

## Goldmedal Electricals launches smart i-Sense Senso Switch

*i-Sense Senso Switch is an exciting new addition to Goldmedal's home automation category*

**Mumbai, 23<sup>rd</sup> January, 2020:** Goldmedal Electricals, a leading home-grown fast moving electrical goods (FMCG) company, has introduced Goldmedal i- Sense Senso Switch. The smart switch is an exciting new addition to Goldmedal's home automation category that offers a novel way to control light sources, fans and other appliances smartly. Goldmedal Electricals as a brand is instrumental in launching a range of home automation switches that can be controlled manually as well as through a remote control, mobile app and voice commands, viz. Amazon Alexa and Google Assistant.



Goldmedal Electricals' i- Sense Senso Switch can be operated with just a simple wave or hand gesture from a distance of up to 50 mm, unlike the regular switches that require physical touch for operations. It can be used as a 2-way or 3-way switch by wiring with up to five i-Sense Senso switches to control the same appliance. It also offers other cutting-edge features like the smart assembly and snap-in system that ensures easy installation and a soft-glow indicator that makes it easy to find it in the dark.

Commenting on the launch of this product, Mr. Kishan Jain, Director, Goldmedal Electricals, said "*In today's fast paced life, consumers are looking for products that usher convenience and comfort in their daily lives. We at Goldmedal understand the need of our ever evolving consumer base and introduce products that will help them lead a hassle-free life. Goldmedal's i- Sense Senso Switch is a must-have hands free device for every smart home. With just a wave, users can control their devices even when their hands are messy and wet or the room is dark. The innovation of this product will definitely improve every user's life, especially seniors living alone.*"

Goldmedal's i- Sense Senso Switch is the latest product in the Goldmedal's automation range. Like their other home automation products, this product too can be installed directly in an existing electrical box and doesn't need any additional wiring. Goldmedal's i- Sense Senso Switch is available at all major retail outlets at a starting price of Rs. 3999/-.

### About Goldmedal Electricals



Goldmedal Electricals is a home grown electricals 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. In 1981, Goldmedal entered the Wires and Cables business. In 1995, the company set up a state of the art manufacturing unit in Goregaon, Mumbai for the manufacturing of wires & cables and modular switches. Alongside Wires and Cables, the company today manufactures a vast range of electrical products including various types of Switches, Home automation systems, Security Systems, Entertainment devices, Door bells, Wires, Cables and more for residential buildings as well as commercial establishments.

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