

Daraz's grand one-day year-end sale 12.12

- A Monitor Desk Report

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Dhaka: After the huge success of its 11.11 campaign, the country's largest online marketplace Daraz Bangladesh (<https://www.daraz.com.bd/>) is offering yet another shopping-spree opportunity, titled, "12.12: The Grand one-day year-end sale." Daraz customers can enjoy exclusive benefits, ranging from large discounts and vouchers, throughout the campaign that is live on December 12.

Various Mega and Hot Deals and other exciting features, including - I Love vouchers, 12'o Clock Deals, Happy Hour, Shake Shake, Buy More Save More, Flash Sales, Brand Free Shipping, and daily category-wise vouchers will be available under the 12.12 campaign. With the Shake Shake offer, customers can shake their devices to win Seller Double Taka voucher and free giveaways.

Syed Mostahidul Hoq, Managing Director of Daraz Bangladesh, said, "This year, our signature 11.11 campaign was a massive success with skyrocketed sales, thanks to Daraz's prime reputation earned through seamless customer-support, top-notch product quality, and efficient delivery processes. We believe that 12.12 will similarly provide the customers with the best year-end shopping experience."

Daraz's 12.12 campaign is supported by realme, Dettol (RB), Apex, Studio X (Marico), Esquire Electronics, and Vaseline (Unilever) as Diamond sponsors. Motion View, P&G,

Lotto, Fabrilife, Parachute Naturale (Marico), Bata, Dekko, and Harpic (RB) are the Platinum sponsors of the event. The Gold sponsors for the 12.12 campaign are - TP-Link, Pinkflash, Godrej, SSB Leather, Rongon Herbals, Ribana, Logitech, Transcend, TRENDZ, and Motorola. Banglalink, Robi Elite, DHS, Tourison, Burger King and Novem Eco Resort are going to be the Event Partners for 12.12.

Daraz Bangladesh, a concern of Alibaba Group, began operating in Bangladesh in 2015. With various timely and innovative campaigns, Daraz is redefining the online shopping experience in the country. The 12.12 campaign has been designed to be a one-of-a-kind opening to purchase items like: winter clothing, mobile phones, electronics, cross-border products, home decor, etc., at low prices that are rarely available at any other physical or online marketplace. To know more about the campaign details and its offers, please visit the following link: <https://www.daraz.com.bd/12-12-sale/>

On the occasion of the biggest one-day year end sale, yoga tutorials, make-up tutorials are running every day at Daraz App live stream. Moreover, the brands are reviewing their products live and answering all the questions related to the product live on the App.