



## ELITE HITECH

# A Vision of Affordable Comfort for Bangladesh

MOHAMMED SHAFIQUL ISLAM, Managing Director, Elite Hitech Industries Ltd.



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In the heart of Cumilla, where the humid heat of summer often feels unbearable, one company is quietly revolutionising the air conditioning industry in Bangladesh—Elite Hitech Industries Limited. The story of Elite Hitech is not just about manufacturing air conditioners; it is a tale of ambition, innovation, and a commitment to social good that transcends mere profits. The company is building a future where air conditioning is accessible to all Bangladeshis, regardless of their socio-economic background.

**Building the Future of Affordable Cooling**  
Elite Hitech's journey is a tale of vision, determination, and strategic moves. I moved to Chattogram in 1977 with little capital but a strong drive to succeed. By 1984, I had secured a customs clearing licence, opening the door to international business opportunities. In 1990, air conditioner imports began, followed by the launch of a large showroom at Bangabandhu National Stadium in 1996. A major turning point came in 2003 with a partnership with Midea, leading to the role of Master Distributor in Bangladesh by 2005. That ambition culminated in 2014 with the founding of Elite Hitech Industries in Cumilla, marking a decisive shift to local manufacturing and setting the foundation for today's success.

This move reduced import dependency and allowed for the creation of products specifically tailored to the needs of the Bangladeshi

market, setting the foundation for today's success.

Our company's mission is to make air conditioning both affordable and locally produced. We started with a simple idea: to reduce Bangladesh's reliance on imported products and create something that meets the needs of our people. But our vision goes beyond business. It is about making life more comfortable for everyone, especially those who could not afford an air conditioner before.

### Innovation for a Greener Tomorrow

The company's focus on innovation is one of its strongest pillars. Energy efficiency is not just a buzzword for us; it is a commitment to the environment and the consumer. Elite Hitech has led the charge in introducing eco-friendly refrigerants such as R290, a hydrocarbon refrigerant with zero ozone depletion potential. We are proud of our R290 models, which align with global environmental goals like the Montreal Protocol and Kigali Amendment. These models offer energy savings, superior cooling performance,

and quiet operation—qualities that matter to every household.

But it is not just about reducing environmental impact. Elite Hitech's air conditioners also come equipped with advanced inverter technology that adjusts power consumption based on room load, making them more energy-efficient and cost-effective in the long run. The company's commitment to energy efficiency has earned it certifications from ISO 9001, ISO 14001, and ISO 45001, underscoring its dedication to quality, environmental

management, and safety.

### Making Air Conditioning Accessible to All

While high-end products cater to the affluent, Elite Hitech is keenly focused on making air conditioning affordable for the broader population. The company has a range of products that cater to various segments, from budget-friendly models like the Elite GOLD series to Midea Portable Air Conditioners for smaller homes. We want to ensure that even those in rural areas or those on a tight budget can enjoy the comfort of air conditioning. That is why we are constantly updating our offerings to address the needs of all demographics.

In fact, Elite Hitech is actively working on expanding its market presence across both urban and rural Bangladesh. The company's marketing strategies range from online social media campaigns to sponsoring events, newspaper advertising, and billboard placements, ensuring that its products reach as many people as possible.

### Smart, User-Friendly Features for the Future

In response to changing consumer preferences, Elite Hitech is also integrating smart features into its air conditioners. Though the company is not yet fully equipped with voice assistants

like Alexa or Google Home, we assure customers that these features are coming soon. We understand that the future is digital, and we are actively working on integrating these technologies to ensure our products stay ahead of the curve.

Additionally, the company is committed to improving user experience with simple and elegant designs, especially for elderly users and those in remote areas. Our ACs and remotes are user-friendly, and we are constantly updating them to ensure everyone can use them with ease. With a dedicated customer service team available through a toll-free number, the company ensures that every customer has easy access to support when needed.

### Looking to the Future

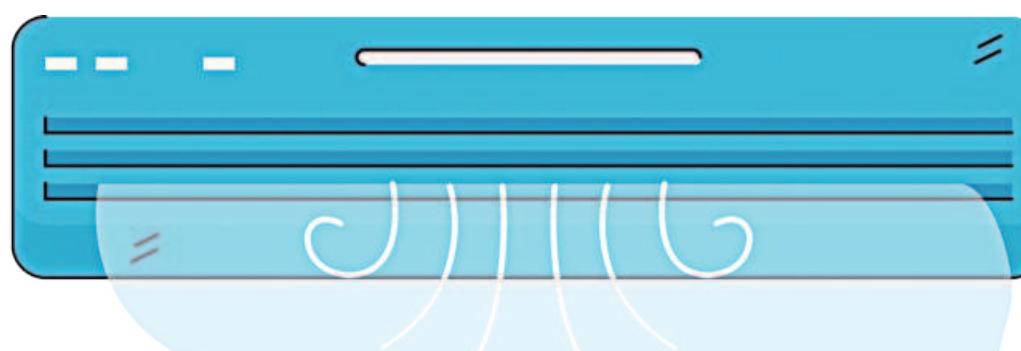
Looking ahead, Elite Hitech Industries Limited is focused on strengthening its position as a leader in the local air conditioning market. We are particularly excited about the potential of energy-efficient, eco-friendly products. We see this as just the beginning. The air conditioning market in Bangladesh is growing, and we are committed to playing a significant role in making it sustainable, affordable, and accessible to all.

Through innovation, a focus on energy efficiency, and a commitment to making life more comfortable for all, Elite Hitech Industries is setting the stage for a future where air conditioning is no longer a luxury, but a necessity that every Bangladeshi can enjoy.



## STAYING COOL THE SMART WAY

### What to Know Before Installing an AC



#### MUJIB RAHMAN

Air conditioners not only offer a cool retreat but also improve productivity and wellbeing. Yet, the comfort an air conditioner brings hinges not just on which model you buy—but how, where, and why you install it.

From choosing the correct capacity to integrating the unit seamlessly with your room design, smart installation can make all the difference. Here's how to get it right.

#### Sizing It Right: Matching Capacity with Space

One of the most common mistakes people make is selecting the wrong capacity for their room. An undersized air conditioner will struggle and consume more energy, while an oversized unit may cool the room too quickly—without properly removing humidity—leading to an uncomfortable, clammy environment.

Moztoba Nadin, Assistant Manager at Elite Hitech Industries Ltd., stresses that "room size alone isn't always enough." While a 1-ton unit typically suits rooms up to 120 square feet, a 1.5-ton model fits up to 180 square feet, and 2 tons

work well for spaces up to 240 square feet, other factors must be considered.

"Sun exposure, floor level, ceiling height, and the purpose of the room—whether it's a hospital, a mosque, or a small bedroom—all play a role in determining the right AC," he explains. The smarter choice lies in custom assessment, not one-size-fits-all solutions.

#### Where You Place It Matters

Even the best air conditioners underperform when placed poorly. Strategic positioning of both indoor and outdoor units ensures better airflow, energy efficiency, and durability.

"Indoor units should always be installed high on the wall, away from direct sunlight and heat sources," says Salim Ullah Salim, Director of Marketing at Jamuna Electronics & Automobiles Ltd. This allows the cool air to circulate evenly while reducing energy wastage.

Outdoor units, he adds, require special care: "Keep them in well-ventilated, shaded areas with enough clearance. Overheating due to cramped or exposed locations can affect the compressor and shorten the AC's lifespan." It's a reminder that where you install your unit matters just as much as what you install.

#### Blending Cooling with Style

Gone are the days when air conditioners were an eyesore. Today's models are sleeker and smarter—but how they're incorporated into your interior still makes a huge difference.

Engr. Ariful Islam, Head of Research & Innovation at Walton Residential Air Conditioner, highlights the value of combining aesthetics with efficiency. "You don't want cold air blowing directly onto a bed or sofa," he notes. "Placement should consider comfort zones and visual balance."

From hiding cables within wall cavities to integrating indoor units within false ceilings, there are numerous design tricks. But he warns against overdoing it: "False enclosures must allow ventilation and access for servicing." It's all about harmonising cooling performance with your interior vision.

#### The Smart Way Forward

Installing an air conditioner is no longer just about plugging in a machine—it's about thoughtful planning. Choosing the right capacity, placing the units with care, and considering how they fit into your space all add up to a better, smarter cooling experience.

Whether you're outfitting a home, office, or specialised facility, a well-installed air conditioner doesn't just fight the heat—it works silently, efficiently, and stylishly in the background, becoming a quiet ally through every season.

