



### **Goldmedal Electricals announces the launch of Insignia - the powerful ceiling fan**

*The decorative ceiling fan is available in three exciting colours: Angel White, Topaz Gold and Indigo Blue*

**Mumbai, 8<sup>th</sup> June 2022:** Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) Company, announced the launch of a decorative ceiling fan – Insignia. The company forayed into the fan segment last year and has been expanding its ceiling fan portfolio ever since. The company is in-line with the government's mission of making India truly Atmanirbhar and has manufactured the Insignia fan in India.

Insignia decorative fan is a stylish and highly functional fan that delivers superfast cool air that helps Indian consumers beat the scorching heat. Insignia is meticulously designed with premium fittings that can match the aesthetics of every modern home. The blades of Insignia are built to be aerodynamically superior and offer excellent airflow while being extremely quiet. The use of high-grade copper in the motor makes it robust and durable. The powerful motor enables it to operate smoothly and silently even at high speeds. It is an amazingly efficient fan that has a sweep of 1200MM and offers exceptional air delivery of 230 CMM at a speed of 380 RPM. Available in three exciting shades: Angel White, Topaz Gold and Indigo Blue, Insignia is priced at Rs. 4500/-

Commenting on the launch of this fan, **Mr. Bishan Jain, Director at Goldmedal Electricals** said, *"We're ecstatic to introduce yet another elegant ceiling fan to our consumers, especially now that summer is at its peak. Insignia is one of our high-speed fans that operate without producing any noise, even at its highest speed. It has an attractive and modern look that will easily complement the décor of any contemporary home. The fan is available in three stylish colours which add to its unique look and is unlike anything available in the market. We are excited to share this exciting product and are sure that it will be well received by our customers."*

Goldmedal is constantly expanding its customer base by introducing consumer-centric fan and leveraging its trusted brand image to flourish across India. Ceiling fans, table fans, wall fans, personal, pedestal, portable, axial, and ventilation fans are just a few of the Goldmedal fan categories. Goldmedal fans are available in Andhra Pradesh, Telangana, Kerala, Tamil Nadu, and Karnataka in South India, as well as West Bengal, Jharkhand, Bihar, and Uttar Pradesh in East India, and Delhi NCR, Jammu and Kashmir, Punjab, Rajasthan, Himachal Pradesh, and Assam in North India.

#### **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.



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