

## **Goldmedal Electricals announces actors Saif Ali Khan and Jacqueline Fernandez as its brand ambassadors.**

*In this collaboration, the stylish duo will be seen endorsing various Goldmedal products through outdoor, digital, print and TV campaigns.*

**India, March 30th, 2022:** Goldmedal Electricals, one of India's leading electrical manufacturing company today announced that it has on-boarded Bollywood superstars Saif Ali Khan and Jacqueline Fernandez as its brand ambassadors. The duo will be the new faces for the brand and play a pivotal role in consolidating Goldmedal's foothold across the nation.

Over the last decade, Goldmedal has displayed an impressive growth trajectory to become a prominent brand in the sector. The brand has built a reputation in the industry for manufacturing high quality and innovative electrical products. Goldmedal's extensive product portfolio includes switches, home automation systems, LEDs, wires & cables, DBs, PVC pipes, electrical accessories and more. Goldmedal has recently ventured into the fans segment and launched a range of premium and standard fans.

Goldmedal has a pan-India presence through its branches and a wide and established network of dealers and retailers. To connect with their consumers more closely, Goldmedal is collaborating with two of Bollywood's most stylish and popular actors, Saif Ali Khan and Jacqueline Fernandez. This association with the attractive pair will not only strengthen Goldmedal's connection with its consumers but also emphasize on the amazing aesthetics of their products. The announcement is part of Goldmedal's brand outreach plans.

**Commenting on the new brand ambassadors, Kishan Jain, Director at Goldmedal Electricals** said, "We are absolutely thrilled to welcome Saif and Jacqueline to the Goldmedal family. Our focus has always been on innovation, design, and uncompromising quality. Saif Ali Khan and Jacqueline Fernandez, with their talent, stylish demeanour, iconic on-screen chemistry, and wide appeal, were an obvious choice to represent our brand."

**Commenting on the association, Saif Ali Khan said,** "My association with Goldmedal goes way back and it is good to collaborate with them again. Goldmedal's brand philosophy of innovation in design and performance is truly amazing and I am looking forward to work with the brand."

**Commenting on the collaboration, Jacqueline Fernandez said,** "I am thrilled to collaborate with a brand like Goldmedal that has such an incredible line of products. To me hi-tech products should be as stylish as they are functional and Goldmedal products perfectly align with that ideology. I am excited to work with Saif and the Goldmedal team."

Saif Ali Khan and Jacqueline Fernandez will feature across Goldmedal brand and product communication in the form of advertisements on television, print, outdoor and social media.

### **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.

**For further information, please contact:**

**Adfactors PR**

**Brinda Mehta**

Mob: +91 9820491758

Email: [brinda.mehta@adfactorspr.com](mailto:brinda.mehta@adfactorspr.com)

**Adfactors PR**

**Anjana Kallat**

Mob: +91 8879185143

Email: [anjana.kallat@adfactorspr.com](mailto:anjana.kallat@adfactorspr.com)