

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

## Coverage: **Online And Your**

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

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Goldmedal Electricals 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 / users from remote parts of the country and allows them to get business updates in real-time. The Dhan Barse app thus enables Goldmedal to associate with all stakeholders seamlessly. 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.

Commenting on the partnership with Paytm, Mr. Kishan Jain, Director, Goldmedal Electricals said, "Goldmedal has become a pan-India brand due to the sincere efforts of all our partners – from our dealers to retailers to counter boys and electricians. We were looking for a solution that would help all our partners connect with us directly along with a scheme that would reward them for their loyalty in a seamless and efficient manner. We recognize the strengths of Paytm in the software development and payments space and have hence partnered with them to make our digital connectivity program a reality. We are thrilled to announce the launch of Dhan Barse and look forward to providing several benefits to our business partners through this app".

Mr. Ajay Shekhar Sharma, Senior Vice President, Paytm said, "Paytm takes immense pride in partnering with Goldmedal for creating this unique loyalty scheme and mobile app for the latter's key business partners. Through Dhan Barse, Paytm has come up with a customized, state-of-the-art and highly effective communication tool for Goldmedal! Working on our respective core strengths, we truly believe that the synergy between Paytm and Goldmedal will be a force to reckon with. We wish that this partnership achieves bigger milestones in times to come!"

Mr. Bishan Jain, Director, Goldmedal Electricals, said, "In our digitally connected world, it is essential for a company like ours to be connected with all our partners via a digital platform. We are glad to partner with a reputed company like Paytm to develop this new-age mobile app. Through it, everyone associated with Goldmedal will receive the latest information about the company, our products, real-time updates about our services and plans, and receive benefits directly without any intermediary."

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