

Goldmedal hosts 1300+ Channel Partners in Dubai

India, March 19th, 2025, Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) brands, successfully organized a **4-night, 5-day "Chalo Dubai"** tour for over **1,300 channel partners and their families** from Andhra Pradesh and Telangana. The tour is part of the company's commitment to connect and strengthen its bond with its channel partners.

The "**Chalo Dubai!**" tour was thoughtfully planned to include the right mix of sightseeing, adventure, spiritual exploration, and networking opportunities. Activities during the tour included a visit to the vibrant Global Village, experiencing the thrills and sights of **Ferrari World** and **Sea World**, a visit to the renowned **BAPS Shri Swaminarayan Mandir**, plus sightseeing and shopping excursions around the city of Dubai. The group was also treated to an aqua-stage-based live show, **La Perle by Dragone**, which left everyone mesmerized by the amazing fusion of artistic performances, acrobatics, imagery, and technology.

The highlight of the tour was the **launch of Goldmedal's latest modular range, the 90°**. The range complements Goldmedal's existing range of modular switches and systems.

Speaking about the tour, Mr. Bishan Jain, Director, Goldmedal said, *"Our channel partners are the backbone of our business and we are honoured to host them on this exciting trip to Dubai. Such events give us the opportunity to connect and engage with all those who work closely with the company. Goldmedal aims to create strong relationships with its channel partners for a mutually beneficial, long-term relationship."*

With the successful conduct of this tour, Goldmedal Electricals once again reaffirmed its commitment to **celebrating and empowering its channel partners**, making them an integral part of its growth story.

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.

For further information, please contact:

Adfactors PR

Alisha Patel

Mob: +91 88305 81637

Email: alisha.patel@adfactorspr.com

Simran Shah

Mob: +91 9833055353

Email: shah.simran@adfactorspr.com