



HOMEGROWN COMPANIES

lead in meeting rising demand

MONIKA ISLAM, Group Director, Jamuna Group

The Daily Star (TDS): Could you provide an overview of your company's current offerings and market position in the smart home appliances sector?

Monika Islam (MI): Jamuna Electronics and Automobiles Ltd., a sister concern of the country's leading business conglomerate Jamuna Group, began manufacturing smart electronic home appliances on a large scale in 2014. Modern equipment, cutting edge technology, skilled manpower, high quality raw materials, and continuous innovation have positioned Jamuna Electronics as the leading electronics brand in the country.

Our mass-produced home appliances include refrigerators, freezers, LED TVs, air conditioners, washing machines, microwave ovens, rice cookers, blenders, juicers, electric kettles, irons, gas stoves, induction cookers, infrared cookers, and various other small appliances.

The electronics market in Bangladesh typically sees a significant boost during Eid, with demand and sales rising sharply. Domestic companies are at the forefront of meeting this increased demand, and Jamuna Electronics plays a key role in this growth.

To make Eid even more joyful, Jamuna Electronics has launched the Double Khushi CP Offer (Season 3). Customers have the opportunity to win Eid gifts and receive cash discounts when purchasing Jamuna Smart Home Appliances from our Jamuna Plaza or authorised dealer showrooms by registering during the Eid campaign. Each week, multiple lucky winners will also have the chance to win international travel through a lottery draw.

TDS: How do you evaluate the current performance and competitiveness of local brands in this industry?

MI: The electronics industry in Bangladesh has made tremendous progress over the past decade. What was once a luxury has now become a necessity. As a result, the widespread use of home appliances is driving industry growth day by day. Electronics showrooms are now found everywhere—from rural villages to major cities and suburbs—playing a significant role in strengthening local manufacturers.

Over time, domestic brands like Jamuna have earned consumer trust and surpassed

many foreign competitors. The industry, once entirely reliant on imports, is now led by domestic companies. The market for refrigerators, TVs, air conditioners, and smart home appliances has expanded considerably. By reducing import dependence, we are ensuring that high quality products reach consumers at affordable prices. At the same time, rising purchasing power and improved electricity access in remote areas have further boosted demand for electronic goods. People's increasingly busy lifestyles have also contributed to this trend.

TDS: What are the key challenges hindering the industry's growth and wider adoption?

MI: In many parts of the world, geopolitical instability is threatening food and commodity security and pushing people into inflationary pressure. In Bangladesh, the dollar crisis and rising import prices have contributed to a widening trade deficit. The depreciation of the taka against the dollar has made it increasingly difficult to import essential raw materials for production.

Additionally, rising utility costs—both globally and locally—have significantly

increased production expenses, including transportation, thereby compelling manufacturers to raise prices.

Despite these multifaceted challenges, Jamuna remains committed to serving the national interest. Even amid changing circumstances, we continue to offer the best products in the market at affordable prices.

TDS: Could you share insights into your company's ongoing initiatives and future plans in the smart home appliances sector?

MI: Innovation is critical for any technology-based product. We are continually working with the latest advancements to match market demand and consumer preferences. That's why our brand's payoff line is: 'Innovation for Smarter Life'.

Jamuna Smart Home Appliances has established a strong presence among consumers, outperforming both domestic and international brands. Among local companies, Jamuna Electronics holds the top position in the consumer electronics market.

We are constantly striving to address evolving customer needs and enhance

satisfaction. Taking into account different purchasing capacities, Jamuna home appliances are available in a wide range of designs, sizes, features, and price points. Today, Jamuna is a trusted name for millions, offering products suited to the lifestyle, climate, and needs of the people of Bangladesh.

TDS: What policy reforms or government support do you believe are essential for the industry's further development?

MI: The key barriers to industrial growth in Bangladesh include infrastructural limitations, a lack of strategic planning, and the need for more effective policy implementation. This sector, which was once heavily reliant on imports, now plays a major role in the economy thanks to the efforts of domestic entrepreneurs.

However, the current tax structure—particularly in terms of industrial taxes, VAT, and customs duties—has somewhat slowed down the industry's momentum. We hope that further policy support from the government will accelerate the growth and global competitiveness of this vital sector.

REWRITING THE FUTURE

Bangladeshi Innovation in Home Appliances

ZARIF FAIAZ

The domestic appliance sector in Bangladesh is no longer playing catch-up with global markets, in many cases, it is leading them. Over the past decade, local brands like Walton and Jamuna have redefined what consumers can expect from their refrigerators, air conditioners, and other essential household devices. Their innovations go far beyond simple energy efficiency or cosmetic upgrades. These brands are pioneering the integration of artificial intelligence, smart connectivity, and health-conscious design in ways that are uniquely attuned to local needs and global trends.

One of the forerunners is the homegrown brand Walton, a name that has positioned itself as a technological powerhouse through its Research and Innovation Centre. Among its standout developments is a smart washing machine, the ATH80W, equipped with built-in weather forecast technology, a Thermo Heater, and Thermo-

Fabric Care to adapt laundry cycles to both fabric types and external conditions. In the kitchen, Walton has expanded its offering with ceramic-coated cookware and a microwave oven that supports multi-function grill and convection cooking, enhancing both utility and user experience. These products complement Walton's broader portfolio of intelligent appliances, including refrigerators with the 'AI Doctor' system—an artificial intelligence feature that not only diagnoses technical issues but initiates automated self-repair protocols or alerts the service team if manual intervention is required. Other fridges include 8-in-1 convertible compartments and Android-powered displays that double as multimedia hubs, while the AIOT platform continues to evolve as a central node of user behaviour-based energy efficiency.

In air conditioning, Walton has again set new benchmarks. Its 6-star energy-rated AC is the most efficient of its kind in Bangladesh, utilising eco-friendly

refrigerants such as R-32 and R-290. Features such as IoT-enabled smartphone control, voice-guided offline functionality in both Bengali and English, and real-time energy monitoring via a 5-inch TFT display exemplify the brand's commitment to usability and sustainability. Innovations such as UV sterilisation, ionisers, and baby-friendly modes ensure both comfort and health are prioritised, even in extreme heat of up to 55°C.

Jamuna, another well-established Bangladeshi name, has taken a health-first approach to air conditioning. Its latest models are powered by 5D AI Inverter Technology, which ensures powerful yet efficient cooling. Jamuna's Smart Inverter ACs are designed not just to cool but to cleanse the air. Using PM 2.5 filters, Cold Plasma Technology, and a suite of antimicrobial components such as Vitamin C, Silver Ion and Degerming filters, these units remove airborne

pollutants, bacteria, and odours, delivering 99% purified air. Jamuna's units also include features like UVC Sterilisation, Hot & Cool dual modes, and hands-free voice control without the need for a remote or internet connection, reinforcing the brand's commitment to accessible smart living.

Singer Beko, operating in Bangladesh under Singer, has introduced a suite of innovations that marry global standards with local sensibilities. Its refrigerators feature HarvestFresh technology, which helps preserve Vitamin A and C content in fresh produce for longer periods. Complementing this are EverFresh and EverFresh+ systems that keep fruits and vegetables fresh for up to 30 days—well above typical shelf life. The AeroFlow cooling system ensures gentle air distribution to preserve colour and texture, while a dedicated Zero Degree Compartment offers instant freshness for items meant for quick cooking.

On the connectivity front, Singer

Beko's HomeWitz platform allows users to control smart appliances via mobile devices. Meanwhile, its air conditioners are fitted with HEPA filters that claim to eliminate 99.99% of germs, reinforcing the brand's focus on hygiene and user health. These features are reinforced by a network of experiential concept stores in Dhaka, designed to let consumers engage with the technology first-hand.

As Bangladeshi consumers demand more intelligent, efficient, and sustainable home solutions, local manufacturers are not just responding—they are anticipating. Walton, Jamuna and Singer Beko exemplify a shift in mindset: from producing for affordability alone, to innovating for a smarter, healthier future. With investments in AI, IoT, and wellness-oriented design, these companies are not merely catching up to global standards—they are helping to define them. In doing so, they are reshaping expectations of what a "Made in Bangladesh" product can deliver.

