

## Goldmedal Electricals launches Hero Prime Decorative Fan for the festive season

*The decorative ceiling fan is available in two exciting colours Imperial Gold and Metallic Lustre Brown*

**Mumbai, 19 October 2021:** Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) Company unveils the latest ceiling fan 'Hero Prime' under their decorative ceiling fans category for the festive season. As the company is in line with the government's mission of making India truly Atmanirbhar, Goldmedal Electricals have manufactured the Hero Prime ceiling fan in India. This latest addition is a stylish yet practical option for modern Indian homes and offices.

The Hero Prime is a high-speed fan that is incredibly quiet despite having an extremely powerful motor. The motor is laced with an extra high-grade copper which ensures a lifetime of trouble-free and efficient performance. This new age fan offers a clean, sophisticated design with the attachment of stylish metallic trims. The wider aluminium blades ensure a better air thrust and uniform circulation than any regular fan. The Hero Prime is coated with superior, anti-corrosive metallic paint that protects and maintains its high gloss finish for years.

**Commenting on the new addition, Bishan Jain, Director, Goldmedal Electricals,** said *"Earlier this year we forayed into the fans segment and since then we have consistently added new and innovative variants of fans. The Hero Prime is one such invention where we aim to offer our customers a high-speed fan with anti-corrosion properties that comes with an aesthetic look, perfect to ramp up the festive decor in your house. Hero Prime is not only an amazingly efficient and elegant-looking fan but also designed to resolve the inconvenience caused by fans that are prone to weathering. The response for our fans segment has been phenomenal and we are confident that the new Hero Prime will also garner the same amount of support."*

Available in a single 72-watt variant, Hero Prime is an effective fan with a sweep of 1200 mm and offers exceptional air delivery of 230 CMM at a speed of 380 RPM. An amazingly efficient, high-speed, and durable fan, the Hero Prime decorative ceiling fan is available in two exciting colours Imperial Gold and Metallic Lustre Brown. Goldmedal's Hero Prime can be purchased at retail stores for a price of Rs. 3600/-.

Goldmedal is steadily growing its base by launching consumer-centric range of fans and leveraging its reliable brand image to expand its footprint across India. Goldmedal fans come in multiple categories, including Ceiling fans, Table fans, Wall fans, Personal, Pedestal, Portable, Axial as well as Ventilation fans. Goldmedal fans are available in South India across Andhra Pradesh, Telangana, Kerala, Tamil Nadu, and Karnataka, East India states including West Bengal, Jharkhand, Bihar, Uttar Pradesh, as well as Delhi NCR, Jammu and Kashmir, Punjab, Rajasthan, Himachal Pradesh and Assam.

### **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.