

Goldmedal Electricals announces the launch of energy-saving Groove LED lights

Groove LED light is easily detachable and allows for a hassle-free installation, removal & replacement

In-line with making the country self-reliant, Groove LED light has been 'Made in India'

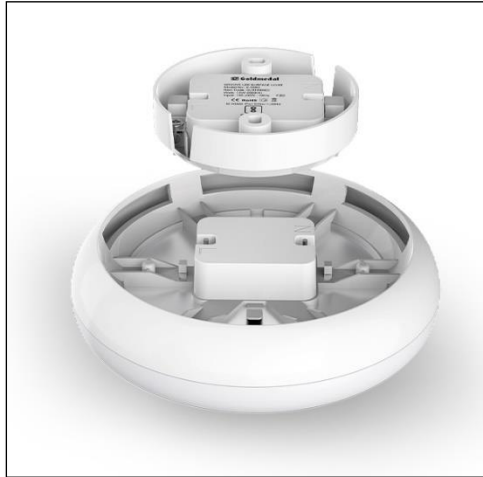
Mumbai, 29 November, 2021: Goldmedal Electricals, the leading home-grown fast moving electrical goods (FMEG) company announces the launch of its innovative **Groove LED surface light** as part of its lighting segment for the on-going festive season. This latest addition is a compact and practical lighting option for modern Indian homes, offices and other commercial spaces.



Goldmedal's Groove LED is a slim, rimless and compact surface mounting LED that is one of the most user-friendly LED models. Designed with an integrated driver, Goldmedal's Groove LED light is an energy saving and eco-friendly option that is available in different watt variants. A detachable LED, Groove can be easily installed onto the polycarbonate housing by employing a push-to-fit technique. Groove is the ideal choice for modern homes, hotels, shops, and offices and can be purchased at leading retail stores for a starting price of INR 560/-.

Groove also offers features such as:

- Availability in 7-watt, 12-watt and 20-watt variants
- Availability in light and Cool Daylight, Warm White, and Neutral White lumen options
- Anti-glare diffuser for bright but glare-free illumination
- Inbuilt driver ensures proper power flow and heat dissipation



Commenting on the latest addition, Kishan Jain, Director, Goldmedal Electricals, said *“Climate change and environmental sustainability are one of the most pressing global challenges today. Hence, it has become imperative that we actively choose energy-efficient technologies and solutions that not only consume less energy but also have a net-zero impact on the environment. We, at Goldmedal, have been striving to provide innovative LED lighting solutions that offer convenience and innovation at affordable prices. LED lighting technologies have proven to possess remarkable features including environmental friendliness, cost-effectiveness, low power consumption, and durability and much more. With the introduction of Goldmedal Groove LED light, we aim to make eco-friendly lighting options accessible to our consumers.”*

Goldmedal Electricals, one of India’s leading Fast Moving Electrical Goods (FMEG) Company is known for its wide range of innovative and highly efficient LED lights and fixtures. The company also offers variety of modular switches and accessories, home automation systems, luminaries and LED lights, wires and cables, doorbells, fans, PVC pipes, DBs, MCBs and others.

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 and more for residential buildings as well as commercial establishments.

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