

Porsche lights up dreams in India on Diwali

20/01/2025 Porsche has teamed up with the community empowerment initiative Liter of Light to create a striking light installation that is now providing a reliable light source to rural Indian homes, as part of Diwali celebrations.

Porsche has partnered with the not-for-profit organisation Liter of Light to brighten – quite literally – homes in some of India's rural villages this Diwali.

Some 1,963 hand-crafted solar-powered lamps have been made by previously unemployed women in Mumbai and before they were donated to residents, the lamps were laid out in a spectacular light installation at Mumbai's famous Gateway of India. Following the event, the lamps were carefully packed and taken to villages in the Maharashtra and Gujarat regions, where they were donated with assistance from community organisations including the Rotary Club of Bombay Juhu Beach. They will be used in homes where residents live without reliable electricity and instead are often forced to use hazardous lighting methods such as burning coal or kerosine.

“We are thrilled that we could produce such a spectacular display, and at the same time contribute to an improvement in the lives of those involved in this project – from the women cooperatives we’ve employed with green skills to the families who will ultimately benefit from these solar lamps,” says Illac Diaz, founder and Executive Director of Liter of Light.

The ‘festival of light’

Diwali is the annual festival of light and one of the most significant celebrations on the Indian calendar. It symbolises the victory of light over darkness and knowledge over ignorance. This made it a fitting occasion to celebrate the project at the famous Mumbai tourist site.

The number of lights donated – 1,963 – is a nod to the birth year of the Porsche 911 and led to a new Guinness World Record being set for the largest display of solar-powered lamps.

Each one was hand-crafted and painted in a colour similar to the new Provence shade of the all-new electric Porsche Macan. The lamps were then laid out in the shape of the Porsche crest in the shadow of the famous Gateway of India, with members of the public gathering at the 26-metre-tall structure to observe the spectacle and even assist volunteers with laying out the lamps as the sun began to set.

“Porsche India is honoured to partner with Liter of Light to create a truly meaningful impact this Diwali, celebrating the Festival of Lights by bringing solar-powered light to communities in need,” says Manolito Vujicic, Brand Director for Porsche India.

‘Lighting up dreams’

Liter of Light aims to provide employment opportunities, to women in particular, by involving them in the manufacturing of its lights, which in this case were ceramic and powered by a simple solar set-up.

Manfred Braeunl, CEO of Porsche Middle East and Africa FZE, thanked the organization, and his colleagues at Porsche India, for what he described as an “amazing project”: “The spectacular display at the Gateway of India has created amazing images that will be seen around the world. But the real lasting impact of this effort is that we have improved lives of people in a meaningful way.”

About Liter of Light

A global ambassador for UNESCO’s International Day of Light, Liter of Light teaches skills and creates jobs for communities. It offers a unique model for community empowerment through its ’net zero initiatives’ for climate action, where it integrates technical knowledge with hyper local production and green skills. Liter of Light works with families, local co-operatives, volunteers, and partners to build simple solar reading lights, mobile charging systems and street lights using readily available materials.

Liter of Light's programmes amplify voices from the most climate vulnerable communities. Through its interactive campaigns that invite everyone to do their part, the social enterprise creates space for new voices to be heard. Liter of Light has illuminated one million lives a year across more than 30 countries since 2013, working with more than 650 women's cooperatives and thousands of volunteers.

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Chris Jordan

Head of Public Relations Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae

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