

Goldmedal Electricals partners with Upcoming Bollywood Action Thriller Jaat as Associate Brand Partner

Mumbai, 7th April, 2025: Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) brands, powers up the upcoming high-voltage action thriller Jaat as an Associate Brand Partner. Headlined by the iconic Sunny Deol and featuring Randeep Hooda as the antagonist, the adrenaline-pumping drama is set to hit theatres nationwide on April 10, 2025.

The association between Goldmedal Electricals and Jaat underscores the brand's dedication to partnering with bold, high-impact narratives that strike a chord with Indian audiences. Directed by celebrated Telugu filmmaker Gopichand Malineni, Jaat promises a gripping tale of grit, rebellion, and justice. The plot revolves around a man who refuses to bow down to power, even when bound in chains. The film also features a stellar supporting cast, including Vineet Kumar Singh, Saiyami Kher, and Regina Cassandra. Produced by Yalamanchili Ravi Shankar, Jaat is poised to deliver a thrilling cinematic experience, merging mass appeal with intense storytelling.

Renowned for its innovation, superior performance, and cutting-edge design, Goldmedal goes beyond products—championing stories that embody strength, resilience, and integrity. Through this collaboration, the brand reinforces its commitment to creating deeper, more meaningful connections with consumers across the country.

Speaking about the collaboration, Kishan Jain, Director, Goldmedal, said, *"Jaat is a film that stands for intensity, power, and resilience — values that strongly resonate with the Goldmedal brand. We are proud to be associated with such a dynamic project that celebrates strength in the face of adversity. This partnership is a natural extension of our commitment to deliver power and performance, whether on-screen or in everyday life."*

Yalamanchili Ravi Shankar, producer of Jaat, added, *"We are delighted to have Goldmedal on board. Their legacy of innovation and excellence perfectly aligns with the spirit of Jaat. This collaboration is a testament of the belief renowned household brands have in connecting with their audiences through the silver screen."*

With Jaat, Goldmedal continues its legacy of supporting impactful cinema that mirrors the brand's ethos — powerful, purposeful, and proudly Indian.

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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