



Goldmedal Electricals rolls out the #LehraDoTiranga campaign on the occasion of the 75th Independence Day

- *The company is distributing the national flag to dealers, and retailers*
- *Goldmedal Electricals created an ad film to highlight the sense of pride that all Indians have for their national flag*

Mumbai, 18th August 2022: Goldmedal Electricals, the leading home-grown fast-moving electrical goods (FMEG) company, announced the launch of the #LehraDoTiranga campaign. The campaign has been unveiled to celebrate 75th Independence Day, which seeks to inculcate feelings of pride and devotion in the country's citizens.

In a unique initiative to celebrate the occasion and promote the central government's 'Har Ghar Tiranga' initiative, Goldmedal distributed the national flag to around 10,000 dealers and retailers nationwide. As part of the campaign, Goldmedal requested these dealers and retailers to share it on social media using the campaign's hashtag, #LehraDoTiranga.

In addition, the company has also launched an ad film highlighting the pride that all Indians feel towards the national flag. The ad film has been released across social media so that the message reaches people all across the country. The ad film was released in almost 4,000 screens in theaters across India during August 14 and 15.

At the end of the campaign, Goldmedal identified 10 winners based on the social media entries and rewarded them with exclusive gifts.

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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