



Goldmedal Electricals announces the launch of Auro travel charger

Mumbai, 24th March 2022: Goldmedal Electricals, the leading Fast Moving Electrical Goods (FMEG) Company known for manufacturing innovative and user-friendly electrical goods in India announces the launch of the Auro travel charger. The company has launched the product under its accessories segment. This new addition to their accessory line is an adaptor that is both efficient and convenient for modern Indian users.

Owing to factors such as increased travel, hybrid working, and gaming, the processing power of devices has escalated, expanding the demand for smartphones and hence a surge in the reliance on charging adapters. Goldmedal's Auro travel adaptor is a portable charger that is equipped with one international socket and a pair of Quick Charge (QC) and Power Delivery (PD) ports. These ports are designed to handle higher power and delivers quickly charge to a wide range of devices. With smartphones that have the Quick Charge feature enabled, it can charge up to four times faster than a traditional portable adapter. The small size and wide voltage range (110V-220V) makes Auro an easy-to-carry universal power adapter.

Commenting on the latest addition, **Mr. Kishan Jain, Director, Goldmedal Electricals**, said *"We are heavily reliant on our electronics in modern environment, and they require to be charged frequently. Goldmedal's Auro travel adaptor is designed specifically to give our consumers an easy way to swiftly charge multiple devices even when they are travelling. The Quick Charging feature of Auro is unlike any other charging device available in the market. Goldmedal strives to simplify the lives of its consumers through innovative products like Auro."*

Auro is a compact adaptor with an easily retractable 1.5 metres long cord and a 2-pin plug. It allows users to connect up to five devices at a time without any hassle and is best suited for travellers, students and professionals who are heavily dependent on their gadgets. Auro is available in a classic white colour option and can be purchased at leading retail stores and online channels for MRP 2499. Auro can also be purchased through: <https://www.goldmedalindiastore.com/product/3111133/auro-charger>

Goldmedal Electricals offers an extensive selection of revolutionary products like energy-efficient LED lighting and fixtures, modular switches and accessories, home automation systems, luminaries and LED lights, wires and cables, doorbells, fans, PVC pipes, DBs, MCBs, and other products.



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 in Maharashtra, 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, MCBs, DBs and more for residential buildings as well as commercial establishments.

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