



Goldmedal Electricals launches new TV ad campaign #SwitchToTheAmazing with superstar Mohanlal

- *Earlier this year, the brand announced Mohanlal as its brand ambassador for India's southern markets*
- *The ad campaign showcases multiple products of the brand such as smart switches, home entertainment systems, and wires and cables*

Mumbai, 27th July 2021: Goldmedal Electricals, one of India's leading electrical manufacturing companies, has released an ad campaign with brand ambassador Mohanlal. The campaign features superstar Mohanlal in a series of TV commercials endorsing Goldmedal's various products across different segments. The campaign also features actress Honey Rose, with each ad set up in a contemporary setting where both actors Mohanlal and Honey Rose depict certain situations in their daily lives and how Goldmedal products play an integral part in making their life smooth, comfortable and stress-free.

Conceptualized by TVC Factory, the ad campaign is ingenious and quirky, highlighting the importance of Goldmedal products in everyday life. The ad campaign with Mohanlal as its brand ambassador communicates about the ease of use, the wide range of products that Goldmedal offers, and the unique features of these products. The ad campaign has been directed by Vivek and Sijoy Varghese and it is now playing on all the leading Malayalam television and digital channels. Goldmedal Electricals has also amplified the campaign through state wide outdoor and print media presence.

Commenting on the new campaign, Kishan Jain, Director at Goldmedal Electricals said, *"Goldmedal Electricals is a very popular brand across India, however, we aim to expand our base in the Kerala market by penetrating deeper into South India. Through this ad campaign with our brand ambassador Mohanlal and popular actress Honey Rose, we aim to become a household name in Kerala with our wide ranging product portfolio. With his mass appeal, megastar Mohanlal resonates well with our brand ethos and he is most suited to convey the brand USP to our target audience."*

The three-part ad campaign includes TVCs of 30 seconds, 20 seconds and 10 seconds. The TVC on switches focuses on Goldmedal's smart switch range and includes the i-Touch Wi-Fi switch, the i-Feel RF switch, the i-Touch Wi-Fi Drape controller, and the i-Wave switch. The TVC on the i-Dock highlights the smart music home entertainment system that can also charge your smartphone while it plays music. The third film emphasizes on the fire-resistant quality of wires that Goldmedal Electricals manufactures.





Overall, the ad communicates how Goldmedal products are thoughtfully designed to ensure that operating them is fun and does not require any technical know-how.

Goldmedal Electricals recently on-boarded superstar Mohanlal as its brand ambassador for their south markets. The contemporary actor Mohanlal enjoys a huge mass appeal for his exceptional 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 and rural markets. 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.

You can watch the advertisements here:

1. [Mohanlal introduces innovative switches by Goldmedal. Touch, tap, swipe, or wave](#)
2. [Mohanlal introduces Goldmedal's i-Dock Player](#)
3. [Mohanlal introduces Fire Retardant Wires by Goldmedal](#)

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 that was set up in 2005, 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, Fans, Security Systems, Entertainment devices, Doorbells, Wires, Cables and more for residential buildings as well as commercial establishments

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