

PRESS RELEASE

Goldmedal Electricals on-boards superstar Mohanlal, as its brand ambassador for India's southern markets

Through this collaboration, the versatile actor will be promoting products of the brand via amazing outdoor, digital, print and TVC ads.

Goldmedal Electricals also announces the launch of showrooms in Kochi and Calicut

Kochi, April 09th, 2021: Goldmedal Electricals, one of India's leading electrical manufacturing company today announced that it has roped in award-winning superstar Mohanlal as the brand's face for southern markets. The actor holds a very strong and powerful connection with the audience in south India which constitute Goldmedal's large set of target group.

Along with the brand ambassador announcement, Goldmedal Electricals also unveils two showrooms in key markets Calicut by the actress Honey Rose and Cochin by the multi-talented Sijoy Varghese. These showrooms will showcase a wide range of amazing Goldmedal products across all segments including modular switches, home automation systems, LED lights, fans, home entertainment systems, wires and cables, door bells, electrical accessories, and much more for an inclusive shopping experience for the customers.

Commenting on the new brand ambassador, Kishan Jain, Director at Goldmedal Electricals said, *"South India is a very important market for the Goldmedal Electricals brand. We are thrilled to associate with the biggest superstar of India, Mohanlal. We couldn't think of a better fit than him to represent our brand in Kerala. His aura and personality resonates with Goldmedal's identity and we are sure that this association will enable Goldmedal Electricals to become a go to brand for electrical products in South."*

Bishan Jain, Director, Goldmedal Electricals comments on the launch of two showrooms, *"Goldmedal Electricals is at the forefront of providing customers an immersive retail experience by enabling them to make informed purchase decisions. We are excited to unveil two new showrooms in Kochi and Calicut each. Keralites are highly literate, aware, and quality-conscious people who take pride in the products they buy for their homes. They are fond of high-quality and design-oriented products which is a hallmark of the products we make. We are confident that our focus on providing top notch quality and design will make Goldmedal the no. 1 brand in the state."*

Speaking about associating with Goldmedal Electricals, superstar Mohanlal said, *"I am happy to associate with Goldmedal Electricals as it is one of the most promising FMEG brand of the country and has a huge potential to become the market leaders in south India. Through its focus on quality and innovation, the brand stands true to its commitment of providing consumers with products that add value to their lives."*

The contemporary actor Mohanlal enjoys a huge mass appeal for his unconventional choice of movies and is known to be one of the most versatile actors in the country. He holds a strong fan base across urban as well as rural markets. Goldmedal Electricals as a brand is known for focusing on offering innovation in its products. Goldmedal Electricals personality resonates with that of Mohanlal as the brand has been in the industry for over 40 years and has become synonymous with quality and



innovation in the industry just like Mohanlal, whose popularity has only increased with time and he is the most loved hero of Malayalam cinema.

The company is on a growth trajectory and has recorded a turnover of INR 1,600 crores last financial year, despite of the hard-hitting pandemic and hopes to continue growing in the years to come. The partnership will see Goldmedal Electricals launching amazing print ads, outdoors, digital ads as well as TV commercials with Mohanlal shortly through leading platforms and channels in Kerala.

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. 1981, Goldmedal entered the Wires and Cables business. In 1995, the company set up a state of the art manufacturing unit in Goregaon, Mumbai for the manufacturing of wires & cables and modular switches. Alongside Wires and Cables, the company today manufactures a vast range of electrical products including various types of switches, home automation systems, security systems, entertainment devices, fans, wires and cables, door bells, electrical accessories and more for residential buildings as well as commercial establishments.

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