

10 smart habits for a cheaper summer

TAGABUN TAHARIM TITUN



Find the sweet spot

Setting your AC between 24 and 26°C ensures the best balance between energy efficiency and a cool environment.



Opt for energy-smart units

Choosing an inverter AC can slash your power consumption up to 60% because the motor adjusts its speed intelligently while cooling the air.



Activate eco-mode

Use your remote's 'eco' or 'power saving' button to let the compressor work more efficiently once the room reaches the desired temperature.



Clear the heat path

Switch off heat-emitting appliances like lightbulbs or computers that force your AC to work overtime.



Utilise natural ventilation first

Open windows to let trapped hot air escape before turning on the AC to help the room cool down much faster.



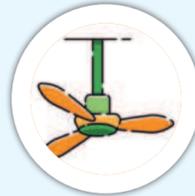
Maintain your machine

Scheduling a professional tune-up ensures the internal coils and gas levels are optimised for peak performance and lower consumption.



Keep the outdoors clear

Make sure the external compressor unit is free of debris and has plenty of space for better heat exchange.



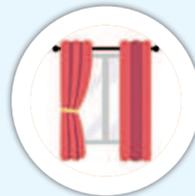
Sync with a ceiling fan

Running a fan on low speed helps disperse cold air evenly, allowing you to raise the AC temperature without feeling the heat.



Stop the cold escape

Ensure all windows and doors are tightly sealed so the cool air doesn't leak out and force the motor to run constantly.



Dim the lights and blinds

Keeping curtains closed during the peak afternoon hours blocks thermal energy from the sun, keeping your indoor space naturally cooler.



MHM FAIROZ,
Managing
Director & CEO,
SINGER
BANGLADESH
LIMITED



"Smart features are moving beyond 'gimmick' status and becoming part of mainstream expectations in premium segments"

CHANGING CLIMATE drives higher demand Singer Bangladesh

As rising temperatures and changing weather patterns continue to influence consumer behaviour in Bangladesh, demand for air conditioners is evolving rapidly. MHM Fairoz, MD and CEO of Singer Bangladesh Limited shares that manufacturers and distributors are closely monitoring both climate trends and shifting customer expectations as they prepare for the 2026 summer season.

The Daily Star (TDS): With temperatures hitting record highs, how has the demand forecast for 2026 changed?

MHM Fairoz (MHMF): our demand forecast for 2026 has increased compared to earlier projections. We anticipate double-digit growth in the residential AC segment. The market is also seeing earlier seasonal demand, with customers purchasing ACs before peak summer months to avoid supply shortages and price hikes. However, current 2026 weather projections suggest no major heatwave is expected. Though, changing lifestyle preferences continue to support steady growth in AC demand.

TDS: Almost all new models focus on Inverter tech. Is there still a future for non-inverter ACs in the Bangladeshi market?

MHMF: While inverter ACs now dominate new model launches due to their superior energy efficiency and lower electricity bills, non-inverter ACs still maintain a limited presence in the market. In price-sensitive segments and certain commercial applications—such as small retail shops, temporary installations, or spaces with short operational hours—non-inverter models remain relevant due to their lower upfront cost. However, the overall market share of non-inverter ACs

is gradually declining because the price gap between inverter and non-inverter models has significantly reduced in recent years.

TDS: How are "Smart ACs" (IoT/Wi-Fi enabled) performing in terms of sales? Do consumers actually use the mobile app features or is it still seen as a "gimmick"?

MHMF: Smart ACs with Wi-Fi and IoT capabilities are gradually gaining traction. Sales of smart-enabled models have increased steadily, particularly among urban middle- and upper-income consumers. Initially, many customers perceived app control as a novelty feature. However, usage data and feedback suggest growing adoption of practical functionalities such as remote on/off control, temperature scheduling, and energy monitoring. The ability to switch on the AC before reaching home or track electricity consumption via mobile apps is proving especially appealing.

TDS: Is there a viable roadmap for affordable Solar-Hybrid ACs in Bangladesh to reduce the pressure on the national power grid?

MHMF: Given the increasing pressure on the national power grid, solar-hybrid ACs represent a promising future direction. However, affordability remains the key constraint. While technically feasible, the initial setup cost—including panels, inverters, and battery systems—can be prohibitive for mass adoption. Over time, as solar equipment costs decline and policy support strengthens, solar-hybrid ACs could become a meaningful solution for Bangladesh.

Interview conducted by **Farhan Musfique.**

Strategic maintenance can save AC (and your wallet)

ADRIN SARWAR

When summer heat arrives, a working air conditioner is essential. However, many people forget about their AC until it stops working or the energy bill skyrockets. Regular maintenance is the secret to a cool home and low costs. Here is a simple guide on what you can do yourself and when you need to call an expert.

WHAT YOU CAN DO

Maintenance doesn't always require a toolbox of specialised sensors. Much of what keeps an air conditioner "breathing" properly is simple hygiene and vigilance.

CHANGE THE FILTERS

If you do nothing else, change your filters. It is the single most effective way to ensure efficiency. A clean filter restores airflow and can lower cooling costs by 5% to 15%. Check them every 30 to 60 days—more often if you have pets.

KEEP THE COILS CLEAN

Your AC has two main sets of coils: the evaporator (inside) and the condenser (outside). These get dirty over time. Dirty coils act as insulation, blocking heat transfer and reducing efficiency. To keep them working, change indoor filters regularly and clear any debris within two feet of the outdoor unit so it has enough "breathing room" to release heat.

STRAIGHTEN THE FINS

The aluminium fins on your coils are delicate. They bend easily, blocking airflow and reducing efficiency. Use an inexpensive "fin comb" to straighten them yourself—no professional needed.

WHEN TO CALL THE EXPERTS

While homeowners can handle basic cleaning, an AC is a complex machine. Once a year, usually in the spring, it is vital to hire a licensed professional for a full service.

THE REFRIGERANT REALITY

It is a myth that AC units need to

be "topped off" like a car needs gas. An AC system is sealed; if refrigerant is low, you have a leak. A professional won't just add more; they will find and repair the leak using specialized equipment to safely capture the gas instead of venting it into the air.

AC maintenance is a partnership. By changing filters and clearing debris, you provide the daily care the system needs. An annual professional tune-up provides the deeper check-up that prevents total breakdowns. Don't wait for a heatwave to find out your system is struggling. A little maintenance today ensures your home remains a cool, cost-effective sanctuary all summer.



MECHANICAL AND ELECTRICAL PRECISION

A pro looks where you can't. They check for burned electrical contacts, tighten loose connections, and measure motor voltage. They also verify your thermostat's accuracy. If it is miscalibrated, your system may run longer than necessary, wearing out the compressor prematurely.

DO THE DUCTWORK

Even the most efficient AC is wasted if your ducts leak into the attic or walls. A professional can perform a leakage test and seal those gaps, ensuring that all the air you pay to cool actually reaches your living space.