

## Goldmedal collaborates with Farhan Akhtar starrer Toofaan

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Goldmedal Electricals, a leading home-grown fast moving electrical goods (FMEG) company has entered into a brand association with the upcoming inspirational sports drama, 'Toofaan'. Presented by Amazon Prime Video in association with Excel Entertainment and ROMP Pictures, Toofaan is an inspiring sports drama produced by Ritesh Sidhwani, Rakeysh Omprakash Mehra and Farhan Akhtar. The film's high-octane trailer takes us through the journey of a local goon, Aju Bhai becoming a professional boxer, Aziz Ali. Toofaan is a tale of hope, faith and inner strength fuelled by passion and perseverance. The film will premiere on Amazon Prime Video on 16th July across 240 countries and territories.

Goldmedal's rationale behind associating with Toofaan is in line with its passion of making innovative, world-class products that create amazing lifestyles. The main protagonist in the movie perseveres against all odds to follow his passion and thus achieve his goals – it's the story of an amazing turnaround against insurmountable challenges.

Goldmedal is a brand that is passionate about the quality of products it manufactures. Whether it is modular switches or home automation