

BEYOND THE FUEL PUMP

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TAGABUN TAHARIM TITUN

For many residents in Dhaka, the morning commute has become an exercise in economic endurance. As global geopolitical tensions, particularly the volatility surrounding the Iran-US war, continue to rattle energy markets, the ripples are felt directly at local refueling stations. As of April 2026, the government adjusted fuel prices again, pushing octane and petrol rates to historic highs. While the average Dhaka commuter watches the digital digits on the fuel pump climb past 130 Taka per liter, a new breed of drivers is bypassing the queue entirely. For them, the fuel of the future comes from a wall socket at a fraction of the cost. This is how this shift is portraying the luxury of survival in an era of unpredictable energy costs.

GLOBAL VOLATILITY HITS LOCAL PUMPS

The recent surge in fuel prices is not merely a local phenomenon but a reflection of a fragile global supply chain. With octane prices hovering around BDT 125 to BDT 130 per litre, the cost of operating an internal combustion engine (ICE) vehicle has reached a breaking point for the middle class. Recognising this vulnerability, the Bangladesh government under the draft National Electric Vehicle (EV) Policy 2025, led by the Ministry of Industries, has proposed an ambitious roadmap: ensuring 30% of all vehicles on the road are

electric by 2030.

This policy shift is driven by a need for energy security and environmental commitments. According to various reports, the government has already mandated that 30% of its own fleet must transition to electric power by the end of the decade. This top-down approach is designed to signal confidence to the private sector and individual buyers that the era of fossil-fuel dominance is nearing its sunset.

THE GROWING ELECTRIC FLEET

Electric Vehicles (EVs) are slowly moving away from becoming a rare sight on Dhaka's roads. What began as a niche market for high-end enthusiasts is now expanding into a competitive arena. Premium brands like Audi, with its e-tron series, and BMW, with the iX, were early entrants that established the luxury EV segment. Meanwhile, brands like Hyundai and MG have introduced more accessible crossovers, catering

to a broader demographic.

The entry of BYD, the world's largest New Energy Vehicle manufacturer, has further intensified this landscape in the country. Unlike traditional brands, BYD's approach focuses on the "maturity curve" of the market. Imtiaz Nawsher, CMO of B Y D

Bangladesh, observes that the country is in an early adoption phase but is progressing quickly.

He notes, "Bangladesh represents a unique convergence of urban density and rising fuel costs. It is a market that is ready to leapfrog, not gradually transition, from internal combustion to electrified mobility."

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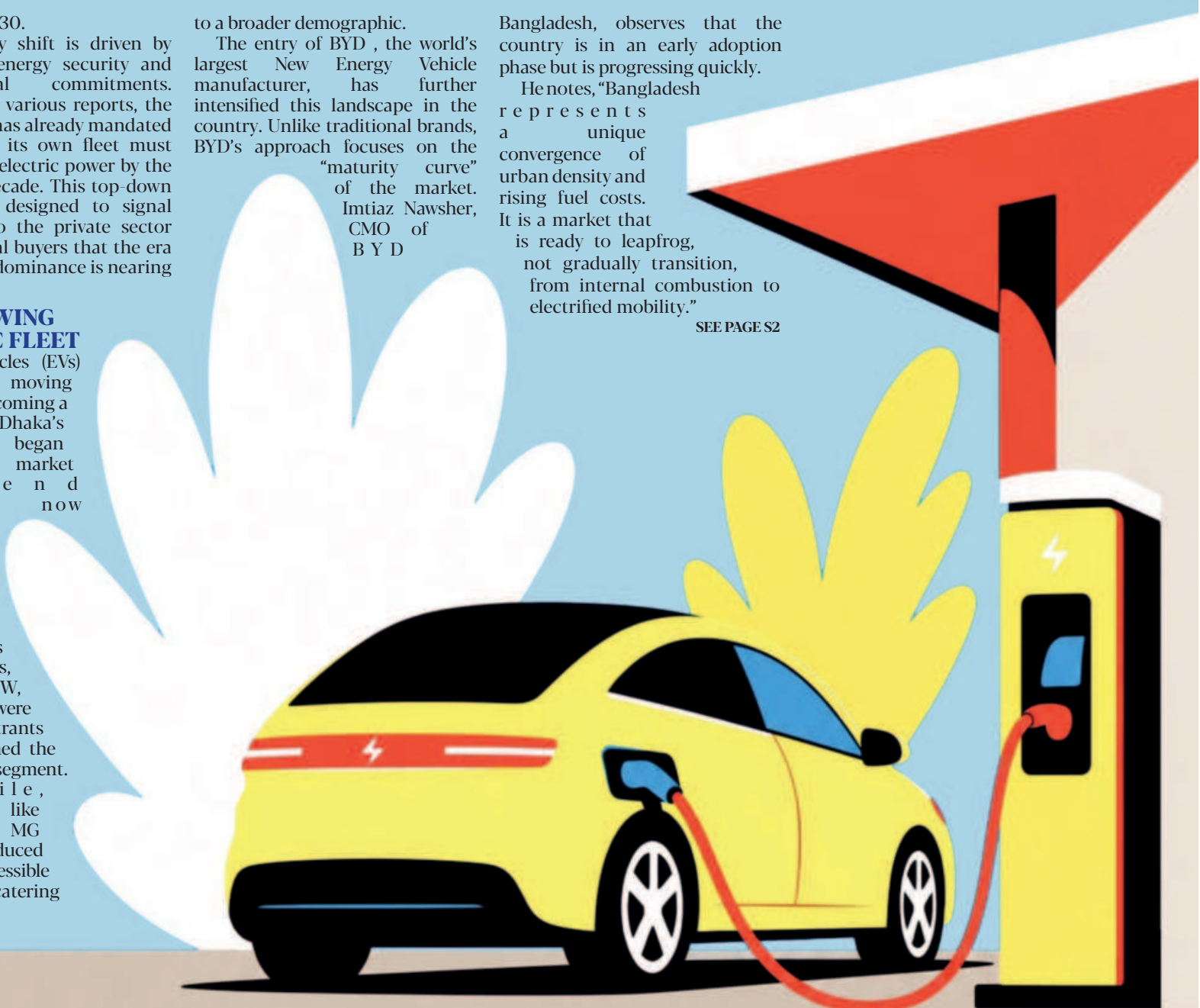


ILLUSTRATION: ZARIF FAIAZ



POWERING THE ROAD AHEAD

INTRODUCING BYD'S ALL NEW SEDAN LINEUP



BYD SEAL 6 EV

410 KM* | **2.00 TK***
1 Full Charge | Cost Per Km



BYD SEAL 5 

300 N.m | **1000 KM***
Maximum Torque | Full Charge + Full Tank





8 YEARS
1,60,000Km*
TRACTION BATTERY



8 YEARS
1,50,000Km*
MOTOR & MOTOR CONTROLLER



6 YEARS
1,50,000Km*
VEHICLE WARRANTY

*TERMS & CONDITIONS APPLY

 **09639-795795**

 **bydauto.com.bd**

 **BYD Bangladesh Flagship Showroom:** 37, Shaheed Tajuddin Ahmed Avenue, Tejgaon, Dhaka | **BYD Bangladesh Exclusive Showroom:** Aristo Tower, 239, Bir Uttam Mir Shawkat Sarak, Tejgaon, Dhaka

BYD Paltan : 178, Shahid Syed Nazrul Islam Sarani (11 Bijoynagar), Dhaka | **BYD Uttara :** House 08, Road 9C, Sector 15, Uttara, Dhaka | **BYD Madani Avenue :** 100ft, Madani Ave, Dhaka

BYD Chattogram : 201, Cantonment Public Circle, Nasirabad I/A, Chattogram

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