



LUMINOUS

#WOMENINENER GCCAMPAIGN

2023- 2025

**CASE
STUDY**

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≡ BACKGROUND

Luminous Power Technologies' #WomenInEnergy campaign, launched in 2023, focuses on empowering women in the energy sector, a traditionally male-dominated field. Over the past three years, the campaign has spotlighted women breaking barriers in roles like solar technicians and line engineers, driving conversations around gender diversity and inclusion. With 30% of senior leadership roles held by women, the campaign emphasizes the growing influence of women in STEM and leadership, aiming to challenge stereotypes and promote gender parity.

The campaign has garnered significant engagement with over 107 million impressions and 63.6 million reach.

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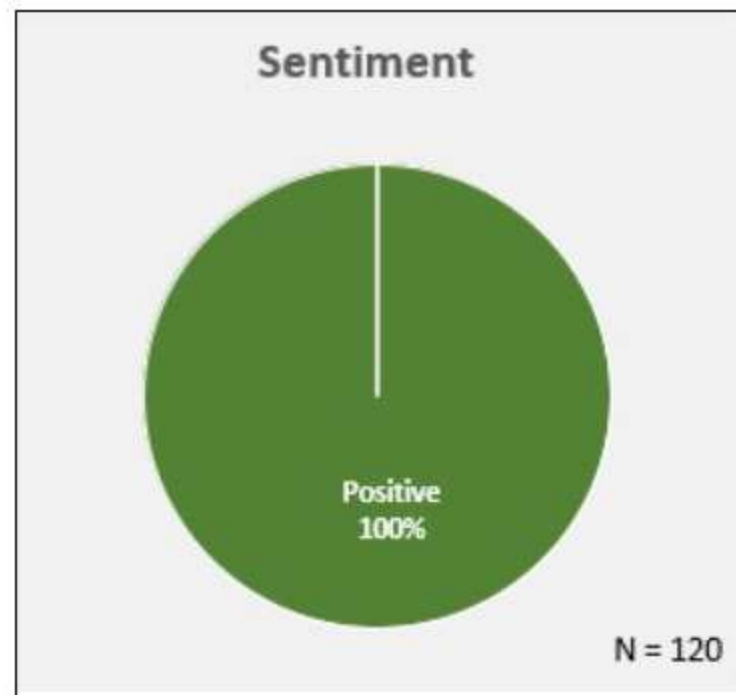


107 Million
Digital Impressions

63.6 Million
Reach

28.8 Million
Video Views (Meta+YT)

- The conversations were overwhelmingly positive, with many appreciating the film's message of women empowerment.
- Feedback included comments like "Amazing," "Inspiring," "Love this," and "Breaking the stereotype."
- Viewers recognized and praised the brand's dedication to promoting women's rights and gender equality.
- The film successfully resonated with audiences, reflecting Luminous' commitment to driving social change.



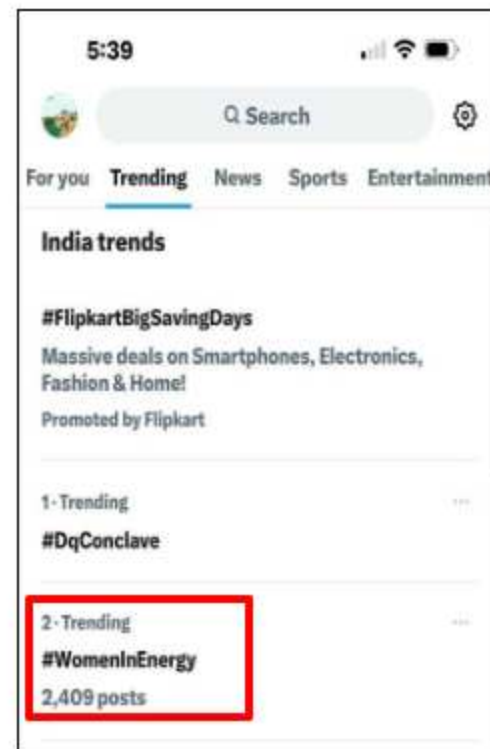
MEDIA MENTIONS:

- Prominent A&M platforms like ET Brand Equity, Adgully, E4m, Lbb, BW Marketing World covered the campaign based on press releases, images, and quotes garnering **55.6 million reach overall**
- Luminous company messaging around the campaign garnered 100% mentions ensuring widespread coverage across various media channels



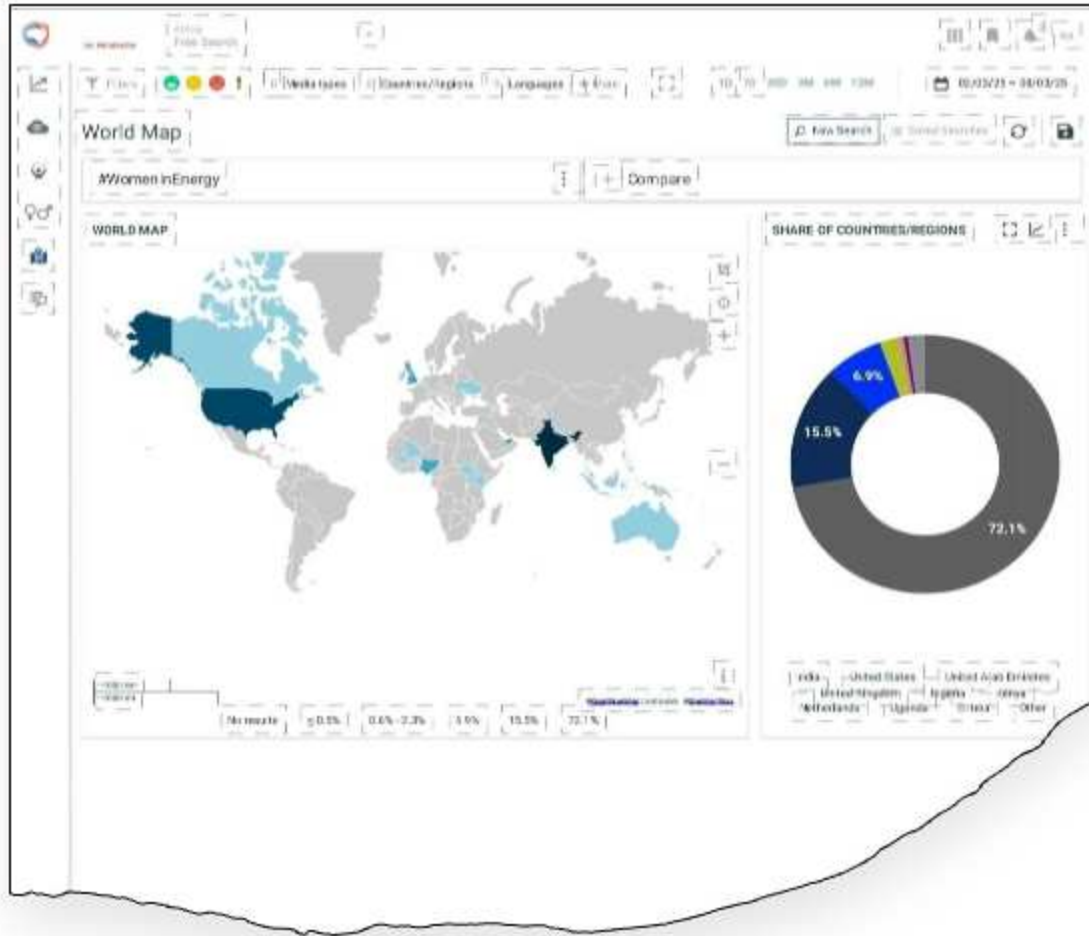
SOCIAL MEDIA IMPACT:

- The social media engagement generated 77 million impressions and 6.5 million video views (Meta+YT)



Twitter Trends and Screenshots

≡ GEOGRAPHIC REACH &



72.1% Engagement from India

15.5% Engagement from United States

6.9% Engagement from United Kingdom

Additional engagement from UAE, Nigeria & Kenya

- **The objective of Luminous Power Technologies' #WomenInEnergy** campaign, spanning three years, is to empower and spotlight women in traditionally male-dominated fields like energy and STEM. Through storytelling and initiatives, the campaign challenges gender stereotypes, celebrates women's leadership in technical roles, and drives real change by fostering diversity, equity, and inclusion in the industry. It aims to inspire future generations, promote allyship, and break down systemic barriers, ensuring women have equal opportunities and visibility in the energy sector.





#WOMENINENERGY – 2023

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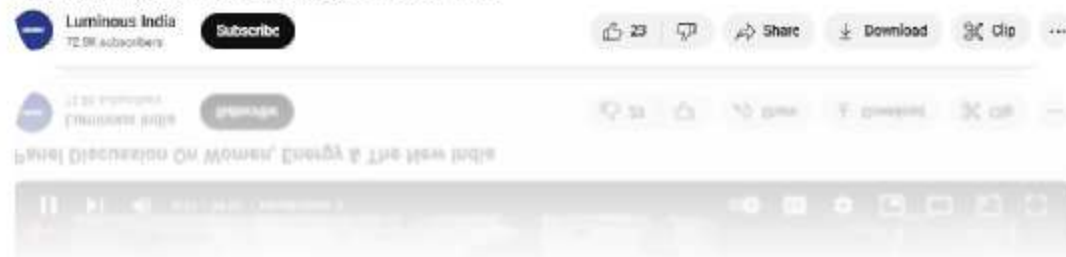
Quarter

Video panel interview with influential voices
to kickstart the conversation and drive the
campaign's significance

<https://www.youtube.com/watch?v=l7ynJg5OcRM&t=3s&pp=ygUscHJlZXRplGJhamFqlG Vjb25vbWljHRpbWVzIHdvdWVulGlulGVuZXJneSA%3D>



Panel Discussion On Women, Energy & The New India



≡ STORY NARRATIVE- 2023

FILM

- The film begins with a little girl confusing the gender jargons of male/female in Hindi, and the elders of the family keep correcting her throughout the film. In the situation of a power cut, when she uses the gender for the linewoman correctly, her parents correct her displaying their perceived bias. The film ends with entire family being happy on discovering that it was indeed a linewoman who came to resolve the power cut issue.

<https://www.youtube.com/watch?v=H1XBGxou9aY>



#WOMENINENERGY – 2024 KEY ACTIVITIES

- Ms. Preeti Bajaj, MD & CEO, Luminous Power Technologies (Opinion article) – Nurturing a more inclusive future for energy innovation
- Interview of Ms. Preeti Bajaj, MD & CEO, Luminous Power Technologies By ET Edge Insights
- An inclusive workplace is essential for our company's and our employees' success: Ms. Shikha Gupta, CHRO, Luminous Power Technologies in ET HR World.



≡ STORY NARRATIVE- 2024 FILM

The film begins with a child's perspective repeating 'Ma ko chatth par na bohot kaam hota hai' and visuals of household chores practiced at terrace being captured. It ends at a surprising note when the child's mom is shown fixing a solar panel on the roof. Her identity gets revealed as a solar technician, and the audience bias of household chores being associated with woman of the house is challenged.

https://youtu.be/3T22yiwkIJU?si=OrySp_DRvknQ3qjK



#WOMENINENERGY – 2025 KEY ACTIVITIES

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Press Release

- IWD Digital Film + Internal Activities
- Beneficiaries Stories- Regional

Panel Discussions

- ET Women's Conclave
- India Diversity Forum Community Meet
- CEO Fireside Chat

Industry Quote

- Leaders' quote on Inclusion Month, Allyship and #AccelerateAction plan (People, HR, A&M, CSR Media)

Video Interviews

- Crise Video Series on Diversity Inclusion by Your Story

Articles & Features

- ET HR World
- ET Edge Insights and Coffee
- Table Book
- Open Magazine Feature

Media Interactions

- Interaction around Women leadership in energy sector
- Industry Story for Women in Energy campaign's milestones

Sustenance

- Make the campaign a noteworthy industry celebration by nominating #WomeninEnergy campaign and its journey of 3 years, key milestones in prominent Advertising and Marketing awards .

≡ STORY NARRATIVE- 2025 FILM

The film showcases a young girl, Ritika, presenting her solar energy transition model at a school science exhibition.

Despite scepticism 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.

<https://youtu.be/od0Tu66dlf>

A



Energy is changing and women are leading this change.

#WomenInEnergy

#AccelerateAction

STORY NARRATIVE- 2025 FILM

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The Impact

It celebrated the achievements of women at Luminous and reinforces our dedication to fostering a diverse and inclusive workplace, thereby creating a huge positive sentiment for the brand across the board.

- #1 **Empowerment:** Showcases a young girl and her mother excelling in STEM.
- #2 **Challenges Biases:** Addresses and challenges gender biases
- #3 **Diversity Initiatives:** Reflects Luminous Solar's commitment to diversity and inclusion.

<https://youtu.be/od0Tu66dlfA>



Internal Activity

- Pre-buzz of brand film
- Brand Film release
- Employee allyship campaign to #AccelerateChange and strengthen Inclusion
- Inclusion Walks,
- CEO Fireside Chat,
- Workshops and Interactive Learning Sessions
- Privilege Identification and Role Plays on Unconscious Bias
- Conversation starters with leaders through Storytelling

Conceptualization & Collaboration:

- The campaign films were conceptualized and executed in collaboration with Autumn Grey, emphasizing creative storytelling and strategic execution
- The agency played a crucial role in translating Luminous Power Technologies' vision into a compelling narrative that resonated with the audience

Breaking gender stereotypes:

- Acknowledging the societal biases and stereotypes against women and certain professions being perceived only fit for men. The campaign shed light on the issue of gender inequality and lack of opportunities for women.
- The narrative aimed to encourage energy sector as a welcoming profession for women where they can make significant contribution when supported with right skill set and training.

Social Media Promotions:

- An interaction around Women leadership in the energy sector is being discussed with PV Magazine and EPR. Additionally, interviews highlighting the milestones of the #WomenInEnergy campaign are in progress with Social Samosa, ET Brand Equity, Adgully, and Afaqs.

Wide Reach:

- Leveraging Luminous extensive reach with seven manufacturing units, over 28 sales offices in India, and a presence in more than 40 countries, Luminous Power Technologies ensured the campaign reached a diverse audience

AWARDS & ACCOLADES

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- Ms. [Preeti Bajaj](#) has been recognized as India's Impactful CEO by [Times Now](#),
- ET Now Best Organizations for Women 2025
- [#WomeninEnergy](#) earned us the best Campaign in Corporate Social Responsibility award BW Merit Awards 2024.
- CEO, [Preeti Bajaj](#) , was honored at the Women in Energy Forum 2024 during India Energy Storage Week.
- <https://www.energetica-india.net/news/international-womens-day-celebrating-womens-impact-on-indias-clean-energy-revolution-> Ms. Preeti Bajaj has been nominated as one of the Powerful Women Leaders in the Renewable Energy sector initiative.
- <https://www.ndtv.com/world-news/ndtv-world-summit-access-ambition-attainment-3-as-for-women-inclusivity-6846496> - NDTV World Summit: Access, Ambition, Attainment - 3 As For Women Inclusivity



CONCLUSIONS



Challenge

- Overcoming the gender stereotypes and breaking perceived bias through the campaign messaging and conceptualization



Success

- The #WOMENINENERGY campaign successfully shared the brand's messaging of making energy sector more inclusive for women, and reinforcing the brand's commitment for a sustainable and brighter future



Lessons

- The campaign highlights the importance of strategic storytelling with a relatability quotient. Social media engagement and media mentions plays a crucial role in driving the message to a diverse group of audience



Significance

- The campaign through its two phases inculcated in audience an inspiration towards a change and encouraged the involvement of not just women but entire family to drive the change for a better and inclusive future.



Research

- Thorough research in community needs and preferences, combined with a strategic mix of communication channels, played a crucial role in the campaign's success



Summary

- Luminous Power Technologies' #WOMENINEENRGY campaign gave a new dimension to IWD with a celebration of breaking away from the societal prejudices and prevalent gender biases the campaign films used strategic storytelling and audience engagement to create a meaningful impact

**THANK
YOU!**

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Presented by- Luminous Power Technologies