

### **Goldmedal Electricals Partners with Vijayawada Sun Shiners in APL**

**Andhra Pradesh, 21 August 2025** – Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) companies, is a proud partner of Vijayawada Sun Shiners in the ongoing Andhra Premier League (APL) 2025. The tournament, which began on August 9 and will conclude on August 23, 2025, at the Dr. Y.S. Rajasekhara Reddy ACA-VDCA Cricket Stadium in Visakhapatnam, underscores the brand's commitment to supporting cricket at the regional level and engaging with audiences through one of India's most celebrated sports. All matches are being telecast live on Sony LIV.

By backing Vijayawada Sun Shiners, Goldmedal aims to strengthen its brand connect in South India while celebrating the energy, passion, and excitement that cricket brings to millions of fans.

Through this partnership, Goldmedal continues to reinforce its identity as a youthful and dynamic brand while aligning with platforms that resonate with its customers. The association with the Andhra Premier League also reflects Goldmedal's vision of encouraging talent, promoting regional pride, and being part of experiences that unite communities across India.

#### **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.

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