



Can Smart Homes Actually Save Money?

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REAL DATA ON MONTHLY BILLS

The financial impact of these technologies is no longer theoretical. Real-world comparisons show a stark difference in monthly expenditure. Rezwan Ahmed a private service holder with a family of 6 lives in Gulshan, has shifted to a disciplined, smart-assisted cooling routine and utilising IoT-enabled appliances saw their monthly DESCO bill drop from Tk 2,800 to Tk 1,600—a saving of over 40%.

“After switching to a Walton Inverna IoT AC and setting it to Eco-mode via the app, my AC bill dropped by nearly 35% compared to my old non-inverter unit,” says Sifat Khalil, a marketing executive living in Wari. “The ability to check my daily unit consumption on my phone has made me much more conscious of our family’s habits.”

Another testimonial comes from the professional sector. “The LG ThinQ app allows me to track exactly which room is drawing the most power. By automating my balcony and kitchen lights with

motion sensors and using the energy-saving mode on my washer, I saved more than 1000 BDT in just one month,” notes Farhana Kabir, a founder and senior architect living in Dhaka.

FUTURE OF ENERGY EFFICIENT LIVING

The roadmap for the Bangladeshi home is clear: integration is the key to affordability. As the cost per unit of electricity will continue to climb under new government tariffs, the initial investment in smart technology is believed to pay for itself within 18 to 24 months. By making individual devices work as a coordinated system, homeowners are not just buying convenience but are securing a more sustainable and cost-effective future.

Whether it is a Singer Beko refrigerator adjusting its compressor speed during off-peak hours or a Google Nest thermostat learning the family’s schedule, the “smart” in smart home now firmly stands for “saving.”



ZOHEB AHMED
Chief Marketing Officer
Walton Hi-Tech Industries PLC.

Over the next five years, the company will invest heavily in R&D to develop eco-friendly products, supporting Bangladesh’s goal of electronics self-reliance through sustainable manufacturing and innovation.

A blueprint for ‘SMART HOME ECOSYSTEM’

Walton Hi-Tech Industries PLC.

The consumer electronics industry is undergoing a significant transformation with AI and IoT integration. Walton is localising these technologies to enhance energy efficiency and modern living. Zoheb Ahmed, Chief Marketing Officer of Walton Hi-Tech Industries PLC, outlines the brand’s vision for pioneering Bangladesh’s smart home ecosystem.

The Daily Star (TDS): Which smart home appliance category is currently leading your sales in Bangladesh and what is driving that demand?

Zoheb Ahmed (ZA): At present, smart refrigerators, smart inverter air conditioners and smart televisions are the leading categories in Walton’s sales portfolio in Bangladesh. Demand for smart refrigerators is driven by Walton’s pioneering 8-in-1 convertible technology, AI Doctor diagnostics, and inverter systems that deliver up to 70% energy savings. Walton refrigerators have secured the ‘Best Brand Award’ for 12 consecutive years, reflecting deep consumer trust. On the other hand, Walton smart ACs are experiencing rapid growth due to the extreme shift in climate patterns in Bangladesh.

TDS: How is your brand integrating Artificial Intelligence (AI) and IoT to make appliances more intuitive for Bangladeshi users?

ZA: Walton leverages IoT for remote control and energy tracking via smartphone apps. Their proprietary “AI Doctor” uses machine learning to predict faults before breakdowns occur, while offline voice control in Bangla and English ensures accessibility for all users. Developed by their in-house

R&I team, these features make smart appliances more intuitive, reliable, and user-friendly.

TDS: With rising electricity costs, how do your smart appliances specifically help consumers reduce their monthly utility bills?

ZA: To combat rising electricity tariffs in Bangladesh, Walton’s smart appliances utilise advanced inverter technology and intelligent sensors to reduce energy consumption by up to 70%. These features optimise performance based on usage patterns, significantly lowering monthly utility bills for households.

TDS: What maintenance tips would you give users to keep smart ACs, refrigerators, and TVs performing well for a long time?

ZA: To maximise appliance lifespan, clean AC filters quarterly, use “Self-Clean” monthly, and schedule professional servicing twice a year. For refrigerators, avoid overloading and keep condenser coils clean to ensure airflow. Protect TVs by keeping them dust-free, lowering brightness to preserve the backlight, and regularly updating software. Consistent maintenance across all devices ensures peak performance and long-term durability.

TDS: What are the key challenges hindering the industry’s wider adoption in Bangladesh?

ZA: Despite rapid growth, the smart appliance industry in Bangladesh faces several challenges. These include: perceived high initial cost, unreliable electricity infrastructure, limited rural broadband for full IoT benefits, and awareness gaps about long-term savings. Walton addresses these through easy EMI, solar hybrid options, and massive consumer education campaigns.



MD. NURUL AFSER
Deputy Managing Director
Electro Mart Group

Prioritise your budget for high-use appliances that offer significant energy savings and long-term reliability. Refrigerators and air conditioners are the most critical investments; for instance, Konka inverter fridges and Gree G-Inverter ACs can reduce electricity consumption by up to 71% and 70%, respectively. Focus on “smart” features that provide genuine utility.

Powering the SMART HOME REVOLUTION

Electro Mart Group

To combat rising utility costs, Electro Mart Group is pioneering the transition from conventional to AI-driven appliances. Md. Nurul Afser, Deputy Managing Director, discusses how the group is localising advanced technology to deliver sustainable, energy-efficient solutions.

The Daily Star (TDS): Which smart home appliance category is currently leading your sales in Bangladesh and what is driving that demand?

Md. Nurul Afser (MNA): Based on market trends in Bangladesh, Smart Air Conditioners and Smart Refrigerators are leading the smart home appliance sales, with rapidly growing interest in Smart Washing Machines, Microwave Oven and LED TV. 80 to 85% demands are met by the local manufacturing brands. It also shifted to AI-enabled appliances that cater to local needs.

TDS: How do you evaluate the current performance and competitiveness of local brands versus international brands in this industry?

MNA: Local brands command 85-90% of Bangladesh’s electronics market, leveraging competitive pricing and extensive service networks to outperform international rivals. Supported by government incentives and superior rural penetration, they cater effectively to the cost-sensitive consumers. While global brands lead in high-end innovation, local manufacturers have secured consumer confidence through improved after-sales support and local production.

TDS: How is your brand integrating Artificial Intelligence (AI) and IoT to make appliances more intuitive for

Bangladeshi users?

MNA: Gree’s smart technology goes beyond basic Wi-Fi—it actively optimises energy use based on real usage patterns. Gree’s Clivia and Airy series utilise AI and I-Feel sensors to target cooling precisely and learn user habits. By employing predictive cooling—such as energy-efficient pre-cooling based on schedules—these systems maximise comfort while significantly reducing electricity consumption.

TDS: With rising electricity costs, how do your smart appliances specifically help consumers reduce their monthly utility bills?

MNA: Energy efficiency is now a necessity in Bangladesh. While simple maintenance can save 20-30% on energy, Gree’s G-Inverter technology cuts consumption by up to 70% by modulating compressor speed to meet real-time demand. This ensures peak performance during typical operation, significantly lowering monthly utility costs.

TDS: Could you share insights into your company’s ongoing initiatives and future plans for the next 3-5 years?

MNA: Future initiatives focus on hardware-integrated AI and custom silicon to drive appliance efficiency and durability. Key advancements include predictive maintenance to prevent breakdowns, 3DC Inverter technology for adaptive load balancing, and solar hybrid integration that intelligently switches power sources to minimise costs. Furthermore, the transition to next-generation refrigerants will ensure all products remain energy-efficient and environmentally compliant.

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