

Goldmedal Electricals Receives Prestigious Red Dot Award

Mumbai, June 18, 2025 — Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) companies, is thrilled to announce that its **Loom** switch, which features an innovative design element of cloth integration, has won the prestigious **Red Dot Award 2025** in the Design Concept category.

The Loom switch introduces a bold new take on a household essential, integrating **fabric as a functional element**—a first in switch design. Drawing inspiration from **mid-century design** sensibilities, Loom blends a retro-futuristic aesthetic with modern interactive technology. Loom is both intuitive and tactile, crafted using natural materials like fabric and wood to create a warm, yet cutting-edge user experience.

*“Our approach to design has always focused on enriching the way people interact with everyday devices”, said **Kishan Jain, Director, Goldmedal**. “With Loom, we wanted to go beyond visual appeal and introduce material-driven innovation. Integrating fabric not just as a surface but as part of the mechanism redefines both the form and function of the switch. Loom represents a shift in how design blends tradition with technology, making the tactile experience as important as performance. This recognition by Red Dot reaffirms our commitment and encourages us to keep innovating and showcasing Indian design excellence on the global stage.”*

Recognized globally, the **Red Dot Award** is among the most coveted honours in design. Goldmedal's *Loom* stands out for its **originality, material innovation, and user-first functionality**.

Goldmedal extends its heartfelt appreciation to its in-house design team whose creativity and vision brought *Loom* to life. The product will be showcased in upcoming design and innovation showcases hosted by the company.

About Goldmedal:

Goldmedal 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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