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JAMUNA DELIVERS POWERFUL, Intelligent Laundry Solutions

The Daily Star (TDS): What are the current trends in the washing machine market in Bangladesh, and what challenges does the industry face?

Salim Ullah Salim (SUS): The washing machine industry in Bangladesh is transitioning from being dominated by luxury imports to becoming a market of widely available local appliances with increasing sophistication. Rising incomes and growing urban lifestyles continue to drive demand—but affordability remains key, especially for the mass market. The tentative market size of washing machines is approximately BDT 1,000 crore, with around 150,000–200,000 units sold annually.

Challenges Facing the Industry:

1. Currency and Supply Chain Constraints

A dollar shortage and rising foreign exchange rates have made opening letters of credit (LCs) difficult for importing components, raising costs for local producers and limiting pricing flexibility.

2. Quality Control and Low-End Imported Competition

Poorly regulated imports allow low-quality washing machines to enter the market, damaging brand trust. Consumers often blame higher-end products for early failures when substandard models tarnish their perception.

3. Incomplete Domestic Value Chain

While major assembly and parts manufacturing are done locally, many critical components and precision technologies still depend on imports. Achieving full domestic manufacturing remains a work in progress.

4. Limited Market Penetration

Currently, only 3–4% of households own washing machines. Penetration remains low and is concentrated among urban, higher-income consumers. This leaves significant untapped potential in rural and mid-tier urban areas.

5. Macroeconomic, Awareness, and Coordination Issues

Inflation has eroded purchasing power among the emerging middle class. Meanwhile, awareness about the benefits of washing machines is still limited beyond urban elites, necessitating stronger marketing and educational campaigns.

Domestic brands have made significant progress, but full-scale local production still lags behind today's aspirations. Policy continuity, a stronger component ecosystem, and tighter quality regulation for imports will be critical to sustaining momentum.

TDS: What are the key features and product offerings in your washing machines that attract customers?

SUS: Engineered to handle even

the most demanding laundry loads, the JAMUNA washing machine comes in 7.0 Kg, 8.0 Kg, and 10.5 Kg drum capacities—perfect for families of all sizes. With both washing and drying functions, this all-in-one solution simplifies your laundry routine while delivering powerful performance every time.

Equipped with Pure Steam and Allergy Steam technologies, the machine ensures your clothes come out spotless, allergen-free, and wrinkle-free—ready to wear immediately after the cycle ends. For added convenience, our AutoDosing System automatically detects the weight of your laundry and dispenses the exact amount of detergent needed, freeing you from manual measuring and reducing waste.

Designed with intelligence in mind, the JAMUNA washing machine features a self-diagnostic function that displays error codes to help you easily identify and resolve issues using the user manual. It also automatically detects incorrect usage or product faults to prevent further damage, offering peace of mind and extended durability. Whether you are upgrading or buying your first front-loader, JAMUNA combines technical excellence with thoughtful design—making it the perfect choice for modern households.

WASHING MACHINE CARE ESSENTIALS



Level for longevity

Ensure the machine is placed on a flat, balanced surface to avoid vibration and wear.

1



Choose the right detergent

Use machine-appropriate, gentle detergent to protect both clothes and hardware.

2



Clean inside and out

Regularly wipe the drum, door, and detergent compartments to prevent buildup and odours.

3



Use the drum clean function

Run the built-in cleaning cycle monthly to maintain internal hygiene and efficiency.

4



Mind the load size

Avoid overloading to reduce strain on the motor and improve washing performance.

5



Inspect and replace hoses

Check inlet and outlet hoses periodically, and replace them every 3–5 years to prevent leaks.

6



Keep the lint filter clear

The lint filter collects lint and dirt during the wash cycle, clean it regularly to maintain its efficiency.

7



Let it air out

Leave the door slightly open after each wash to allow ventilation and prevent moisture buildup.

8



Maintain a routine

Wipe down the gasket, clean filters, and check dispensers weekly to keep your machine in top shape.

9



THE DOMESTIC UPGRADE

When washing became a smarter chore

Inverter motors control voltage and frequency based on load. They run quieter, use 20–30 percent less power, and last longer because they avoid the wear and tear of constant on-off cycles.

AYMAN ANIKA

The washing machine isn't typically seen as a tech marvel. It doesn't beep like a smart fridge or glow like a neon-lit gaming laptop. But don't let its quiet nature fool you. Beneath that rotating drum lies a hub of real innovation—subtle, and increasingly intelligent.

In Bangladesh, where consumer expectations are rapidly evolving and energy costs are rising, the modern washing machine has transformed into something far more than a cleaning appliance. It's now a machine that senses, adapts, calculates, and conserves. And

though its adoption hasn't been as swift as other home appliances, the future is spinning into motion.

A shift in technology, a shift in mindset

"We've adopted AirWash, OxyFresh, IoT, Direct Drive, Inverter, AI, AutoDosing, and Anti-foaming technologies," says Md. Khairul Bashar, Deputy Chief Business Officer at Walton Home Appliance. "These aren't just flashy features—they're responses to what users now expect: performance, efficiency, and reduced hassle."

These technologies aim to cut water and power use, reduce detergent waste, and give users a better experience—without needing to guess what "normal cycle" really means.

Inverter: The engine of efficiency

At the heart of these upgrades is inverter technology, which is rapidly becoming a standard in modern appliances. "Inverter motors control voltage and frequency based on load," Bashar explains. "They run quieter, use 20–30 percent less power, and last longer because they avoid the wear and tear of constant on-off cycles."

Compare this to older machines with fixed-speed motors that burn energy even when they don't need to—and it's clear why inverter tech is now essential, especially in power-sensitive regions like Bangladesh.

Water wisdom and detergent discipline

Smart washing isn't just about electricity. It's about how much water and detergent your clothes really need—and not a drop more.

"Washing machines use AI Clean, Defoaming, and AutoDosing to optimise water intake and detergent use," Bashar notes. "AirWash, in particular, helps refresh clothes without needing a

full wash cycle—ideal for urban users trying to reduce their utility bills."

These features are not just good for the environment—they're tailored for users who need real-world savings, not just shiny specs.

A growing market with urban roots

Despite this innovation, not all companies are moving at the same pace—or with the same strategy. At Jamuna Electronics, washing machines are part of a measured rollout, deeply tied to consumer behaviour.

"Washing machines are still an urbanised product," says Salim Ullah Salim, Director of Marketing at Jamuna Electronics and Automobiles Ltd. "They sell well in Dhaka, Chattogram, Khulna, Rajshahi...but beyond that, in suburban and rural areas, the penetration is low."

According to Salim, perception also plays a role. "There's a belief among many that washing machines don't clean clothes as well as hand washing. Those who use them regularly know that's not true. But the perception lingers."

Jamuna's sales reflect this urban centric demand. "During the trade fair, our stock ran out. We sold quite a few units. But among home appliances, washing machines remain one of the slower-moving categories," he admits. "Still, it's a growing market."

Front-load vs. top-load: A tale of two machines

Salim explains that price plays a role in how the market splits between top-load and front-load machines. "Our top-loading machines are still available in flagship stores. They cost between Tk 10,000–18,000. But front-loading machines, which are more automated and efficient, start at Tk 40,000—and global brands go up to Tk 70,000."

He adds, "When you get a fully automatic washer-dryer combo, it does about 70 percent drying along with the wash. It's not just about cleanliness—it's about convenience. But that convenience still comes at a price."

Smart cycles for smarter clothes

Automation is now standard, especially in full-auto machines. "Jamuna's full-auto machines allow you to select cycles for jeans, wool, silk—whatever fabric you're washing," Salim explains. "They wash, rinse, spin, and dry automatically, depending on what's loaded. It reduces manual work significantly."

This is where urban life intersects with smart design. "People in cities are busier. They don't

want to spend their time scrubbing clothes on a weekend. That's why the market is gradually expanding," he adds.

Why isn't it booming yet?

Despite these gains, the washing machine market isn't exploding like refrigerators or air conditioners. "Seasonal trends aren't very strong here," Salim says. "We see a slight spike during the rainy season, when drying clothes becomes harder. But unlike Eid for fridges, washing machines don't have a festival window."

Even so, Jamuna sells three to four thousand units annually, with competitors like Singer or Sharp reaching higher volumes. "It's not about lack of demand—it's about slow lifestyle shifts," he explains.

IoT and the app era

For brands like Walton, the future is already app-connected. "The IoT feature allows users to monitor cycles, get maintenance alerts, and control the machine via smartphone," says Bashar.

This kind of real-time interactivity makes sense in a world where users are getting used to managing everything—from ACs to ovens—with their phones.

What do consumers really want?

Both experts agree that Bangladeshi consumers are evolving.

"People want durability, after-sales support, and energy efficiency," says Bashar. "But they're also curious about smarter, cleaner, quieter tech."

Salim sees a cultural transition: "There was a time when a fridge was rare. Now, many homes have two or three. The same is happening with washing machines. It's slow, but steady."

Final spin

Washing machine is becoming a symbol of how our domestic lives are being reshaped by technology that listens, learns, and adapts.

From fuzzy logic to inverter motors, from detergent sensors to app notifications, this isn't your grandmother's rinse cycle anymore. It's smarter. It's quieter. And—if the market keeps growing—it might finally shake off the stigma of being a "luxury" item and become what it was always meant to be: a time-saving, fabric-friendly essential for modern life.

As Salim sums it up, "The market size is growing. Usage is increasing. And year by year, people are moving toward smarter appliances. Washing machines included."

