners each week will also get the opportunity to travel abroad through a lottery," says Monika Islam, Group Director, Jamuna Group.

S. M. Mahbubul Alam, Managing Director of Walton Hi-Tech Industries, adds: "Walton is currently running its 'Digital Campaign Season 22', offering customers a guaranteed cashback of up to one million taka on the purchase of Walton-brand refrigerators, freezers, air conditioners, washing machines, or BLDC ceiling fans from any Walton Plaza or distributor outlet nationwide."



**ELECTRONICS PRODUCT MARKET AT A GLANCE**

Annual Market Growth  
**10%**

**CATEGORIES**



**RAC:** Refrigerators and Air Conditioners



**THC:** Televisions and Small Home Appliances

**ANNUAL SALES PATTERN (IN %)**

Between two Eid festivals	<b>70</b>
Rest of the Year	<b>30</b>

**Together in the bond of love through the ages**

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Customer Care  
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