



Goldmedal Electricals to be Associate Gold Sponsor of Asia Cup 2022

Mumbai, August 30th, 2022– Goldmedal Electricals, one of India's leading electrical manufacturing companies, has announced that it will be the Associate Gold sponsor of the T20 Asia Cup 2022 tournament. To be played in Dubai and Sharjah, the tournament started with Afghanistan surprising Sri Lanka and later India winning a thrilling five-wicket win over arch-rivals Pakistan on August 28th. In a treat of a match between India and Pakistan, Hardik Pandya bowled and batted India to a spectacular victory.

The next match for India is scheduled for August 31st, with India playing against Hong-Kong. The tournament has six teams competing for the cup: India, Sri Lanka, Pakistan, Afghanistan, Bangladesh, and Hong Kong. Rohit Sharma will lead the Indian team, with KL Rahul returning to the team as his deputy.

The Goldmedal Electricals brand will enjoy a prominent presence on the ground as part of this association. Along with a presence on the pitch map, the brand will also be visible on the perimeter boards, the sight screen, and various presentation backdrops.

Speaking on the association with this marquee tournament, **Mr. Kishan Jain, Director, Goldmedal Electricals**, said: *"Team India is on a roll, and everyone is looking forward to some amazing contests. As the Gold sponsor, we are excited by this tournament's possibilities, as every match will be keenly watched worldwide. As a pan-Indian brand, we believe that T20 cricket has a unique unifying force which will help us connect our brand with the cricket-loving people of the country."*

Mr. Kishan Jain cited that Goldmedal is keen to have a long-term association with Indian cricket. The Gold association will mark Goldmedal's first sponsorship of a major international cricket tournament. Earlier, Goldmedal was the title sponsor of the T20 series between India and the West Indies in July 2022. Goldmedal was also the official 'Powered By sponsor' of the ODI series between the two teams and the official 'Power Partner' of the India-Ireland T20 series held in June.

The Asia Cup 2022 matches will be telecast live on Star Sports and Disney + Hotstar, with the India-specific, matches also being telecast on DD1 and DD Sports.

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.

For further information, please contact:

Adfactors PR

Brinda Mehta

Mob: +91 9820491758

Email: brinda.mehta@adfactorspr.com

Adfactors PR

Anjana Kallat

Mob: +91 8879185143

Email: anjana.kallat@adfactorspr.com