

CUTTING BILLS

without cutting comfort



TAGABUN TAHARIM TITUN

Imagine a small family in Dhaka: two working parents, two school-age children, and a modest apartment with a decade-old refrigerator, a forty-inch television, a thirty-litre storage geyser and several incandescent bulbs. They replace three bulbs with LEDs, swap the old fridge for an inverter model, and fit a small on-demand water heater. Within a single billing cycle they observe lower kilowatt-hour consumption, reduced standby losses and fewer reheats of stored hot water, while the home remains comfortable during short voltage dips. When replicated across many households, such switches reduce peak demand and help avoid costly emergency generation. Lighting alone accounts for roughly 3,500-4,000 MW of Bangladesh's electricity demand, so shifting millions of fixtures and appliances toward efficiency eases grid stress and lowers bills. This is what "power-saving appliances" means in practice: devices designed or controlled to deliver the same service while using less electricity through better hardware and smarter controls.

THE VARIETY OF POWER-SMART APPLIANCES

Refrigerators use inverter compressors, thicker insulation and AI or IoT diagnostics that modulate cooling to usage patterns and minimise cycling losses. Local and regional brands such as Walton and Singer-Beko supply inverter and smart models across compact to large sizes, with typical retail bands like Walton costing roughly from Tk 15,000 to Tk 200,000 depending on capacity and features. Televisions are predominantly LED backlit smart sets with auto-dimming, sleep timers and low standby draw, and prices generally range from about Tk 18,000 to Tk 130,000 depending on size and smart capability. Entry-level 32" Samsung models start around Tk 20,000-40,000, while feature-rich 4K sets (50"-65") range from Tk 40,000 up to Tk 130,000 or more. Local brands like Walton and Vision also sell affordable smart TVs (often in the Tk 20k-50k range). All these TVs come with Wi-Fi apps and sometimes voice control, adding convenience with minimal extra power. Heaters and geysers now include instant tankless units that eliminate stored-water standby waste, better-insulated storage geysers and

SEE PAGE J2



LIVE COMFORTABLE SAVE SMARTER

GREE AI Inverter Technology saves up to 63% energy for a comfortable now and better tomorrow



Smart AI Inverter



Cold Plasma



UV-C Sterilization

save energy

up to
63%



12+
YEARS
COMPRESSOR REPLACEMENT
WARRANTY