

# beyond solar



**MEDIA CONTACTS:**

Jeff Olshesky  
Beyond Solar  
jeff@beyondsolar.com

Dorcas Cheng-Tozun  
D.light Design (China Office)  
+86-150-1383-0650  
dorcas@dlightdesign.com

**BEYOND SOLAR AND D.LIGHT DESIGN PARTNER TO BRING  
SOLAR LIGHTING TO RURAL INDIA**

***Joint Effort Increases Affordability through Financing Programs & Fundraising***

**New Delhi, India, 4 March 2009** – Beyond Solar and D.light Design today jointly announced the establishment of a partnership designed to bring solar lighting to extremely poor households in rural India. D.light Design provides high-quality solar-rechargeable LED lighting products; Beyond Solar manages distribution and establishes innovative financing programs, including extending revolving lines of credit that make the products even more affordable and provide additional development funding for participating communities.

“We are extremely pleased to partner with such a like-minded organization,” said D.light CEO Sam Goldman. “Like Beyond Solar, we see solar lighting as a strategic approach to empowering developing world households to move out of poverty and improve their quality of life. We see this partnership as a great vehicle through which we can reach a significant number of families in need.”

Beyond Solar is currently distributing the Nova, D.light’s flagship product that is designed specifically for rural environments and can provide up to 40 hours of bright light on a full charge. Beyond Solar offers households the opportunity to purchase the product with a small down payment, followed by affordable weekly installments until the light is fully paid. The distinguishing characteristic of this model is that household repayments are collected into a community fund designated for future local development projects; villages do not have access to these funds until all payments have been completed.

Beyond Solar’s Shine A Light project has focused distribution in the Koraput District in the state of Orissa. Across three villages, an average of 72 percent of households in each village purchased the lights, an astonishingly high adoption rate in communities where the average monthly income is only about USD12. As a result, over 700 individuals have experienced reliable and high-quality solar lighting’s immediate benefits: cost savings from discontinuing use of kerosene; increased studying time for children at night; improvement in indoor air quality; and increased household income by as much as 50 percent from extended workdays.

Since the start of the program, the repayment rate of all participating families has been 100 percent.

“It wasn’t until we finished the project that we fully understood the impact that Beyond

Solar and D.light could have on these villages,” said Beyond Solar founder Trevor Knauf. “So far, it seems as though we have truly accomplished our goal of improving people's lives through the use of solar power. It has been a tremendous success!”

Beginning in 2009, D.light and Beyond Solar are collaboratively raising funds to reduce the price of the Nova, which would make it even more affordable for low-income households. Their collective fundraising goal for 2009 is USD45,000.

Individuals who would like to donate are encouraged to visit [www.dlightdesign.com/contribute.html](http://www.dlightdesign.com/contribute.html).

### **About Beyond Solar**

Beyond Solar is an organization with the mission to improve the educational, medical, and economic well being of individuals and communities in the developing world by providing solar powered electricity. Beyond Solar believes that access to clean and renewable energy can be the springboard to an improved standard of living. By providing basic electricity through solar power, we can set in motion a domino effect of transformative change that is felt by the individual, the family, and the surrounding community. We deliver value Beyond Solar.

To learn more, please visit [www.beyondsolar.org](http://www.beyondsolar.org).

### **About D.light Design**

D.light Design is an international consumer products company delivering quality energy solutions to families living without adequate electricity. Our mission is to enable households without reliable electricity to attain the same quality of life as those with electricity. D.light will begin by replacing every kerosene lantern with clean, safe and bright light. By 2020, D.light aims to have improved the lives of 100 million individuals. D.light is financed by prestigious venture capital firms including Nexus India Capital, Draper Fisher Jurvetson, Garage Technology Ventures, the Mahindra Group; with investment from leading social enterprise funds, including the Acumen Fund and Gray Matters Capital.

To learn more, please visit [www.dlightdesign.com](http://www.dlightdesign.com).

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