

Goldmedal Celebrates Pushpa 2: The Rule with Exclusive Pan-India Experience

Mumbai, 12th December, 2024: Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) companies, proudly celebrated its association with the highly anticipated film Pushpa 2: The Rule through a multi-channel approach designed for maximum visibility.

As part of the celebrations, Goldmedal hosted multiple grand screenings across theatres in India, bringing together employees and channel partners at various locations nationwide to experience the cinematic masterpiece. This event marked a unique and memorable moment in the company's journey, strengthening the bond within the Goldmedal community.

In addition to the screenings, Goldmedal launched an engaging social media contest, inviting fans and followers to participate for a chance to win exciting prizes. The company also rolled out a series of promotional activities and events, amplifying the excitement around the collaboration. These initiatives included interactive online campaigns, exclusive behind-the-scenes content, and special giveaways, all aimed at connecting with a broader audience and enhancing brand visibility.

A standout aspect of the collaboration was the introduction of exclusive Pushpa 2 branded products. Goldmedal offered a range of its electrical goods, each featuring special Pushpa 2 packaging, creating a unique fusion of the brand's product range with the blockbuster film's thematic appeal.

The screenings and associated activities were met with overwhelming enthusiasm, celebrating both the film and Goldmedal's association with Pushpa 2: The Rule, while recognizing the collective efforts of the company's extended family.

Speaking about the event, Kishan Jain, Director, Goldmedal said, *"We are thrilled to see the excitement and energy among our employees and channel partners. The Pushpa 2 screenings served as a meaningful occasion to strengthen our bonds, inspire one another, and celebrate the collective efforts that drive our success."*

This celebration not only marked a significant milestone in Goldmedal Electricals' journey but also strengthened the bond between the company and its stakeholders. The screenings were a testament to the company's commitment to fostering a sense of community and shared vision while elevating its brand presence through impactful storytelling.

About Goldmedal Electricals

Goldmedal Electricals is a home-grown electrical 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 is known in the industry for manufacturing high quality wiring devices and introducing a host of innovations in the industry. The company has manufacturing units in Vasai outside Mumbai, Bhiwadi in Rajasthan, and Vijayawada in Andhra Pradesh. It is one of the few companies in the industry to have a completely in-house, state-of-the-art tool room and testing facility. Today, the company manufactures a vast range of electrical products including various types of Switches, Home automation systems, LEDs, Fans, Geysers, Security Systems, Entertainment devices, Doorbells, Wires, Cables, DBs and more for residential buildings as well as commercial establishments.

For further information, please contact:

Adfactors PR

Alisha Patel

Mob: +91 88305 81637

Email: alisha.patel@adfactorspr.com

Simran Shah

Mob: +91 9833055353

Email: shah.simran@adfactorspr.com