

# Goldmedal Electricals partners with Paytm to launch Dhan Barse mobile app

## Coverage: Central Chronicle

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<http://bit.ly/33bfAQcI>

The screenshot shows a news article on the Central Chronicle website. The article is titled "Goldmedal Electricals partners with Paytm to launch Dhan Barse mobile app" and is dated July 30, 2019. The article text describes the partnership and the features of the app. The website header includes navigation tabs for various regions and categories, and a breaking news banner. A sidebar on the right lists latest news items, and a footer section promotes the Central Chronicle Lok Sabha Election 2019 page.

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**Paytm**

### Goldmedal Electricals partners with Paytm to launch Dhan Barse mobile app

Posted On: July 30, 2019 3:04 PM In Business

New Delhi: Goldmedal Electricals, a home-grown fast moving electrical goods (FMEG) company, has partnered with Paytm to create a mobile-app-enabled loyalty scheme for its key business partners and influencers. The app called 'Dhan Barse' has been custom developed by Paytm exclusively for Goldmedal and aims to bring together all of Goldmedal's business partners and influencers under one digital umbrella.

Dhan Barse is a feature-rich app with a simple and intuitive user interface. Having been inspired by the Prime Minister's Digital India initiative, it connects partners or users from remote parts of the country and allows them to get business updates in real-time. The app thus enables Goldmedal to associate with all stakeholders seamlessly, Mr Kishan Jain, Director, Goldmedal Electricals, said.

The mobile app along with the company's loyalty scheme is being launched in select states and will be available across the country very soon. Goldmedal Electricals offers innovative products & solutions across categories such as switches, home automation wires & cables, entertainment and LED lighting. The company has seen robust growth in FY'18-19, growing at a CAGR of more than 40 per cent YoY and is currently worth Rs 1,400 crore.

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