

Goldmedal Electricals Launches App to Reward Business Partners

Coverage: **Electronics for You**

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<http://bit.ly/3c2o1OR>

The screenshot shows a news article on the ACE Electronics for You website. The article is titled "Goldmedal Electricals Launches App to Reward Business Partners" and is dated July 31, 2019. The article discusses the launch of the "Dhan Barse" app, a mobile-app-enabled loyalty scheme developed by Paytm. The article mentions that Goldmedal Electricals, a fast-moving electrical goods (FMEG) company, has partnered with Paytm, India's largest payment gateway, to create this app. The app aims to bring together all of Goldmedal's business partners and influencers under one digital umbrella. The article also includes a quote from Kishan Jain, director of Goldmedal Electricals, stating that Goldmedal has become a pan-India brand due to the sincere efforts of all its partners. The article is categorized under "New Products" and "People".

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FEATURES Channel Headline

Goldmedal Electricals Launches App to Reward Business Partners

By ACE Team · July 31, 2019

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- The company has also announced a loyalty in select states in the country
- Goldmedal Electricals has partnered with Paytm to launch this app in India

Goldmedal Electricals, a fast moving electrical goods (FMEG) company has partnered with Paytm, India's largest payment gateway, to create a mobile-app-enabled loyalty scheme for its key business partners and influencers. The app called 'Dhan Barse' has been custom-developed by Paytm. Goldmedal said that this app aims to bring together all of Goldmedal's business partners and influencers under one digital umbrella.

Kishan Jain, director, Goldmedal Electricals said, "Goldmedal has become a pan-India brand due to the sincere efforts of all our partners – from our dealers to retailers to counter boys and electricians. We were looking for a solution that would help all our partners connect with us directly along with a scheme that would reward them for their loyalty in a seamless and efficient manner. We recognize the strengths of Paytm in the software development and payments space and have hence partnered with them to make our digital connectivity program a reality. We are thrilled to announce the launch of Dhan Barse and look forward to providing several benefits to our business partners through this app".

Inspired by the Prime Minister's digital India

Dhan Barse app, as per the company, is inspired by the Prime Minister's Digital India initiative, it connects partners / users from remote parts of the country and allows them to get business updates in real-time. Company's official statement read, "The Dhan Barse app thus enables Goldmedal to associate with all

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