

Our History

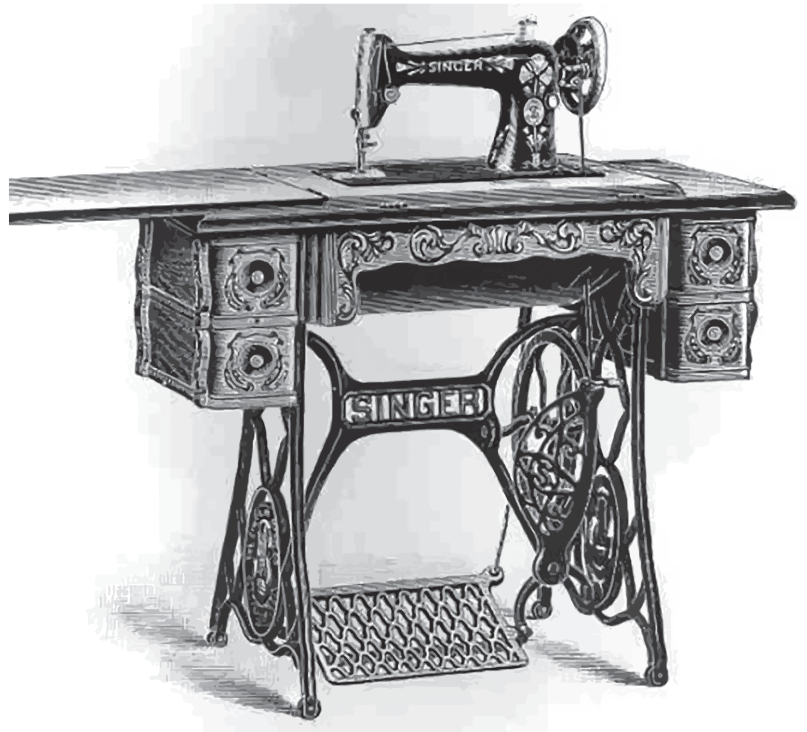
A distinguished household name in Bangladesh, we seek to harness the legacy of our past to reshape the legend of our future.

Singer boasts of a rich legacy spanning over 120 years in Bangladesh. With a legacy of trust forged across generations, the company is driven by a vision to enhance the lives of Bangladeshis nationwide. Consisting of an extensive network of 480 retail outlets, 971 dealer points, 17 service centers and a robust e-commerce platform, Singer maintains a formidable presence across the nation.

As the leading player in Bangladesh's white goods industry, Singer offers a diverse portfolio featuring over 11 international brands and holds a leading position in numerous product categories.

Leveraging its manufacturing capabilities, the company produces a wide range of premium quality white goods appliances in the country. Further, manufacturing within the company serves a crucial function in import substitution through the production of a range of branded products that meet the demanding expectations of our customers.

Going forward, we seek to pursue sustainable growth opportunities via steadily increasing the share of new offerings. This will be aided by further developing our product portfolio that will strengthen consumer perception of our products with regards to quality, durability, innovation and sustainability.



Our Portfolio

Large portfolio of distinguished global brands addressing the entire spectrum of consumers.

SINGER

beko

HITACHI
Inspire the Next



PHILIPS

HAVELLS

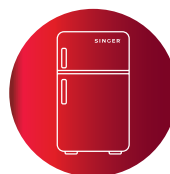
Lenovo



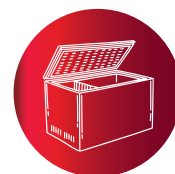
ZOJE
SEWING MACHINE



BUILT-IN AND STANDALONE PRODUCTS



Refrigerators



Chest Freezers



Washing Machines



Microwave Ovens



Water Purifiers

AIR-CONDITIONING AND ENERGY

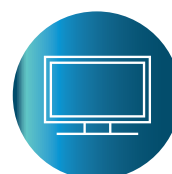


Air-conditioners



Voltage stabilisers

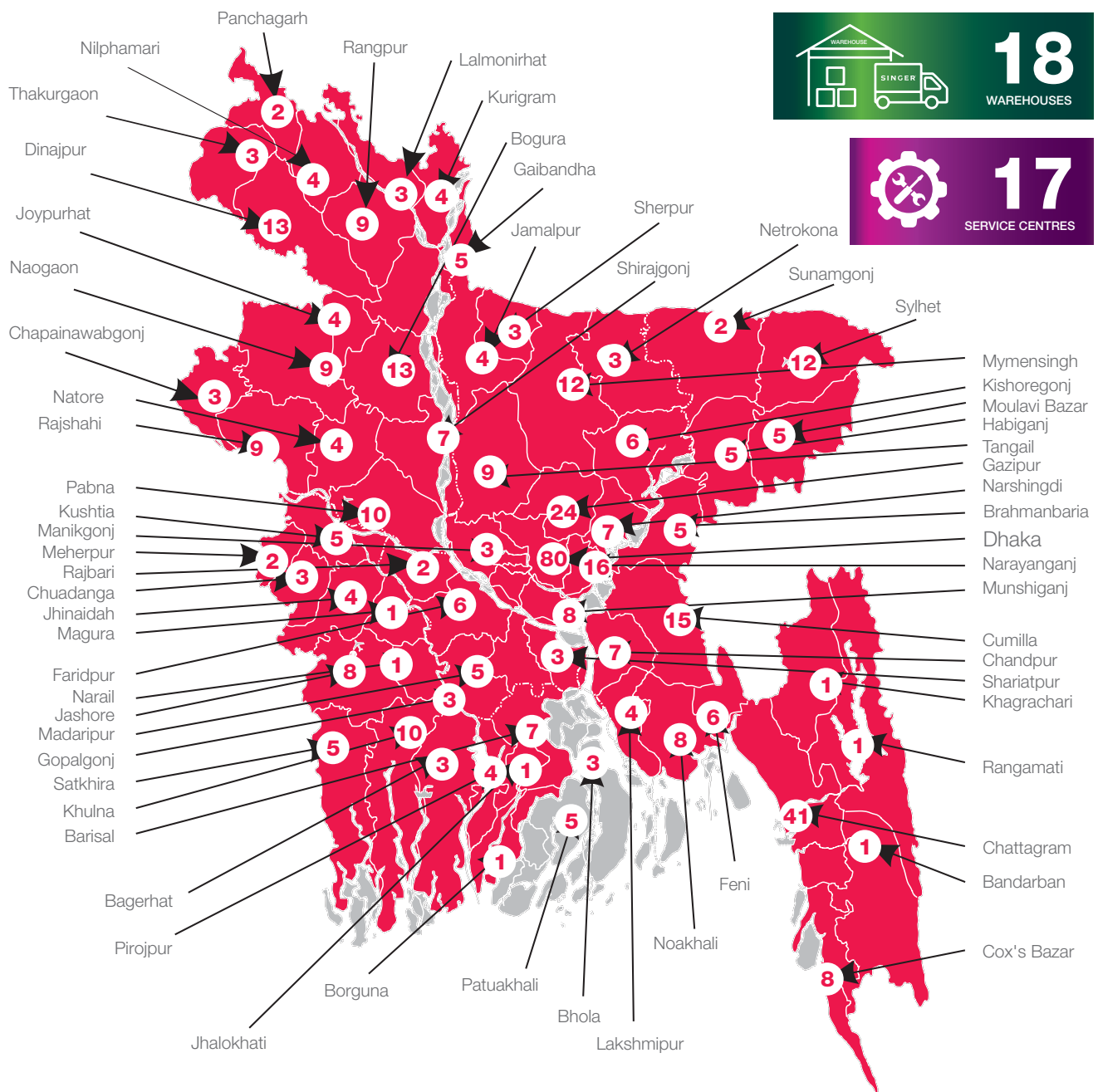
CONSUMER ELECTRONICS



Television

Our Presence

We are always near our customers with our products available across numerous touchpoints and within easy reach.



Key Milestones

Over our journey of 120 years in Bangladesh, we have created many milestones in serving customers with passion and diligence.

