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## LOCALISED AI, CULTURALLY RELEVANT CONTENT

**The Daily Star (TDS):** How do you assess AI adoption and progress in Bangladeshi smart TVs?  
**Farhan Azhar (FA):** The smart TV market in Bangladesh is experiencing remarkable growth, driven by surging consumer demand for advanced features and internet connectivity. This growth is further fuelled by increasing internet penetration and rising middle-class purchasing power, with post-pandemic trends accelerating the shift towards smart LED TVs. However, AI adoption remains nascent compared to global markets.

As the smart TV market evolves, our competitive edge lies in localised AI—offering culturally relevant content and tailored features for Bangladeshi consumers’ unique needs.

**TDS:** What AI-driven features and innovations does your company currently integrate into its smart TV products?  
**FA:** Singer Smart TVs integrate AI Picture Enhancement technology, also known as AI 4K Upscaling, to automatically adjust contrast, brightness, and reduce visual noise for optimised viewing. Our models support voice control via Google Assistant and Alexa. Additionally, seamless access to streaming platforms such as YouTube, Netflix, and Prime Video is enabled through AI-

driven connectivity features. Singer also leverages AI internally for quality control during manufacturing.  
**TDS:** How do these AI capabilities enhance user experience?  
**FA:** Singer’s AI capabilities eliminate manual calibration by dynamically optimising picture quality based on ambient lighting and content type, a feature absent in traditional TVs. Our voice-controlled navigation simplifies the user interface, which is a key advantage in a market like Bangladesh, where many users may not be comfortable with complex technical issues.

**TDS:** What challenges have you faced in developing and deploying AI technologies in smart TVs?  
**FA:** Developing AI for smart TVs in Bangladesh faces hurdles such as limited local expertise in AI engineering, as specialists often lack domain-specific knowledge for consumer electronics. Infrastructure gaps, including inconsistent internet speeds and power supply, hinder real-time AI feature performance. Additionally, adapting AI to regional languages (e.g., Bangla voice processing) requires significant data localisation efforts.

**TDS:** What are your company’s future plans regarding AI advancements in smart TVs?  
**FA:** Singer Bangladesh is committed to expanding AI integration, with plans to introduce advanced features such as predictive content suggestions and enhanced voice interactivity in our product roadmap. A new manufacturing facility focused on innovation will accelerate the rollout of AI-powered models, targeting affordability for middle-class households.

## SOLUTIONS FOR EVERY LIFESTYLE AND BUDGET

**The Daily Star (TDS):** What types of televisions are currently available in the Bangladesh market, and how do they differ?  
**Md. Rashedul Islam (MRI):** Televisions in the market can be broadly categorised in two ways:

- **Based on features:** Smart TV and Basic TV – Smart TVs run on operating systems (OS) with built-in internet connectivity, supporting streaming, apps, games, AI features, and smart device integration. Common OS include Android TV, Tizen, WebOS, VIDAA, and Roku. Basic TVs mainly receive channels via cable or satellite and lack internet-based features.
- **Based on display technology:** LCD TV and OLED TV – LCD TVs (including LED, NanoCell, Mini LED, QLED, and Mini QLED) use LED backlights. OLED TVs feature self-illuminating pixels, offering superior colour performance, nearly 100% colour volume, over 1 billion shades, better viewing angles, and advanced technologies such as anti-glare and anti-reflection coatings.

**TDS:** Are Bangladeshi consumers actively looking for AI features in their smart TVs, or is it still more of a marketing buzzword?

**MRI:** AI in TVs is gradually gaining attention in Bangladesh, particularly among young, tech-savvy, and premium buyers. Consumers are interested in AI because it provides sharper pictures (AI upscaling), clearer sound (AI audio optimisation), easier control (voice assistants), personalised recommendations, and enhanced gaming performance through powerful AI processors & engines.

Globally, AI-powered TVs are becoming more popular and increasingly becoming a key factor in

consumer decision making, especially in developed markets where buyers actively compare AI features before purchase. This global trend is also influencing Bangladeshi premium buyers, who are starting to see AI features as an important reason to upgrade.

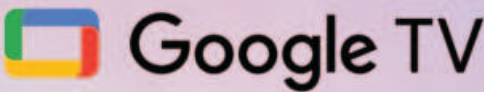
**TDS:** What factors make RANGS eMART a preferred choice for purchasing televisions?

**MRI:** RANGS eMART takes pride in offering one of the widest and most diverse ranges of televisions in Bangladesh. Featuring world-renowned brands such as Samsung, LG, and Toshiba, along with our very own Rancon Google TV, we ensure that every

In Bangladesh, among the global brands, Samsung holds the No. 1 position, with Haier in 2nd place, but Toshiba and LG are now aggressively gaining market share.

customer finds the perfect option to suit their lifestyle and budget.

At every RANGS eMART showroom, experienced product consultants are available to demonstrate features, provide expert guidance, and help customers understand which technologies best match their needs. With the opportunity to explore and compare over 50 different TV models, ranging from 32 inches to 100 inches, customers can make confident and informed choices. RANGS eMART offers genuine brands with official warranties, free delivery and installation, plus EMI facilities of up to 36 months across 36 banks.



YOUR NEXT  
Google TV

Hands-Free Voice Control with  
AI Google Assistant  
Powered by Android 14

43" QLED 4K RQ1 Galaxy Pro  
PRICE : 51,900 TK

