

## Goldmedal launches new TV ads with Mohanlal and Honey Rose

Coverage: **ETBrandEquity**

Date : July 2021

<https://bit.ly/3rTFUKy>

### Mohanlal and Honey Rose power Goldmedal's latest ad

*Both of them endorse various products across different segments for the brand...*

ETBrandEquity • July 28, 2021, 17:00 IST

 



Goldmedal Electricals has released an ad campaign which features Mohanlal and Honey Rose in a series of TV commercials endorsing various products across different segments. They depict certain situations in their daily lives and how Goldmedal products play an integral part in making their life smooth, comfortable and stress-free.

Conceptualised by TVC Factory, the ad is now playing on all the leading Malayalam television and digital channels. The brand has also amplified the campaign through statewide outdoor and print media presence.