

Whirlpool steps foot in Bangladesh with first manufacturing plant

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Dhaka : Whirlpool is committed to being the best global kitchen and laundry company. With its constant pursuit of improving life at home, it has entered the Bangladesh market by setting up a manufacturing plant in partnership with Transcom Group, offering a product range specifically designed keeping in mind the unique needs of consumers in Bangladesh.

Global Appliances Limited - the Joint Venture company has set up its first plant located in the Northeastern district of Dhaka, and spread over an approximately 85,000 square feet area, adheres to Whirlpool's world-class manufacturing standards, coupled with Transcom Group's focus on high-quality manufacturing, business excellence, and legacy.

Whirlpool group has recently set up Whirlpool Bangladesh Ltd to carry on its sales and marketing operations in Bangladesh.

Whirlpool has launched a specifically curated range of No-Frost and Direct Cool refrigerators catering to varied needs across different segments of consumers in Bangladesh. The products have been designed to provide long-lasting freshness powered by advanced global technologies along with modern and premium aesthetics. They are also available in the energy efficient - Inverter Technology variants.

Embracing the brand philosophy of Every Day Care, Whirlpool is committed towards providing solutions that are meaningful and advanced with Bangladeshi consumers at the

heart.