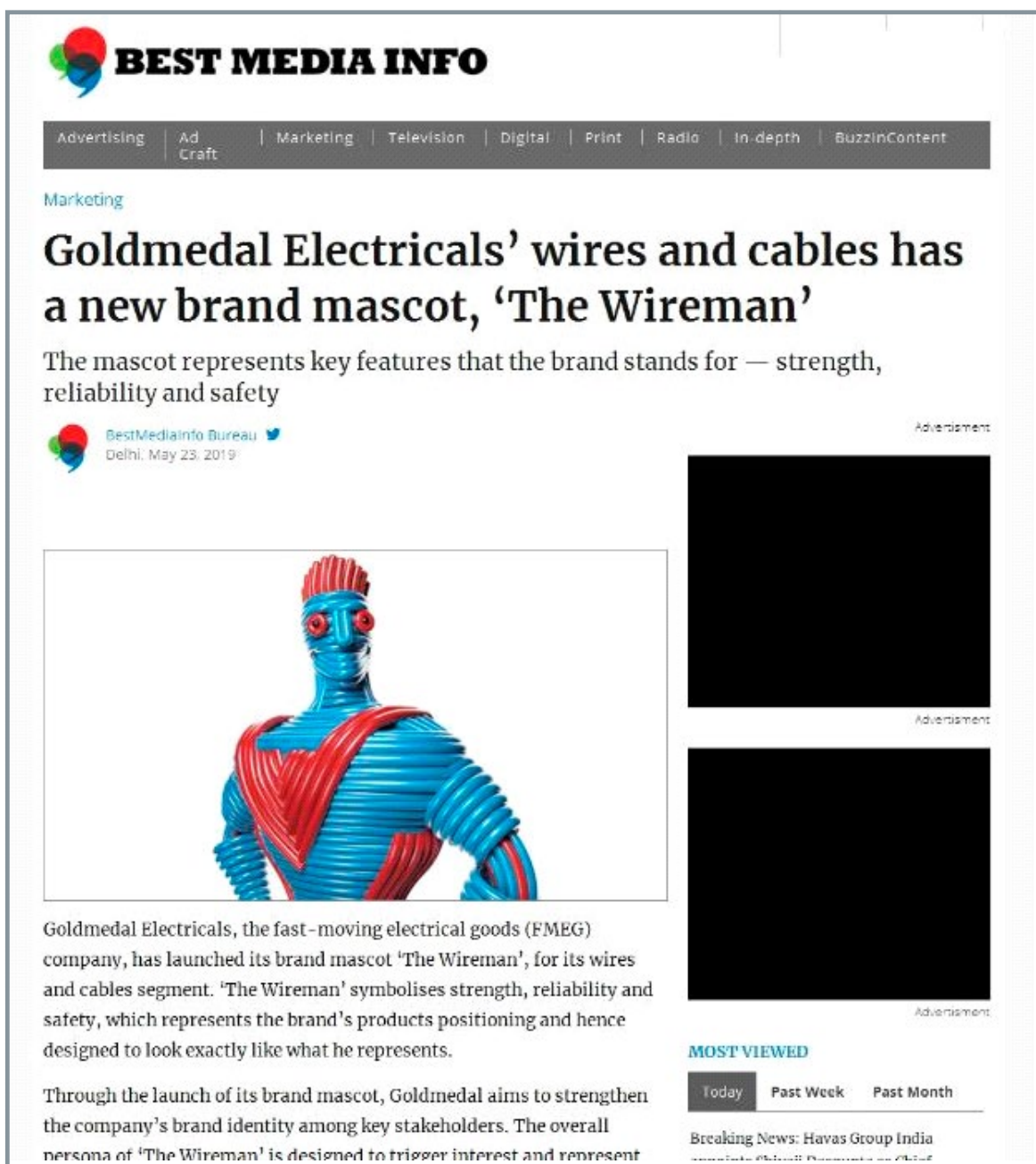


# Goldmedal Electricals' wires and cables has a new brand mascot, 'The Wireman'

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## Goldmedal Electricals' wires and cables has a new brand mascot, 'The Wireman'

The mascot represents key features that the brand stands for — strength, reliability and safety

BestMediaInfo Bureau  
Delhi, May 23, 2019



Goldmedal Electricals, the fast-moving electrical goods (FMEG) company, has launched its brand mascot 'The Wireman', for its wires and cables segment. 'The Wireman' symbolises strength, reliability and safety, which represents the brand's products positioning and hence designed to look exactly like what he represents.

Through the launch of its brand mascot, Goldmedal aims to strengthen the company's brand identity among key stakeholders. The overall persona of 'The Wireman' is designed to trigger interest and represent

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