

Goldmedal launches new office-cum-exclusive showroom in its city of origin

A five-storey corporate office-cum-exclusive showroom in the heart of Vijayawada

Vijayawada, 10 April 2024: Goldmedal Electricals, among India's top three electrical wiring device manufacturing companies, unveiled its new corporate office-cum exclusive showroom in Vijayawada, Telangana. The state-of-the-art office was inaugurated by Goldmedal's brand ambassador, Jaqueline Fernandez on April 10th, 2024. Vijayawada holds a special place for the Goldmedal brand as it was here that the brand was born, long back, in 1979 as a retailer of electrical products. Vijayawada is not only the birthplace of the brand but also the southern headquarters of the company, co-ordinating the brand's sales and marketing efforts in its southern markets.



Located at One Town, a prominent location in Vijayawada, the new office includes four storeys of office space for its staff and an expansive showroom on its ground and first floors. The state-of-the-art showroom showcases its extensive range of modular switches, home automation solutions, energy-efficient LED lights, high-quality fans, immersive music players, and much more from Goldmedal. Spaciously built at over 15,000 square feet, this office-cum-showroom will not only be the heart of the company's southern operations, but also be the meeting point for people in the construction industry to check out the latest in the world of innovation from Goldmedal.

Speaking at the ceremony, **Jugraj Jain, Director, Goldmedal Electricals** said, *"It's a proud occasion for everyone associated with the Goldmedal brand. We have an enduring emotional connect with Vijayawada and this new office space consolidates this feeling we have for the city. I congratulate*

everyone associated with this project on this achievement and wish the team at Vijayawada many more successes in the days to come."

Commenting on the inauguration, **Praveen Jain, Director, Goldmedal Electricals** said, *"This moment marks the fulfilment of a vision for the family. Our father laid the foundation of Goldmedal in 1979, and we are proud to take his vision forward. The unveiling of our new office space is a testament to the company's commitment to providing an environment that fosters innovation, collaboration, and growth. As we embark on this exciting new chapter, we want to express our heartfelt thanks to you for being part of our journey. Your dedication, hard work, and support have been instrumental in helping us reach this significant milestone."*

Speaking about the event, **Jacqueline Fernandez** commented, *"Vijayawada is the place where the Goldmedal journey began and I consider it my honour and privilege to inaugurate this new space at the birthplace of the brand. Today, we not only celebrated a new physical space, but a monument to the brand's journey of innovation and commitment to quality over these years. I wish everyone in the Goldmedal family a future that continues to redefine standards and inspire people!"*

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

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