

Daraz Bangladesh partners with Hisense for enhanced e-commerce

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Dhaka : Daraz Bangladesh has announced a strategic partnership with global consumer electronics brand Hisense, through Fair Electronics, the official manufacturer and distributor of Hisense products in Bangladesh.

This collaboration aims to expand Daraz's digital retail offerings, providing customers with easy access to premium Hisense products like televisions, refrigerators, and air conditioners.

A dedicated "Hisense | Fair Electronics Mall Flagship Store" has been launched on Daraz Mall, offering a curated selection of 100 percent authentic Hisense products.

Hisense, renowned for its cutting-edge technology and as the official partner of the FIFA Club World Cup 2025, introduces its innovative

home appliances to Daraz's extensive customer base in Bangladesh.

The partnership was formalized by Ben Yi, Managing Director of Daraz Bangladesh, and Md Ruhul Alam Al Mahbub, Chairman of Fair Group, at a signing ceremony in Dhaka.

This collaboration strengthens Daraz's position as South Asia's leading e-commerce platform, enhancing its product range and customer experience through strategic brand partnerships, said a release.