**DAWLANCE AND** **Arçelik A.Ş MARK FIRST ANNIVERSARY IN GRAND STYLE**

Senior officials of both organizations vow to deliver supreme quality for its consumers, while ensuring the strong foothold in Pakistani markets.

**Karachi, November 7, 2017:** Dawlance – Pakistan’s no.1 home appliances brand today marked the first year anniversary following its acquisition by Arçelik A.Ş – the leading global household appliances manufacturer. The occasion was graced by leading officials of both Dawlance and Arçelik A.Ş.

Ever since its acquisition, Dawlance has introduced innovative products which have set a quality standard like never before for the consumers across Pakistan. Some of these noticeable innovations feature front load washing machines, no-frost refrigerator series, first time ever to be available across the local markets – dishwasher series along with induction of small electronic home appliances who have given a tough time to its competitors.

The anniversary marks a new beginning, as Dawlance aims to capitalize the electronic market by introducing new range of appliances which consumers have never experienced before, and also by fulfilling their demands and meeting the budget quotient.

Speaking at the occasion, Country Manager, Arçelik A.Ş, [Salih Arslantaş](https://tr.linkedin.com/in/salih-arslanta%C5%9F-a25a0540), said, “Our research and development team had come up with a conclusion that not only does the Pakistani market possess immense level of potential, but is also one of the leaders when it comes to electronic appliance industry,”

“As a result, Dawlance has succeeded in becoming the first preference for the consumers when they are to choose an electronic appliance, this has happened only because of the high spirited team work that has been put in by Dawlance to set itself one step ahead of its competitors. Consequently, we have also managed to win the trust of our selected dealers and retailers who have been industry leaders since long and have shown highest level of trust in our brand, ” he concluded.

The officials of both organizations celebrated the first anniversary in grand style and vowed to maintain the same level of commitment by maintaining a strong foothold in the local industry.

**About Dawlance:**

Dawlance, a leading home appliances brand of Pakistan, was established in 1980 with the vision of making Dawlance a Global brand by practicing reliability and to make Pakistan Proud; Dawlance serves its consumers in 3 functions involving Food Care, Fabric Care and Home Care with its wide range of appliances including refrigerators, freezers, micro-wave ovens, small kitchen appliances, washing machines and air conditioners.

Dawlance has large manufacturing capabilities owing to its 3 factories , it has the largest service centre and dealer network in Pakistan; Dawlance’s vast service network in Pakistan displays its ability to reachconsumers in every corner of the country and is one of the prime reasons for the brand’s success.

Dawlance promises reliability in every way for its consumers and stakeholders alike; Reliability is the key characteristic of Dawlance and is exercised within all functions of the company; it is in fact embedded in the organization’s culture.  Aside from its reliability, Dawlance’s major strengths are differentiation and relevance- it makes products that are relevant to the needs of the Pakistani households but with an element of differentiation; Dawlance takes pride in introducing innovative products for the Pakistani market to enhance the lifestyle of its consumers and deliver a superior product experience.

**For Media Queries**

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