

## Goldmedal Unveils the Boomeroo Pop-up Socket: A Smart, Stylish Upgrade for Modern Spaces

~ Designed for tech-enabled convenience and clutter-free environments ~

**Mumbai, 10<sup>th</sup> July 2024:** Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) companies, has launched the **Boomeroo Pop-up Socket** — a sleek and intelligent solution for today's homes and workspaces. Engineered to combine innovation with aesthetics, this pop-up socket stays hidden under desks or platforms, helping maintain a clean and organized space by concealing wires and sockets when not in use.

The Boomeroo effortlessly rises with a gentle touch, offering instant access to a versatile range of sockets and features. Ideal for kitchens, office desks, conference rooms, home offices, hotels, retail counters, and showrooms, it caters to a wide spectrum of modern usage needs. It comes equipped with USB ports, international sockets, an audio panel, and more — all packed into one compact, user-friendly design. Notably, its **wireless charging feature** works even when the socket is in the retracted position, ensuring seamless charging at all times.

### Key features include:

- **Smart App Control:** Compatible with the Goldmedal iWorld App, Alexa, and Google Home for effortless smart control.
- **Recording Support:** Allows audio recording and storage of files on a U-disk.
- **Fast Type-C Charging:** Up to 20W for quick power-ups.
- **USB Type-A Charging:** Provides 5V, DC 2.1A output.
- **Built-in Bluetooth Speaker:** High-quality sound with easy device pairing.
- **USB Playback Mode:** Supports media playback directly from USB flash drives.
- **FM Radio:** Covers frequencies between 88 MHz and 109 MHz.
- **LED Lighting:** Offers four dynamic LED light modes.
- **Inductive Touch Switch:** Lets users change LED colors with a simple touch.
- **Anti-Pinch Safety Design:** Automatically stops and reverses if obstructed while rising, ensuring user safety.

**Speaking about the Boomeroo Pop-up Socket,** Kishan Jain, Director of Goldmedal Electricals, said "At Goldmedal, we're constantly pushing boundaries to make everyday life smarter, simpler, and safer. The Boomeroo Pop-up Socket is a reflection of that commitment — it's more than just a utility product; it's an innovation that blends convenience, technology, and aesthetics to elevate modern living. Whether it's a home, office, or commercial space, Boomeroo transforms the way people connect with power and technology"

The **Boomeroo Pop-up Socket** is priced at **Rs. 52,500/-** and is available across major retail outlets. It comes with a **one-year warranty**.

**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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