LUMINOUS

Luminous Power Technologies

Purpose-led. Innovation-driven. Powering India’s clean energy future through marketing that creates impact.

ETBrandEquity Brand Disruption Awards 2026
Most Disruptive Marketing Team

The Belief That Drives the Marketing Team

At Luminous, marketing is guided by a larger belief that brands have a responsibility beyond self-promotion.

- Marketing must contribute meaningfully to India’s clean **energy transition**
- Communication should inspire **inclusion, sustainability** and self-reliance
- Brand platforms should be used to influence behaviour, not just awareness
- Every campaign should align with **nation-building priorities** such as clean energy adoption, women empowerment and Aatmanirbhar Bharat

This belief shaped the team’s approach to purpose-led storytelling, innovation and long-term platform building.









What Makes the Team Disruptive

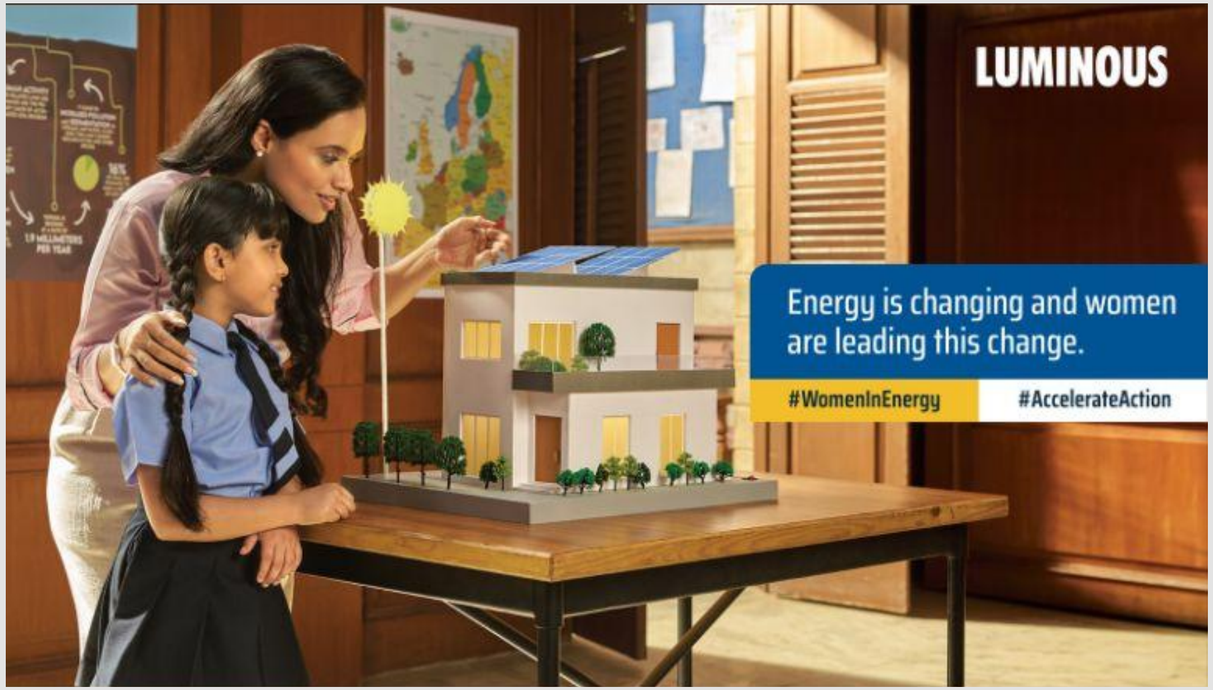
The marketing team moved away from isolated campaign thinking to a platform-led, integrated approach.

- Purpose before promotion
- Innovation beyond advertising formats
- Sustainability as action, not symbolism
- Internal capability-building for long-term impact

This philosophy enabled marketing to operate as a strategic growth and reputation partner, not a support function.



Purpose-Led Platform: #WomenInEnergy



[#WomenInEnergy | Luminous | International Women's Day 2025]

Championing inclusion in India's energy transition

- Built as a long-term platform, not a moment-based campaign
- Focused on spotlighting women across engineering, manufacturing, solar and leadership roles
- Integrated internal culture-building with external storytelling
- Leveraged brand films, leadership narratives and digital advocacy
- Strengthened conversations around gender inclusion in STEM and clean energy

#WomenInEnergy evolved into a sustained movement reinforcing Luminous' commitment to an inclusive energy ecosystem.

The team garnered **107 million** digital impressions through #WomenInEnergy storytelling.

Purpose at Scale: Pink Promise Initiative

Turning India’s biggest sport into a platform for social impact

- Launched Pink Promise as a commitment, not a campaign
- Leveraged the IPL platform to make solar energy a national conversation
- Linked visibility with measurable action on ground
- Promoted women-led transformation through clean energy access

Through **Pink Promise**, Luminous made a promise to make energy accessible in the remotest parts of India, enabling solar electrification of rural homes and empowering communities through sustainable energy solutions. Luminous enabled **solar electrification of 260 rural homes**, converting IPL visibility into measurable community impact.







Clean Energy Advocacy: Rajasthan Royals 360° Campaign

Driving solar adoption through mainstream culture

- Partnered with Rajasthan Royals to take clean energy into popular culture
- Positioned Luminous as “India’s Solar Expert”
- Integrated ATL, digital, OTT, influencers, retail and e-commerce
- Operated real-time command centres during the T20 season
- Focused on education, awareness and myth-breaking around solar adoption

The campaign transformed cricket into a powerful platform for sustainability storytelling. The marketing campaign launch has been widely covered by 82 print publications across 7 cities, with 140+ online links and a cumulative reach of **1,187.6M**







Innovation Within: Pixel & Pen Creative & Design Studio

Building internal self-reliance and creative agility

- Launched Pixel & Pen, Luminous' in-house Creative & Design Studio
- Created to centralise storytelling, design and content creation
- Enabled faster turnaround and real-time marketing execution
- Reduced dependency on external ecosystems
- Strengthened consistency across brand, digital and commerce platforms

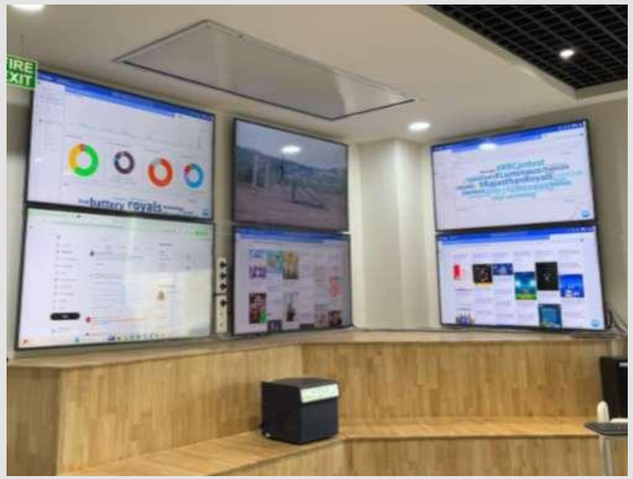
Pixel & Pen reflects the team's commitment to innovation, speed and Aatmanirbhar creative capability.

PIXEL & PEN
Creative & Design Studio
By LUMINOUS

How the Team Operates Differently

- Cross-functional collaboration across marketing, business, HR, CSR and leadership
- Integrated planning across purpose, performance and reputation
- Real-time command-centre model powered **52 JioHotstar spots across 13 matches (520 seconds of free commercial time)**, ensuring consistent presence through the season.
- Data-led insights guiding content and platform strategy
- Unified ownership across teams and partners

This operating model allowed ideas to scale faster and impact to deepen.



IPL Command Centre



Impact Created

- Elevated clean energy and inclusion into mainstream public discourse
- Strengthened Luminous’ positioning as a purpose-driven energy brand
- Built long-term platforms with sustained relevance
- Expanded brand trust and credibility across stakeholders
- Enabled internal alignment through meaningful marketing

Marketing emerged as a catalyst for both brand growth and societal contribution.

