Company Background

Dawlance is highly regarded as one of the first Home Appliances companies of Pakistan. Dawlance, owned by Mr. Bashir Dawood, started its operations in 1980 by initially just producing refrigerators. Over the years, apart from refrigerators, Dawlance produces microwave ovens, vertical freezers, chest freezers, washing machines and split air conditioners. Figure 1 shows Dawlance’s journey in the course of 34 years. Over the past 34 years, Dawlance has continued to provide high quality standards in their products and is said to be the first Pakistani company to be ISO 9001, ISO 14001 and OHSAS 18001 certified. Apart from its products, Dawlance also has the largest after-sales services throughout Pakistan. It is both a leader as well as a technology innovator in the home appliances industry which is therefore the reason why Dawlance and its products are so popular.

Dawlance has divided its products into 3 divisions

* Food Care
* Fabric Care
* Home Care

# PRODUCT PORTFOLIO

**Food Care**

1. Refrigerators
   1. LVS: Low Voltage Startup series guarantees flawless functioning even during power fluctuations and saves up cost since consumers do not need to attach a stabilizer with it. It provides faster cooling.
   2. Monogram: This product focuses on “simple is beautiful” and is surely a preferred choice for many Pakistanis. Additional internal depth to the refrigerator allows you more space to keep more food items. Monogram has shelves at an eye level allowing facilitating accessibility.
   3. Mono+: It is a combination of enhanced user experience, innovative features, stylish international and modern designs and innovative features. During power breakdowns, Mono+ still maintains its cooling.
   4. H-Zone: It helps consumers adopt a healthier lifestyle since deterioration period of food and fruits and vegetables is two times lesser than the earlier refrigerators.
   5. MDS: During power failures, MDS is still able to maintain cooling and freshness of the food. It has a handle-less door design and shimmering appearance making it very attractive to the consumers.
   6. Double French Door: This product focuses more on space rather than just design and its cooling technology. It has a 4-door refrigerator and a pillar-less design to accommodate as many food items as per the consumers’ convenience.
   7. Top Mount: It provides greater space for both freezing and refrigerating. It is a combination of a normal refrigerator and a deep freezer.
   8. Bedroom Series: This product is more glamorous and compliments the consumer’s bedroom design and ambiance.
   9. Energy Saver Series: This product saves up to 23% of a consumer’s electricity bill via ES technology.

1. Freezers
   1. Single Door Freezer: It provides strong cooling for meat and frozen food items and also takes up less floor space.
   2. Double Door Freezer: The advantage for having 2 separate sections in one freezer allows the consumer to convert any one of the sections or both into a refrigerator as per the need.
   3. Vertical Freezer: This product is very organized as it allows the consumer to place different categories of food in different compartments. For example, food that does not smell good can easily be isolated into one particular section and therefore other food items in other compartments do not catch that smell.
2. Microwave Ovens
   1. Classic Series: This allows consumers to both defrost and heat their food at the same time within just 30-90 seconds.
   2. Cooking Series: This product is available in different sizes and in order to differentiate from its competitors, the cooking series also provides its consumers a set of Pakistani recipes developed by famous chefs.
   3. Baking Series: This is a 2-in-1 microwave oven which not only heats up the food but also people can bake pizzas, cakes, brownies, cookies, etc. in it. No need to buy a separate huge oven anymore.

**Fabric Care**

Washing Machines

1. Washers – Single Tub: It provides a low noise faster spin saving up time and electricity. This product’s powerful pulsator washes off tough stains smoothly.
2. Semi-Automatic – Twin Tub: This product washes as well as dries the clothes. It has a noise free operation and a tangle-free operation.
3. Fully Automatic: This product has a customized watch option which allows the consumer to set the washing time, how much water and detergent is needed as per the need. It can vary for different washing cycles. It also has a child safety lock attached to it.

**Home Care**

Air Conditioners

1. Energy Saver: It has a sleep-mode function allowing the consumer to automatically switch off the AC when the room is already cool. This feature allows up to 8% reduction in electricity bills.
2. Floor Standing: It provides power cooling for large-spaced rooms. It is mainly useful in offices and retail outlets.
3. Inspire Plus: This product provides attractive designed ACs at reasonable prices.
4. Inverter Series: This product can be used throughout the year as it behaves like a cooler during the summers and a heater during the winters. It claims to cool a room within 20 minutes as compared to a norm of 35 minutes. It also claims that if the inverter series runs for a longer duration, the electricity bill per minute will reduce over the course of time.
5. LVS: This product functions smoothly and protects the product itself during power breakdowns and voltage fluctuations.
6. Monogram SL: This product is the most popular amongst consumers because of its attractive design as well as the auto-restart button which allows people to have an uninterrupted sleep during voltage fluctuations.

Signature Series: This product is an ideal combination of affordability, comfort, convenience, and reliability. It also has an anti-rust condenser preventing the AC’s coating from corroding.

We have selected FOOD CARE product.

**REFRIGERATOR**