

► Company Profile

Singer Bangladesh Limited

With a legacy of more than a century of successful operations among multinational companies in Bangladesh, Singer Bangladesh Limited, established in 1905, is proud to be associated with Arcelik A.S., Turkey's largest home appliances company and a subsidiary of Koc Holding, Turkey's leading investment holding company in 2019. Koc Holding is the only Turkish company listed in the Global Fortune 500. SINGER was listed with Dhaka Stock Exchange in 1983 and Chittagong Stock Exchange in 2001.

For many years, Singer has been synonymous with Sewing Machines, marketing only this single product

until 1985. Since then, the company has transformed itself into a leading consumer durables player in Bangladesh by implementing a successful multi-brand strategy. Additionally, the company has enhanced its manufacturing capabilities with state-of-the-art local production facilities, increasing the local value-addition component, which has had a positive impact on the national economy, especially on the supporting downstream industries.

Singer, a marketer of value-for-money products, has developed innovative hire purchase schemes that facilitate the purchase of essential appliances through easy and flexible installments. These hire purchase schemes have helped the country's large middle-class families to expand their purchasing

capacity, providing comfort and convenience to the lives of millions of consumers and positively impacting the socio-economic status of the country.

Importantly, Singer Sewing Machines have been used as an effective vehicle for training and empowering underprivileged women across the country. The Singer Sewing School, a key CSR initiative of Singer Bangladesh Limited, provides free or subsidized sewing training to targeted women, significantly contributing to improving their living standards and general quality of life.



1905

Singer has been operating in this region (Bangladesh) since 1905

Remarkable contributor

SINGER has also been a significant contributor to the development of Bangladesh's Electrical and Electronics Industry. The company has invested heavily in the training and development of its human resources to acquire the necessary skills and stay abreast in this dynamic industry. These skills have diffused throughout the rest of the industry, providing a strong base for further development in this field.

Recently, in association with Arcelik, Singer has started setting up a state-of-the-art manufacturing plant at the Bangladesh Special Economic Zone (BSEZ). This will be a green factory, according to the gold standards of LEED, will bring energy-efficient products and production technologies to Bangladesh, setting a new milestone in the Electronics and Home Appliances industry in Bangladesh and making a significant contribution to economic activity and employment.