

Luminous weaves an impactful story for #WomenInEnergy Campaign on International Women's Day

New Delhi, March 05, 2025: As part of its ongoing commitment to empowering women in the energy sector, Luminous Power Technologies releases the third film in its award-winning **#WomenInEnergy campaign on International Women's Day**. Launched in 2023, the campaign has been recognized across the industry for highlighting women breaking barriers in traditionally male-dominated fields such as line-engineering and solar technology. This year's film, focusing on a young girl who defies stereotypes with her solar energy model, is a heart-warming celebration of women's leadership in technical fields.

The film showcases a young girl, Ritika, presenting her solar energy transition model at a school science exhibition. Despite skepticism from the judges and teachers, who assume her father helped with the project, Ritika confidently reveals that it was her mother, a chief engineer at Luminous Solar, who guided her. The film beautifully captures the growing influence of women in STEM (Science, Technology, Engineering, and Mathematics) and challenges the ingrained notion that men dominate technical expertise. Through this story, Luminous continues to spotlight women leading the charge in energy transformation.

In tandem with the film's release, Luminous will celebrate Inclusion Month in March 2025, in alignment with the UN's International Women's Day theme. This theme highlights the urgency of driving swift, decisive action to achieve gender parity by addressing systemic barriers. In light with these initiatives, Luminous is committed to diversity, equity, and inclusion (DEI) by fostering allyship throughout the organization. Activities include Inclusion Walks across locations, workshops on inclusive allyship, and sessions on collaborating with a multi-generational workforce.

Speaking about the campaign, Ms. Neelima Burra, Chief Strategy Transformation & Marketing Officer at Luminous Power Technologies, shared her insights *"The #WomenInEnergy campaign has been a journey of showcasing the remarkable contributions of women in energy, a sector that has long been perceived as male-dominated. Through this film, we want to celebrate the women who continue to defy expectations, lead innovations, and inspire future generations to pursue careers in energy and STEM. This campaign is just one part of our broader commitment to diversity, equity, and inclusion. With our month-long celebration of Inclusion Month, Luminous is driving real, measurable change across our organization, empowering women, fostering allyship, and ensuring that inclusion becomes a way of life."*

Shikha Gupta, Chief Human Resources Officer, Luminous Power Technologies stated *"At Luminous, we recognize that while diversity is an inherent fact, inclusion is an active choice we make every day. Our culture thrives on this belief, and we work continuously to foster an environment where every individual feels valued and empowered. Inclusion is not just about policies, but about people, it's about creating a workplace where every voice is heard, respected, and amplified. Allyship plays a central role in our DEI journey. Through initiatives like #WomenInEnergy, STEM scholarships and skilling programmes for rural youth, encouraging everyone to take ownership of inclusion and integrate it into their daily*

actions.

During Inclusion Month, we go beyond discussions and workshops to drive actionable change, setting the stage for sustained progress throughout the year. This initiative features candid dialogues, leadership discussions, employee workshops, and events across multiple locations each designed to drive impact and solidify inclusion as a way of life. This commitment is what helps us move beyond targets and statistics, making inclusion an integral part of who we are."

"People often talk about empowering women, but true empowerment means facing hidden biases that hold them back. This film explores this reality, highlighting how even well-meaning individuals can support stereotypes subconsciously. Our humble effort, through this film, is to create a world where every girl overcomes these biases and shines brightly.", said **Anusha Shetty, Chairperson & Group CEO of Grey India.**

Campaign Video

YT: <https://youtu.be/od0Tu66dlfA>

FB: <https://www.facebook.com/share/v/1A8VmGbX4b/>

IG: https://www.instagram.com/p/DGzt81otZ_x/

LinkedIn: https://www.linkedin.com/posts/luminous-power-technologies-p-ltd_womeninenergy-internationalwomensday-solarexperts-activity-7302946159541579776-dchq/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAC9FExYBRSGJcGZIEuEJMbcffso0xDeamFg

X (Twitter): <https://x.com/myluminous/status/1897177046104858659>

Credits:

Brand: Luminous Power Technologies Private Limited

Agency: Grey Group India / Autumn Grey India

About Luminous Power Technologies

Luminous Power Technologies is a powerful and trustworthy brand with a wide range of innovative products in the power backup and residential solar space that covers inverters Batteries and solar solutions. Luminous has been in business for 37 years now. Recently CRISIL has upgraded its credit rating to AAA+. With 8 manufacturing units, more than 28 sales offices in India, and a presence in over 40 countries, our 6000 employees serve more than 100,000 channel partners and millions of customers. Our motto has always been Customer Delight through Innovation and Passion with a focus on Execution & Teamwork.