



## **D.LIGHT DESIGN AND SHELL FOUNDATION JOIN FORCES TO PROVIDE CLEAN AFFORDABLE LIGHT TO RURAL HOUSEHOLDS IN INDIA**

**New Delhi, India, 3 June 2009:** D.light Design today announced its partnership with Shell Foundation to deliver affordable and high quality lighting solutions to rural households living without adequate electricity in India. D.light aims to replace the kerosene lamps with brighter, safer and more affordable solar powered lamps. The campaign is being rolled out in Maharashtra and Uttar Pradesh.

The partnership will implement innovative and complementary financing and market awareness activities to promote solar light modules. The funding from Shell Foundation will be used as risk capital for jumpstarting micro financing partnerships, and for testing market education activities through high-touch grassroots and above-the-line market education campaigns.

The Nova Series consists of all-purpose portable lamps that are up to 10 times brighter than kerosene lanterns and provide up to 32 hours of lighting. The Solata is an ultra-light and high quality task lamp which provides up to 4 hours of bright light. All D.light lamps use the world's most efficient LEDs, are up to 50 percent more efficient than fluorescent lights and can be easily charged with individual solar panels.

Today, more than 40 percent of the Indian population (over 400 million) have no access to reliable and affordable power source. The problem is further heightened in rural communities, where grid coverage is sporadic and often doesn't exist at all. "Communities in rural India who have no access to reliable and affordable power sources are forced to rely on kerosene lanterns and diesel generators. Both are expensive and contribute to air pollution," said D.light CEO Sam Goldman.

"It has been our mission to provide clean, safe and affordable lighting to rural homes that do not have any access to a stable light source. While we had achieved the right price, quality and supply chain for the solar lanterns, we still lacked a partner who would help us create innovative strategies to reach people at the base of the pyramid. Our partnership with Shell Foundation will enable us to effectively promote our products amongst the rural poor and connect them with consumer financing. We aim to provide clean source of light to 10 million rural homes in India by the end of 2010," he added.

Simon Desjardins, Analyst, Shell Foundation said, "Renewable energy technologies represent the best option for poor consumers in most rural markets in India primarily because of their lower cost and usage flexibility relative to government grid extension schemes, kerosene lanterns, or diesel generator sets. They also leave a markedly smaller carbon footprint compared to those options, and when taken to scale will help Shell Foundation achieve its goal of seeing global development challenges tackled through enterprise-based approaches. We are excited to help D.light implement new mechanisms to provide access to clean energy in a commercially viable way for some of India's poorest consumers."

# # #



### **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).

### **About Shell Foundation**

Shell Foundation was established by Shell Group in 2000 as an independent, UK registered charity operating with a global mandate. It focuses on enterprise-based solutions to poverty and environmental challenges linked to the impact of energy and globalisation. It acts like an investor, identifying financially sustainable solutions to these challenges that can be taken to scale and replicated to achieve global impact. By 2010 the Foundation will have used \$75 million to leverage \$350 million from other organizations.

### **MEDIA CONTACTS**

#### **Bibechana Acharya**

Torque Communications Pvt. Ltd.

Ph: +91-120-4243847-48

Mobile: 9891709397

E-mail: [bibechana@torquemail.com](mailto:bibechana@torquemail.com)

#### **Dorcac Cheng-Tozun**

D.light Design

Mobile: +86 15013830650

Email: [dorcac@dlightdesign.com](mailto:dorcac@dlightdesign.com)

#### **Anuradha Bhavnani**

Shell Foundation

Mobile: +91 98 100 86 049

Email: [Anuradha.Bhavnani@shell.com](mailto:Anuradha.Bhavnani@shell.com)