

Porsche partners with Liter of Light to light up dreams in India on Diwali

09/01/2025 Porsche has teamed with Liter of Light to donate solar lamps to residents in rural villages of India as part of Diwali celebrations. This initiative helped to illuminate the homes of those without reliable electricity.

India |Porsche has partnered with non-for-profit organisation Liter of Light to 'lighten up' the homes of residents in rural villages of India this Diwali.

The local manufacture of 1963 hand-crafted lamps were made by previously unemployed women in Mumbai. Before their donation, the lamps were laid out in a spectacular light installation at the famous Gateway of India in Mumbai.

Once the installation was complete, the lamps were carefully packed and taken to the villages in the Maharashtra and Gujarat regions of India, where they were donated with assistance from community organisations including Rotary Club of Bombay Juhu Beach.

Those receiving the lamps live without reliable electricity and are often dependent on hazardous lighting methods such as burning coal or kerosine. The solar-powered lamps will now bring light to their homes.

“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,” said Illac Diaz, founder and Executive Director of Liter of Light.

The ‘festival of light’

Diwali is the annual festival of light and one of India’s most significant annual celebrations. 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 installation set a new Guinness World Record for the largest display of solar powered lamps. The 1963 lamps a nod to the birth year of the Porsche 911.

Each lamp was hand-crafted by previously unemployed women in Mumbai, including hand painting each in a colour similar to the new Provence look 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. Members of the public gathered at the 26-metre tall structure to observe the spectacle and even assist laying out the lamps as the sun began to set.

The lights were laid out by volunteers as well as visitors to the monument, with assistance from school students and members of Rotary Club of Bombay Juhu Beach.

“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,” said Manolito Vujicic, Brand Director for Porsche India.

‘Lighting up dreams’

Liter of Light aims to provide employment opportunities, in particular to women, by involving them in the manufacturing of its lights, thereby offering them a source of income. For this project, ceramic lights powered by a simple-yet-effective solar-set-up.

“We thank Liter of Light and our colleagues at Porsche India for bringing together this amazing project,” said Manfred Braeunl, CEO of Porsche Middle East and Africa FZE.

“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 programs 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 over 650 women's cooperatives and thousands of volunteers.

In The Media

Click here for coverage from:
Financial Express
Media News 4U
The Cornea Impression
MediaBrief
NamasteCar
CSR Journal
Business News This Week
The CSR Universe
Guinness World Records

MEDIA ENQUIRIES



Chris Jordan

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



Mahvesh Sayed

PR Specialist Porsche Middle East & Africa
+971 4 356 9911
PR@porsche-me.ae

Link Collection

Link to this article
https://newsroom.porsche.com/en_AE/2025/sustainability/porsche-partners-with-liter-of-light-38314.html

Media Package
https://pmdb.porsche.de/newsroomzips/e40febf9-c6ac-46bf-a838-11149d9855c9.zip