

# Goldmedal Electricals launches a new mascot Coverage: **Realty Plus Magazine**

Date : May 16<sup>th</sup>, 2019

<http://bit.ly/3kG4Wt1>

The screenshot shows a web page from Realty Plus Magazine. At the top, there is a navigation bar with links for 'About Us', 'Comments', 'Subscribe', 'Advertise', 'Editorial', and 'Contact us'. A search bar is located on the right. Below the navigation bar, there is a banner for 'BROKING NEWS' with the headline 'Ramadan property sales in Dubai steady last 4 years'. The main header features the 'Realty+' logo and a navigation menu with categories: Home, Developers Speak, Features, Design, Interviews, Products, Projects, Brokers, and Events. A secondary banner for 'navita' is visible, advertising 'বাজার কাছেই এয়ারপোর্ট' (Near the market is the airport) for 'Kolkata Airport & Inc.' with a phone number '033 3056 6466'. The article title is 'Goldmedal Electricals launches a new mascot'. The main image shows a blue and red wireframe superhero figure. The article text describes Goldmedal Electricals as a leading home-grown fast-moving electrical goods (FMEG) company that has innovative products and solutions across categories such as wires & cables, switches, home automation and entertainment & LED lighting. It mentions that the company has seen robust growth in FY18-19, growing at a CAGR of more than 40% YoY and is currently worth INR 1,400 crore. The article also states that Goldmedal is a made-in-India company that manufactures nearly every electrical product that is part of a modern home or office, at its three manufacturing units in the country. The mascot is named 'The Wireman' and symbolizes strength, reliability, and safety. The article is dated 16/05/2019 and is by admin in ALLIED. On the right side of the page, there are three promotional boxes: 'Realty Plus Newsletter' with a 'SUBSCRIBE' button, 'Realty Plus E-Edition' showing a magazine cover with 'BUY OR RENT?' and 'Realty+' logo, and 'Realty Plus Conclave' with a black image placeholder. At the bottom of the page, there are social media icons for Facebook, Instagram, YouTube, and Twitter.