

## Goldmedal Electricals launches Crimson and Champion LED strip lights for the festive season

*These strip lights are a perfect choice to bring in the festival of lights!*

**Mumbai, 4<sup>th</sup> November, 2020** - Goldmedal Electricals, the leading home-grown fast moving electrical goods (FMEG) company, has introduced two new LED strip lights: Crimson and Champion for the ongoing festive season. With celebrations being restricted indoors, both Crimson and Champion strip lights are safe and easy to use lighting options for home decorations during the festivities. With this launch, Goldmedal is offering the best in technology and design for accent lighting, backlighting and decorative lighting for indoor use.

Goldmedal's Crimson and Champion LED strip lights are slim, flexible and shock-resistant, making them safe to use indoors in areas such as desks, workstations, shelves and even on or under the stairs. With a minimum of 60 LEDs per meter and 20 lumens per LED, they offer bright illumination while consuming less energy and generating lesser heat. They require minimum investment of time, effort, and money, which makes them the ultimate lighting product for every occasion. These new LED strip lights set the benchmark when it comes to high performance and durability.

**Commenting on the launch, Mr. Kishan Jain, Director, Goldmedal Electricals** said, *"Since the festivities are being celebrated at home this year, we wanted to provide a safe and durable solution for the festive décor needs of our customers. Crimson and Champion were designed in keeping with our goal to constantly innovate and upgrade our products. Both LED strip lights are versatile decorative lights that can be used for aesthetics and functional purposes. The versatility, shock-resistance, and energy-saving features of these colourful strip lights make them perfect choice for indoor lighting during festivities."*

While Crimson is manufactured in a 20-watt variant with six colour options, Champion comes in a single 45-watt variant in warm white. Both Crimson and Champion LED strip lights are available in 5 meters packs at select retail outlets for a starting price of Rs 580 and Rs 750 per unit respectively.

The company also recently launched a range of innovative and stylish products including Artio switches, i-Sense Bluetooth player and a Wi-Fi router and extender. Goldmedal offers a wide range of modular switches and accessories, home automation systems, wires and cables, doorbells, PVC pipes, DBs, MCBs and others.

**About Goldmedal Electricals**



Goldmedal Electricals is a home grown electricals 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 today manufactures a vast range of electrical products including various types of Switches, Home automation systems, Security Systems, Entertainment devices, Door bells, Wires, Cables and more for residential buildings as well as commercial establishments.

**For further information, please contact:**

<b>Goldmedal Electricals</b> <b>Vinod Pottayil</b> Mob: +91 9987546567 Email: <a href="mailto:vinodpt@goldmedalindia.com">vinodpt@goldmedalindia.com</a>	<b>Adfactors PR</b> <b>Nidhi Jobanputra</b> Mob: +91 8976440856 Email: <a href="mailto:nidhi.jobanputra@adfactorspr.com">nidhi.jobanputra@adfactorspr.com</a>  <b>Anjana Kallat</b> Mob: +91 8879185143 Email: <a href="mailto:anjana.kallat@adfactorspr.com">anjana.kallat@adfactorspr.com</a>
---	--