

Goldmedal Strengthens Ties at the Exclusive Dealers' Gathering in Dubai

[National, 7th December, 2023] – Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) companies, announced that it conducted a tour to Dubai for their channel partners across India. This initiative underscores Goldmedal's endeavour to nurture stronger partnerships and commemorate the ongoing achievements of its dealer network.

The excursion witnessed the participation of more than 1,600 individuals, comprising Goldmedal's channel partners from various regions of the country, accompanied by their families. Additionally, the company's directors and senior staff were also in attendance. Accommodation for the 4-Nights/5-days trip was at the JW Marriot Marquis and Le Meridien hotels. The tour included multiple sightseeing trips, beach visits, and a variety of entertainment events. From exploring iconic landmarks to indulging in thrilling adventures, to witnessing some unbelievable spectacles, Goldmedal spared no efforts to make the journey an unforgettable experience for every participant.

Speaking about the trip, Mr. Kishan Jain, Director, Goldmedal said "Our trip to Dubai goes beyond just sightseeing and relaxation. Staying in this beautiful city together has reinforced the idea that all our hard work is truly worth it. As we share the laughter and joy, we not only create lasting memories, we also strengthen our connections, both personally and professionally. This trip is a testimony to the power of teamwork and reminds us that we are not just colleagues, but a family working together towards common goals."

Mr. Bishan Jain, Director, Goldmedal, added, "We are thrilled to see the joy amongst our channel partners and their families. These are priceless moments that we are witnessing and it goes beyond any reward. We are delighted to have been able to provide this amazing experience and look forward to many more such trips in the future."

The directors actively participated in the trip and took time out to interact with the channel partners and their family members. They also shared their vision for the company's future, specifically their goals for the company following their venture into the water heater segment and their next foray into CPVC pipes.

The tour to Dubai not only served as a gathering for the channel partners but also as a heartfelt expression of gratitude towards them. Apart from being a platform for dealers to meet, this event reaffirms Goldmedal Electricals' commitment to its partners and the respective industry.

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, Security Systems, Entertainment devices, Doorbells, Wires, Cables, DBs and more for residential buildings as well as commercial establishments.

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