



MD. NURUL AFSEER, Deputy Managing Director, Electro Mart Group



Gree has developed the world's first G-Boost inverter compressor, known for its efficiency and energy-saving capabilities.

The Daily Star (TDS): How would you describe your company's current position and market share within the air conditioning industry?

Md. Nurul Afsar (MNA): Gree dominates the air conditioner market, maintaining the top position in Bangladesh. Gree AC has retained the title of the number one air conditioner brand in the world for nineteen consecutive years since 2005. Gree received this recognition for its consistent performance, consumer trust, loyalty, and reliability—evaluated through four key business intelligence indicators: market analysis, retail sales volume, consumer insight, and global distribution of air conditioning products. Gree has also been awarded the Superbrand status in Bangladesh and has held the number one position in the country's electronics market for the last 27 years.

Bangladesh's air conditioner market is projected to generate a revenue of BDT 3,000 to 3,500 crore by 2025. This market is expected to grow at an annual rate of 10 to 12 percent. The demand for energy-efficient air conditioners is increasing in Bangladesh to promote sustainable living and reduce electricity consumption. Gree currently holds the number one position, capturing a significant share of the market.

TDS: What innovation and technology have you integrated in your products to enhance energy efficiency?

MNA: Gree ACs come with special features that set them apart, such as

efficient cold plasma technology for cleaner air, fully enclosed air guide louvers and top-mounted filters, auto self-cleaning, comfortable airflow with wide air supply, quiet design, AI intelligent control, Wi-Fi remote control, washable air purification filters, 60-second fast cooling, 3D airflow, four-way air swing, I-Feel technology, comfortable sleep mode, ideal temperature control, cold air prevention, turbo button, intelligent auto restart, LED display, self-diagnosis, healthy filters, energy-saving performance, golden fin coating, intelligent defrosting, compact design, low voltage start-up, automatic operation, and the use of environmentally friendly R32 gas. Additionally, Gree ensures easy installation and maintenance.

Gree provides a 10-year compressor warranty for inverter models, a 5-year spare parts warranty, and 2 years of free after-sales service.

Recently, Gree invented a solar-powered air conditioning system that is both practical and affordable. This system, soon to be available in Bangladesh, uses photovoltaic panels to power the cooling units directly, reducing energy costs significantly.

Gree has developed the world's first G-Boost inverter compressor, known for its efficiency and energy-saving capabilities. Gree air conditioners hold a high energy efficiency rating, significantly reducing electricity costs. Gree's proprietary G-Boost inverter technology can save up to 60% more energy than traditional

air conditioners. Furthermore, Gree ACs retain their functionality even when outdoor temperatures reach up to 65°C, thanks to this unique inverter technology—an exclusive and sophisticated innovation by Gree.

Gree ACs are also equipped with built-in inverter technology that is environmentally friendly. G-Tech, with

affordable prices. We do our utmost to deliver exactly that.

The boom in Bangladesh's air conditioner market is not just about escaping the heat—it's about embracing smarter living. With the Gree AC Wi-Fi system, users can control their air conditioners from long distances, experiencing superior

MNA: To expand our market presence in both urban and rural areas across Bangladesh, we are implementing strategies focused on strengthening our retail and distribution networks, leveraging digital marketing, and tailoring our products and services to local needs. We are also prioritising relationship-building with local

TOP OFFERS

Customers have the facility to purchase products through instalments/EMI for up to 18 months using all scheduled bank cards, and 6 to 12-month instalments through Sohaj Lavvo and Sohaj Kisti from our own outlets. As a responsible and committed company, Electro Mart is also ensuring installation and after-sales services. We have a leading retail and distribution network, allowing customers to access our products at over 2,500 locations, including nearby stores, flagship outlets, and partner showrooms.

five-level washing and water-electricity separation, ensures greater comfort and safety.

TDS: How are you addressing changing consumer preferences, particularly regarding smart home integration and user-friendly features?

MNA: Customer preferences and satisfaction are at the heart of everything we do. Today's consumers are informed, digitally savvy, and demand international standards at

comfort at all times. The market is expanding rapidly, and Gree is aligned with evolving consumer preferences for comfort, control, and clean air.

Air conditioning, once considered a luxury, has now become a necessity for many households and commercial spaces.

TDS: What steps are you taking to expand your market presence both in urban and emerging rural markets across Bangladesh?

communities and entrepreneurs, while embracing innovative marketing and communication methods.

Looking ahead, Gree aims to meet every challenge, open new pathways, embrace innovation, and lead industry development with a spirited and dynamic approach. We are committed to promoting high-quality development in air conditioning manufacturing and creating a better life for all.

Cool and careful

Mindful usage of AC for staying healthy

For individuals with certain heart or blood pressure conditions, abrupt temperature changes between cool indoors and hot outdoors can strain the cardiovascular system. Sudden cooling can affect blood vessel function and heart rate for people with cardiovascular issues.

SHAHIBULLAH AFSARI

While AC offers undeniable comfort and respite from sweltering heat and rising humidity, improper or excessive use of air conditioners can come at a cost, especially to our health.

As we continue to embrace urban living and modern conveniences, it's important to understand both

the benefits and drawbacks of air conditioning and how to use it wisely, particularly for individuals with special health conditions.

AC and your health

Air conditioners help regulate indoor temperature, reduce humidity, and improve air quality when maintained properly. But just like any appliance, the benefits hinge on responsible usage.

Pros
Relief from heat-related illnesses: AC can help prevent heat stroke, dehydration, and fatigue during extreme temperatures.

Better sleep quality and productivity booster: A cool, consistent environment aids in more restful sleep, especially during hot, humid nights. Studies show that people perform better cognitively and physically in cool environments.

Improved air filtration: High-quality filters in AC systems can reduce allergens, dust, and pollutants, helpful for people with asthma or allergies.

Cons
Respiratory irritation: Overexposure to cold, dry air can lead to sore throat, nasal congestion, or aggravated asthma symptoms. Babies and elderly people are more vulnerable to cold-related stress as their bodies

new technologies to address certain health concerns. In Singer's 4-in-1 filter and HEPA filter provide maximum purified air by trapping very small particles, including dust, pollen, mould spores, and even some bacteria and viruses. This helps create a healthy environment for those with allergies, asthma, or other respiratory conditions, as well as for newborns.

Dry skin and eyes: ACs reduce indoor humidity, which can dry out skin, eyes, and mucous membranes.

Circulatory problems: For individuals with certain heart or blood pressure conditions, abrupt temperature changes between cool indoors and hot outdoors can strain the cardiovascular system. Sudden cooling can affect blood vessel function and heart rate for people with cardiovascular issues.

Healthy AC habits

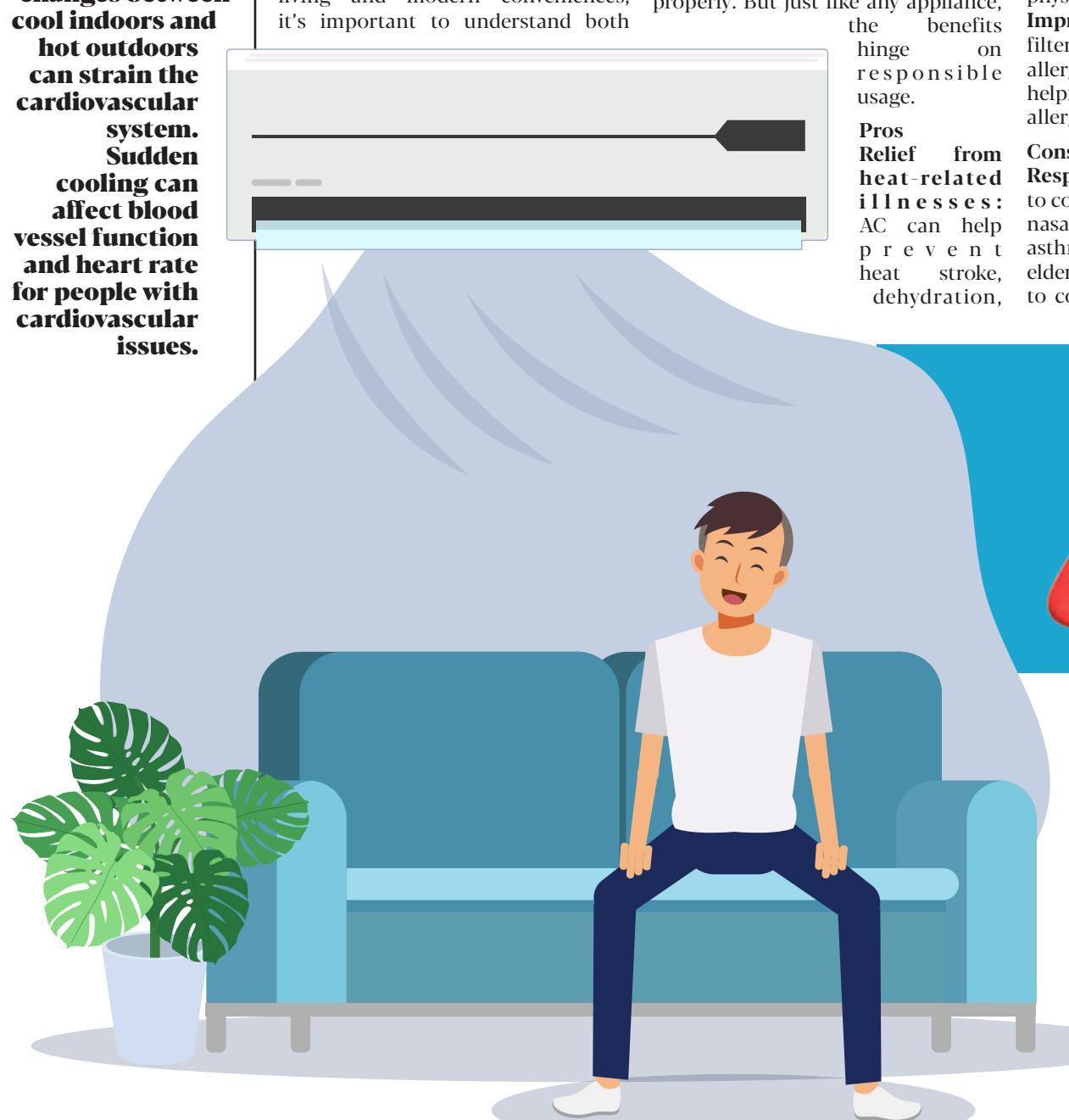
Using air conditioners wisely can significantly reduce health risks while keeping the comfort intact. Here's how:

Set the right temperature. Keep the thermostat between 24°C to 26°C. Extreme cold not only increases energy bills but also puts stress on the body.

Use a humidifier or keep a bowl of water nearby as this helps counteract the dryness caused by ACs, maintaining optimal moisture levels in the room.

Ventilate regularly by keeping windows open during cooler parts of the day to let in fresh air and avoid air stagnation.

Clean filters regularly because dirty filters can worsen allergies and introduce bacteria into the air. Clean or replace filters every three months, depending on use.



Tips

- Set AC to 24°C–26°C
- Clean filters regularly
- Use humidifiers
- Stay hydrated
- Don't aim airflow directly at body
- Use timers (if available)

Why It Matters

- Prevents cold stress and saves energy
- Keeps allergens and microbes at bay
- Prevents dryness in skin and airways
- Counters dehydration from dry air
- Prevents muscle and sinus problems
- Avoids unnecessary exposure and energy waste

are less able to regulate temperature. Asthma or COPD patients can experience constricted airways for sudden exposure to cold air," said Aysha Hasina, Paediatric consultant at a private hospital. She advised keeping the room mildly cool—not cold—and dressing babies in light, breathable clothes. For

Asthma or COPD use HEPA-filter equipped ACs. Avoid sudden temperature changes by gradually adjusting thermostat settings. Many AC manufacturers are introducing

Heart patients are advised not to move between extreme temperature zones abruptly. Wait indoors for a few minutes before stepping into the heat.

Infections and allergies: Poorly maintained units can harbour mould, bacteria, and dust mites, triggering allergic reactions or respiratory infections.

While AC use affects everyone, certain individuals need to be more careful. Don't let the cool air blow directly on your knees or shoulders, as prolonged exposure to cold air may worsen joint stiffness or pain to arthritis patients. For joint pain use a thin blanket or shawl if you're in AC for extended periods.

Avoiding direct airflow is a thumb rule. Don't sleep or sit directly under the AC draft. It can cause muscle cramps, joint stiffness, or sinus issues.

Keep body hydrated. More cold, dry air dehydrates the body faster. Drink ample water to stay replenished.

Avoid running the AC all night. Use timers to shut it off a few hours into sleep or switch to energy-saving mode.

Air conditioners, when used with awareness and care, can be a boon, offering comfort, health benefits, and improved quality of life. But like all modern tools, their misuse can turn them into silent health saboteurs. Balancing convenience with caution is the crucial.