

## Goldmedal fans launch

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## Goldmedal Electricals announces FAN Launch in Multiple Categories

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Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) Company is foraying into a new product segment with the launch of its innovative and premium range of fans. A company known for introducing various innovations in the wiring device segment and its high quality product design, Goldmedal fans will be available in multiple categories, including Ceiling fans, Table fans, Wall fans, Personal, Pedestal, Portable, Axial as well as Ventilation fans. Many of these fans will be available in super premium, premium and standard variants.



Speaking at the launch, **Praveen Jain, Director, Goldmedal** said, "Goldmedal has a history of introducing technologically advanced, durable, highly usable products at the right price. With this launch, we aim to introduce superior quality fans in various segments. We are confident that Goldmedal fans will satisfy the demands of the quality-conscious consumer in every way."

Goldmedal fans will be available in a wide range of styles and models and have a host of features unique to its category. Equipped with energy-efficient motors that function quietly at higher speed and features 100 percent virgin copper windings, Goldmedal fans are highly efficient and ensure less energy consumption. Goldmedal has also announced that they will provide industry-leading support and services through a dedicated call centre that will ensure quick and seamless onsite service for immediate redressal of any grievances.

**Kishan Jain, Director, Goldmedal Electricals** said "We want to set new benchmarks for quality and service in the industry. By doing a phase wise launch, we want to make sure that we set the right standards of delivery and service in every location before we move to the next phase. We are focussed on quality and innovation and we will continue to bring new ideas to the segment."

The fans will be launched in a phase wise manner in India. The first phase will have Goldmedal fans available in Andhra Pradesh, Telangana and Rajasthan, which will be followed by launches in other Indian states







**Bishan Jain, Director, Goldmedal Electricals** said "To create world class products, you have to invest in high quality infrastructure, materials, and manpower. There are no short cuts if your promise is to deliver the best products in the category. We will continue with the same approach that we have for our wiring devices in the fans category too. We are confident that customers will appreciate the quality of our offerings once they use our products."