



### **Goldmedal to be “Powered By” partner for West Indies vs India CG United ODI cricket series**

**National, 27th July 2022:** Goldmedal Electricals, one of India’s leading electrical manufacturing companies, today announced that it has signed a sponsorship agreement for India’s upcoming CG United One Day International (ODI) series against the West Indies. Goldmedal will be associated as the “Powered By” sponsor for the three-match series to be titled the “CG United ODI Series, Powered by Goldmedal”. The series was played on July 22 and will be played in West Indies on 27 at Trinidad’s Queen’s Park Oval.

Through this sponsorship, the Goldmedal brand will have a prominent presence on the ground during all the ODI matches. As part of the partnership, the Goldmedal logo will be promoted on the pitch mat, perimeter boards, on the integrated logo of the series, and the presentation boards.

**Commenting on the sponsorship, Mr. Kishan Jain, Director, Goldmedal,** said *“For a cricket-loving country, this series promises to be hugely exciting and Goldmedal is thrilled to be associated with this ODI series. The Goldmedal brand is about providing amazing experiences – and the way India and West Indies play the game – there’s a lot of amazing moments in store for the audience. We are looking forward to an electrifying series between the two teams and we hope that this is just the beginning of our long association with cricket.”*

**Speaking on the association, CWI CEO Mr. Johnny Grave,** said *“We’re pleased to welcome Goldmedal as the “Powered by” partner for the CG United ODI Series as they increase their partnerships in cricket, and become one of several new sponsors for the West Indies vs India Series. The West Indies vs India Series is always exciting and highly anticipated around the world featuring two of the world’s most charismatic teams and two incredibly passionate sets of fans in cricket.”*

The Indian team is led by Rohit Sharma while Nicholas Pooran will captain the West Indies during the CG United ODI series. The match will begin at 09:30am Trinidad time/ 7:00 pm IST and will be telecast live on FanCode and DD Sports in India, and ESPN Caribbean in the West Indies. This will be Goldmedal’s second foray into sponsoring a cricket event this year. Goldmedal was also the official Power Partner of the recent India-Ireland T20 series held in June end.

### **About Goldmedal Electricals**

Goldmedal Electricals is a home grown electrical company which was established in the year 1979 with a vision to create electrical switches and accessories that make a positive difference to the lives of consumers. The company is known in the industry for manufacturing high quality wiring devices and introducing a host of innovations in the industry. The company has manufacturing units in Vasai outside Mumbai, Bhiwadi in Rajasthan, and Vijayawada in Andhra Pradesh. It is one of the few companies in the industry to have a completely in-house, state-of-the-art tool room and testing facility. Today, the company manufactures a vast range of electrical products including various types of Switches, Home automation systems, LEDs, Fans, Security Systems, Entertainment devices, Doorbells, Wires, Cables, DBs and more for residential buildings as well as commercial establishments.

### **About Cricket West Indies**

Cricket West Indies (CWI) takes great pride and responsibility in growing, guiding and organising cricket throughout the English-speaking Caribbean countries which form the West Indies, represented internationally by the West Indies men's, women's and age-group teams. The West Indies international team is unique in cricket and in international sport. It is the only team in cricket that represents a group of nations, drawing on the strength, skills and passion of each nation to unite through cricket and take on the world. CWI is the governing body for all professional and amateur cricket in the region, from the West Indies international teams and home series to regional tournaments such as the West Indies Championship (four-day), the one-day CG United Super50 Cup and the women's T20 Blaze.

For further information, please contact:

#### **Adfactors PR**

Brinda Mehta

Mob: +91 9820491758

Email: [brinda.mehta@adfactorspr.com](mailto:brinda.mehta@adfactorspr.com)

#### **Adfactors PR**

Anjana Kallat

Mob: +91 8879185143

#### **Cricket West Indies**

Philip Spooner

Manager, Media & PR

Mob: +1268-7254035

Email: [pspooner@cricketwestindies.org](mailto:pspooner@cricketwestindies.org)