

### Goldmedal Electricals launches 'NiteHawk', an innovative LED bulkhead light series

**Mumbai, 29<sup>th</sup> January 2021** - Goldmedal Electricals, the leading home-grown fast moving electrical goods (FMEG) company announces the launch of its innovative LED bulkhead light series: NiteHawk. With this launch, Goldmedal is bringing a new addition to its energy-preserving and ecosystem-friendly lighting solutions suite for contemporary Indian homes and outdoor lighting needs.

Goldmedal NiteHawk Bulkhead LEDs are smart and automated LED lighting solutions. There are three exclusive variants, each of which have been designed to ensure that there is maximum illumination with minimum energy consumption. The NiteHawk Bulkhead LEDs have been designed, developed, and made in India for the rising public lighting needs of smart cities. All three variants have an IP 65 rating making them dust and water-resistant and therefore ideal for street lighting.



Commenting on the launch, Mr. Kishan Jain, Director, Goldmedal Electricals said, *“There is an increasing need and demand for energy efficient lighting solutions especially in the current times when the world needs to shift to sustainable products and solutions. Goldmedal NiteHawk LED bulkhead series are innovative lights are extremely durable and their functionality makes them useful for indoor as well as outdoor application. These LED lights have been manufactured in India, in line with the Government’s Atmanirbhar Bharat initiative.”*

The first in this series includes a basic bulkhead outdoor light. It is a compact and tough lighting option for outdoor usage. Available in a 20 watt variant with 100 lumens per watt, a 120-degree beam angle, and a colour rendering index of  $\geq 80$ , NiteHawk offers an instant and bright illumination. These are manufactured using tough polycarbonate with an IP 65 rating, making it a perfect lighting solution for gardens, yards, and patios.

The second variant, **NiteHawk bulkhead daylight sensor LED**, is fitted with an in-built daylight sensor. This intelligent sensor automatically switches on when the surroundings get dark and turns off with the break of a day without the need for any manual intervention. With a switch ON threshold of 12 lux and switch OFF threshold of 35 lux, the light can recognize the intensity of ambient light and carry out necessary functions accordingly. With sufficient ambient light, the sensor switches on the light only when the brightness is less than 12 lux and remains off at other times.

The final variant is the **NiteHawk bulkhead motion sensor (dimming) LED**. This unique LED is equipped with motion sensors that automatically light up when it detects a person nearby. The LED glows at 20

watts but automatically dims to 3 watts when there is no one nearby. NiteHawk has an inbuilt motion sensor that is highly sensitive and reliable with a wide detection range that allows for a peripheral reach of more than 10 ft. In order to avoid false triggering of the sensor, LED bulkhead mounting height can be set to not more than 13 ft with sensor detection up to 12 ft. The NiteHawk gives 2000 lumens at 20 watts and 300 lumens at 3 watts, preventing any excess energy usage.

The products are available at select retail outlets for a starting price of Rs. 715/-.

The company also recently launched a range of innovative and stylish products including Crimson and Champion LED strip lights, Artio switches, i-Sense Bluetooth player and a Wi-Fi router and extender. Goldmedal offers a wide range of modular switches and accessories, home automation systems, wires and cables, doorbells, PVC pipes, DBs, MCBs and others.

### **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.