

# Goldmedal Electricals launches Photon Rope Lights for the festive season

## Coverage: **Online And You**

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## Goldmedal Electricals launches Photon Rope Lights for the festive season

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Goldmedal Electricals, the leading home-grown fast moving electrical goods (FMEG) company has launched the Photon rope light in its lighting segment, for the ongoing festive season. The Photon rope light is a smart lighting option for decorative use and is easy and safe to use. With this launch, Goldmedal is offering the best in technology and design for both indoor and outdoor decorative use.

Goldmedal's Photon rope light is a smarter lighting option that can be used in a variety of different environments. Photon uses LEDs and therefore consumes lesser energy and generates lesser heat than average incandescent rope lights. Unlike strip lights, the Photon rope light doesn't require a separate AC-to-DC converter and can thus be connected directly to the power source with the provided connector. With an IP 65 rating, Photon is dust and water resistant, which makes it ideal for both indoor and outdoor decorations.

Photon also offers features like:

- IP65 rating
- Shock resistant
- Direct plug-in to power point
- Available in single as well as multi-coloured units
- Available in 10 metre length

Photon is available at all major retail outlets at a price of Rs. 16,560/- for 100 metres.


Commenting on the launch, Mr. Kinshu Jain, Director, Goldmedal Electricals said, "With the onset of the festive season, we wanted to provide a smart and long-lasting solution for the festive décor needs of our customers. Photon was designed in keeping with our goal to constantly innovate and upgrade our products. The versatility and energy-saving features of Photon makes it a smart choice for indoor and outdoor lighting."

The company also recently launched a range of innovative LED lights, smart home devices like the i-Touch WiFi Switches and the smart i-Dock music player. Goldmedal offers a wide range of modular switches and accessories, home automation systems, wires and cables, doorbells, PVC pipes, DBs, MCBs & others.

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