

Walton penetrating hospitality market with TVs with customised professional features

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Dhaka : Walton is the only television manufacturer in the country with the biggest capacity to design and customise TVs as per customer's requirement. With state-of-the-art TVs featuring customised professional features, the brand is now penetrating the country's hospitality market successfully.

Habib Iftikher Alam, Deputy Chief Business Officer (Television), Walton Hi-Tech Industries, said this while talking to The Bangla-desh Monitor at his office in the capital.

With a huge Research and Development setup of 55 engineers at its state-of-the-art factory in Gazipur's Hi-tech Park, Walton is in efforts to change the perception of people towards TVs.

Gone are the days when TVs served as entertainment mediums only.

Now, with smart customised features for clients, TVs are being used across many institutions for professional purposes.

For the hospitality market, Walton is integrating their TVs with digital signage, smart apps, advertising or promotional platforms and information displays, among many other smart exciting features.

Many hotels in Dhaka and across the country have started using their TVs in the rooms and other areas of the property.



Habib Iftikher Alam, Deputy Chief Business Officer (TV), Walton

With those, guests can interact and ask for room service, learn about nearby tourist spots, watch promotions of the hotel, among many other usages.

As per client's requirement, Walton can integrate more features, claimed Iftikher.

For instance, in the education sector, across many training centres and classrooms, Walton's TVs with built-in education apps are being used for learning or teaching purposes.

With such technology driven TVs, Walton has been the market leader in this segment for many years now, in terms of sales volume, claimed Iftikhar.

The brand has always been at the forefront in integrating new features as per shifting trends of the market, he said, adding, Walton always focuses on continued product development and catering to the growing needs of the customers.

Their current best-selling product in this segment is the 43 inches google smart TV.

"We offer the best deals when it comes to TVs in terms of price and quality," stressed Iftikher.

Currently, their TVs range from BDT 24,000 to BDT 3,00,000.

Furthermore, the brand has a staggering number of sales centres-over 70-across the country. This shows that customer service is another key area they prioritise.

To further tap into the export market, Iftikher urged the government to bring back the cash incentive that was stopped a few years ago, after shifting to the Hi-tech Park.