

Goldmedal launches new TV ads with Mohanlal and Honey Rose

Coverage: **Media Infoline**

Date : July 2021

<https://bit.ly/3jeBLNm>

The screenshot shows a news article on the Media Infoline website. The main headline is "Goldmedal Electricals launches new TV ad campaign #SwitchToTheAmazing". The article features a photograph of Mohanlal and Honey Rose. The text below the photo states: "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".

On the right side of the article, there is an "Entertainment" sidebar with several news items:

- ZEE Biskope's Talent Camera Action Season 2 etched History with Thumping Success
- The Qamps - up its comedy quotient; announces a line-up of new-age comedy series
- 7PM Show and 'In-App Quizzes' launched by Mitron TV to enhance engagement
- Gear up for a Double dose of Dhamaal as Zee Comedy Factory visits Chala Heva You Dya for a 3-day Comedy Extravaganza!

At the bottom right, there is a "Next Up" section featuring a SKODA advertisement with the text: "After having grown its network presence by almost 15% with KUSHAQ, SKODA AUTO will be present in more than 100 cities".