

Walton to supply ice-cream freezers to Lovello

-A Monitor Report

Date: 16 May, 2023



Dhaka : Walton recently signed an agreement with leading ice-cream brand Lovello to supply its domestically produced international standard ice-cream freezers.

Shamima Nargis Haque, Chairman of Taufika Foods and Lovello Ice-Cream, and Zakia Sultana, Director of Walton Hi-Tech Industries, inked the deal at a city hotel recently, said a press release.

Under the deal, Walton is set to supply a total of 25,000 units of ice-cream freezers to Lovello gradually.

"Following the top popular brand Lovello, we hope that the country's other brands will also keep their faith in the locally manufactured Walton's international standard tempered glass door ice-cream and other commercial freezers," said Sultana, Director, Walton Hi-Tech

Industries.

"Through the agreement between Walton and Lovello, Walton has started its journey in the domestic ice-cream freezer's market. Gradually, Lovello alone will purchase 25,000 units of ice-cream from Walton. The figure will be further increased in future," said Md Ekramul Haque, Managing Director of the ice-cream company.

Among others, Md Kamruzzaman, chief operating officer, Kawsar Ahmed, chief administrative officer, Tofail Ahmed, chief business officer of Walton Fridge, and Didarul Alam Khan, chief marketing officer, were also present on the occasion.