

Goldmedal launches new TV ads with Mohanlal and Honey Rose

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Goldmedal Electricals launches a new TVC featuring Mohanlal

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Goldmedal Electricals, one of India's leading electrical manufacturing companies, has released an ad campaign with brand ambassador Mohanlal. The campaign features superstar Mohanlal in a series of TV commercials endorsing Goldmedal's various products across different segments. The campaign also features actress Honey Rose, with each ad set up in a contemporary setting where both actors Mohanlal and Honey Rose depict certain situations in their daily lives and how Goldmedal products play an integral part in making their life smooth, comfortable and stress-free.

Conceptualized by TVC Factory, the ad campaign is ingenious and quirky, highlighting the importance of Goldmedal products in everyday life. The ad campaign with Mohanlal as its brand ambassador communicates about the ease of use, the wide range of products that Goldmedal offers, and the unique features of these products. The ad campaign has been directed by Vivek and Sijoy Varghese and it is now playing on all the leading Malayalam television and digital channels. Goldmedal Electricals has also amplified the campaign through state wide outdoor and print media presence.

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