



Goldmedal Electricals becomes title sponsor of T20I series between West Indies and India

National, 28th July, 2022– Goldmedal Electricals, one of India’s leading electrical manufacturing companies, today announced that it will be the title sponsor of the upcoming five-match T20 International (T20I) series between India and West Indies. The series will be branded as the Goldmedal T20 Cup, with the first match scheduled for 29 July 2022.

Trinidad and St. Kitts will host the first three T20I matches of the series while the last two will be played in Florida, USA. The Indian team will be led by Rohit Sharma and will also see the return to action of Rishabh Pant and Hardik Pandya.

As the title sponsor, the Goldmedal Electricals brand will have a prominent presence – its logo will be part of the integrated logo unit (ILU) of the series; it will also be seen on the pitch mat, the perimeter boards, the presentation boards and on the winning trophy.

Speaking about the association, **Mr. Kishan Jain, Director, Goldmedal Electricals**, said: *“T20 cricket is achieving new heights with every passing year and Goldmedal is glad to be associated with a series where we are going to see the best version of the game. India and West Indies are champion sides who believe in giving their best – something that resonates with brand Goldmedal. We believe in creating amazing experiences through our products and this T20 series will do the same for cricket lovers across the globe. We look forward to a long and fruitful association with Indian cricket.”*

Johnny Grave, CEO of Cricket West Indies, said: *“Goldmedal’s new title sponsorship of the Goldmedal T20 Series is very welcome, especially as a new partner for cricket. The West Indies vs India Series is going to see two of the most exciting teams in the world go head-to-head in the Caribbean and Florida, watched by a global audience.”*

This will be Goldmedal’s first title sponsorship of a major cricket series. Goldmedal was also the official ‘Powered By sponsor’ of the current CG United Series ODI series between the two teams, which India won 3-0. They were also the official ‘Power Partner’ of the India-Ireland T20 series held in June end.

The matches will begin at 10:30 am local time/9:30 am Jamaica/8 pm IST and will be telecast live on Fancode and DD Sports in India.

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 Insurance Super50 Cup and the women's T20 Blaze.

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