



Goldmedal Electricals launches innovative i-Sense FM-Bluetooth Music Player (3M)

The product acts a perfect partner to those working from home

Mumbai, August 18, 2020 - Goldmedal Electricals, the leading home-grown fast moving electrical goods (FMEG) company, has launched the **i-Sense FM-Bluetooth Music Player (3M)**. Goldmedal's Bluetooth player with FM is a simple-to-use music player that harnesses Bluetooth technology to make music an integral part of one's life. Being a home-grown company, Goldmedal Electricals has always been at the forefront of developing products and solutions that cater to the ever evolving consumer needs.

As work from home has become an integral part of everyone's life in the new normal due to the pandemic, this player will allow users to enjoy good music at the comfort of their homes while enjoying the rains. Goldmedal's **i-Sense FM-Bluetooth Player (3M)** is a one-of-a-kind product that is stylish yet compact in dimension and can be installed directly into a flush box with any Goldmedal modular plate. The i-sense FM-Bluetooth player not only allows one to play FM radio or music from any Bluetooth-enabled MP3 device, an additional line output allows connection to Hi-Fi or multi-room systems. It is also equipped with an in-built stereo amplifier that enables direct speaker connection. Further, one can listen to music through a headphone using the 3.5 mm port.

Commenting on the launch of the innovative Bluetooth speaker, **Mr. Kishan Jain, Director, Goldmedal Electricals**, said, *"We are pleased to launch the i-Sense FM-Bluetooth Player which we believe is a must-have music player for all music enthusiasts. The innovation and convenience of this product lies in the fact that it can be installed in an existing flush box. Owing to the current work from home scenario and with everyone spending more time indoors, we wanted to cater to these evolving customer needs and have hence introduced this innovative product. This multi-function system from Goldmedal can prove to be a great addition to the current home entertainment system at such times."*

Salient features of i-Sense FM-Bluetooth Player –

- Easy installation in a flush box with standard Curve modular plates.
- Can be connected to the Curve stereo speakers
- An additional line output enables connection to Hi-Fi or multi-room systems
- Offers functional FM radio integration
- Quick and simple retrofitting
- Integration with Curve Audio World system opens up interesting possibilities
- Pair via Bluetooth-enabled MP3 device including iPhones and other cell phones

Goldmedal's i-Sense FM Bluetooth player is one of the most exciting products in Goldmedal's portfolio. Like all Goldmedal modular products, i-sense FM-Bluetooth player too can be easily retrofitted within an existing Goldmedal modular plate. The i-Sense FM-Bluetooth Player is available at select retail outlets at a starting price of Rs. 7,500.

About Goldmedal Electricals

Goldmedal Electricals is a home grown electricals 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 today manufactures a vast range of electrical products including various types of Switches, Home automation systems, Security Systems, Entertainment devices, Door bells, Wires, Cables and more for residential buildings as well as commercial establishments.



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