

# COMPANY PROFILE



## SINGER BANGLADESH LIMITED



**S**inger has been operating in this region (Bangladesh) since 1905 when the first Singer sewing machines went on sale at Chittagong and Dhaka stores and at that time the country was a part of the Indian sub-continent.

After the partition of the Indian Sub-Continent in 1947, Singer in East Pakistan operated as a branch of Singer Pakistan and the products used to come from West Pakistan. At the initial stage marketing operation was carried out through only 10 shops, which increased to 43 by the late 1960s. In December 16, 1971 Bangladesh emerged as a sovereign state. As a result, the East Pakistan branch office was elevated to a country office and the sewing machines were made available from different Singer overseas sources.

Singer Bangladesh Limited was incorporated as a private limited company on 4 September 1979 under Companies Act 1913. It was converted



into a public limited company in 1983 when it offered its shares to the public with the requisite permission from the Government.

Since its inception in Bangladesh, the name Singer has been synonymous with the sewing machine. Although Singer Corporation had started diversification of its product range in early sixties, Singer Bangladesh Limited remained a company with a single product – ‘sewing machines’ till 1985. A single product sewing machine company turned into a multi-product consumer durable company in 1985.

Today, Singer Bangladesh Limited is a large, diversified company with an unmatched presence throughout Bangladesh. Beginning with the sewing machine, Singer has diversified its product portfolio to encompass a highly successful multi-brand strategy combining products of top world marques with the Company's own

products across a range of electrical home appliances.

Hire Purchase scheme is one of the cardinal factors for the success of the Company. This scheme is innovative and appropriate for Bangladesh considering the socio-economic conditions of the country.

In 2019, Singer Bangladesh Limited became a member of Arcelik A. S., Turkish largest home appliances company (Part of Koc Holding, Turkey). Retail Holdings Bhold B. V. is the majority shareholder in the company, holding a stake of 57%. The public shareholding accounts for 43%. Singer Bangladesh Limited was listed with the Dhaka Stock exchange in 1983 and Chittagong Stock Exchange in 2001.

