

Walton launches digital campaign with 'double million' offer

- A Monitor Report

Date: 16 October, 2024



Dhaka : The country's electronics giant Walton has launched "Digital Campaign Season-21" across the country from October 10 to December 31.

The campaign features a double million offer under which customers can win BDT 20 lakh on purchase of Walton fridge, television, washing machine or BLDC (brushless direct-current motor) fan and sure cashback, according to a press release.

The offers will be applicable to purchases from Walton Plaza, distributor outlets across the country and online sales platform "E-plaza".

Actress Bidya Sinha Saha Mim, who joined as brand ambassador of "Digital Campaign Season-21", inaugurated the season at the company's corporate office in the capital on October 9.

"Walton is not just a brand; it's the pride of Bangladesh," Mim said.
"Walton products are now at every home of Bangladesh."

"Beyond the country's boundaries, Walton products are being exported to many countries around the world.

We feel proud that Walton has now been turned into a global electronics brand."