

Goldmedal Launches new 90° Modular Range during Tour to Dubai

India, 12th March, 2025 - Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) companies, **launched its latest modular range, the 90°** during its Chalo Dubai tour for channel partners to the mega city. The launch of the new range was carried out in the presence of more than 1,300 channel partners of the company, at the O Beach Club, a prominent beachfront resort in Dubai.

Present at the launch was the **Chairman of the company, Shri Jugraj Jain**, along with the directors, **Mr. Praveen Jain, Mr. Kishan Jain, Mr. Bishan Jain, Mr. Aatish Jain, and Mr. Akshit Jain**. The fun, informal setting of the venue lent a festive vibe to the entire event.

Like the company's existing modular range of wiring devices, the 90° too is a comprehensive series that includes cover plates and various types of inserts. This includes switches, sockets, fan regulators, dimmers, key tags, motor starters, MCBs, TV sockets, Type C USB chargers, and more. A sleek, minimalistic range, in a soft, white shade, the 90° aims to cater to the modern aesthetic of less is more.

Speaking about the latest addition to the company's modular portfolio, Kishan Jain, Director, Goldmedal said, *"As we share the joy and laughter on this tour, we take pride in presenting the latest addition to our portfolio of modular products. The 90° range combines minimalistic style with contemporary functionality and is designed for everyone who loves elegant, understated designs. This new range continues with our endeavour to create wiring devices that are not only supremely functional but also visually stunning."*

Following the launch, the channel partners participated in live product demonstrations at the various kiosks set up across the venue. They also interacted with the Goldmedal management team about the new range. The launch concluded on a high note with music, entertainment and networking at the club, making it a memorable event for all the attendees.

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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