

## Goldmedal Electricals unveils a series of digital films around their latest offerings

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- *Goldmedal Electricals created ad films to highlight their latest range of products- i-Sense Senso switch, Home automation systems, and Air switches*

**Mumbai, 15<sup>th</sup> September 2022:** Goldmedal Electricals, a leading home-grown fast-moving electrical goods (FMEG) company, announced the launch of three digital films to promote its latest offerings- i-Sense Senso Switch, Home automation systems, and Air switches. The films highlight the unique features and benefits of the new products through an engaging narrative featuring celebrities Manoj Pahwa and Ratna Pathak.

The films target the evolved and informed consumer of today who wants to opt for aesthetic and innovative solutions. It showcases the Goldmedal switch range which makes living our past-faced life, a hassle-free and enjoyable experience, while also demonstrating the superiority and reliability of their products: i-Sense Senso switch (popularly known as the Wave switch), the Home automation switches, and Air switches. The first film builds on Manoj Pahwa's character who is besotted by experimenting with the futuristic i-Sense Senso switch by simply using a wave. While in the second communication, Manoj Pahwa's character switches on/off various electrical appliances using the Home automation remote and mobile app. In the third film, Ratna Pathak's character expresses her desire to show off her brand-new Air switches to her best buddy much to the surprise of Manoj Pahwa's character who assumed the superlatives were for him.

Speaking on the film series, **Mr. Kishan Jain, Director, Goldmedal Electricals**, said, *"Our Company's approach has consistently been to introduce solutions that surpass consumer expectations and match the desires of the expanding market of modern consumers. These new products transform the living room experience by offering cutting edge technology infused with modern aesthetics. We want to demonstrate through our latest advertising films how Goldmedal strives to make the desires of people come true by offering ground-breaking products."*

The digital films have been released across social media channels so that the message reaches people all across the country and is live across television channels and screens in theaters. The brand plans to kick start a series of these films during the Asia Cup tournament followed by a burst during the festive season. The films will showcase the product design, usability, and reliable quality of Goldmedal products that adds value to everyday lives.

Links-

- <https://www.youtube.com/watch?v=P3DYyTnCDt8&list=PLpo56afTlrnWhMPNmglQp-Szsj1jFew6L&index=34>
- [https://www.youtube.com/watch?v=qZFXpo6Q\\_c0&list=PLpo56afTlrnWhMPNmglQp-Szsj1jFew6L&index=59](https://www.youtube.com/watch?v=qZFXpo6Q_c0&list=PLpo56afTlrnWhMPNmglQp-Szsj1jFew6L&index=59)
- <https://www.youtube.com/watch?v=g0dp7goB2AI&list=PLpo56afTlrnWhMPNmglQp-Szsj1jFew6L&index=78>

### **About Goldmedal Electricals**

Goldmedal Electricals is a home grown electrical company which was established in the year 1979 with a vision to create electrical switches and accessories that make a positive difference to the lives of consumers. The company is known in the industry for manufacturing high quality wiring devices and introducing a host of innovations in the industry. The company has manufacturing units in Vasai outside Mumbai, Bhiwadi in Rajasthan, and Vijayawada in Andhra Pradesh. It is one of the few companies in the industry to have a completely in-house, state-of-the-art tool room and testing



facility. Today, the company manufactures a vast range of electrical products including various types of Switches, Home automation systems, LEDs, Fans, Security Systems, Entertainment devices, Doorbells, Wires, Cables, DBs and more for residential buildings as well as commercial establishments.

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