



## The rising stakes of **COOLING**

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The sweltering heat of the Bangladeshi summer has historically been a seasonal challenge, but in recent years, it has transformed into a primary driver for one of the country's most dynamic consumer electronics sectors. Once considered a luxury reserved for the elite,

the air conditioner (AC) has rapidly transitioned into an essential household appliance for the middle class. Driven by rising urban temperatures, increasing disposable income, and a robust local manufacturing ecosystem, the AC market in Bangladesh is currently undergoing a significant technological and structural shift.

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ILLUSTRATION: ZARIF FAIAZ

**AWARDED Superbrands BANGLADESH'S CHOICE**

**GREE**  
AIRY Air Conditioner NEW

- No Direct Airflow
- Long-distance Air Supply
- G-AI Inverter
- Smart Control

**MAKE COMFORT AIRY TIME**

electromart 16649 / 09678333666

**WALTON**  
Air Conditioner

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নেক্রট লেভেল!

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- ECO FRIENDLY R32
- SMART AI
- Air Plasma Technology
- 100% DC ProGen INVERTER Technology
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