



PRESS RELEASE

Servotech Renewable Launches New TVC for Solar Lithium Batteries Featuring Sonu Sood

New Delhi, 20th August 2026: Servotech Renewable Power System Ltd. (NSE: SERVOTECH), India's leading manufacturer of advanced solar, Battery Energy Storage Systems, and clean-energy solutions, has **launched its latest TVC** under its ongoing brand campaign **featuring actor Sonu Sood**. This time, the spotlight is on **Servotech Solar Lithium Battery**, highlighting its advanced technology, low maintenance, reliable performance, and long-lasting backup through a light-hearted, relatable narrative under the tagline **"Maintenance Kum, Backup Mein Dum"**.

Building on the success of the campaign's first film, the new advertisement reinforces Servotech's commitment to simplifying clean energy adoption by connecting with audiences through everyday moments. The TVC brings together humour and storytelling to showcase how dependable energy storage solutions can make daily life more convenient and worry-free.

The film opens with Sonu Sood working on his laptop when his wife casually asks if he would like something to eat before her friend arrives. What begins as an innocent conversation quickly turns amusing as Sonu unintentionally reveals that her friend prefers samosas with green chutney over burgers, prompting a moment of suspicion and comic recovery. As the scene settles, Sonu delivers the campaign's central thought, **"Agar backup strong ho, to zindagi aasan ban jaati hai"** seamlessly leading into the product message.

The commercial then introduces Servotech Solar Lithium Battery, powered by advanced LFP Cell Technology and an intelligent Battery Management System (BMS) that delivers enhanced safety, ultra-fast charging, and up to ten times longer battery life. Bringing these features together under the tagline **"Maintenance Kum, Backup Mein Dum"** the campaign positions the

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(Formerly known as Servotech Power Systems Limited)

CIN : L31200HR2004PLC136025

Registered Office : Khata No. 1970, Khewat No. 1672, Khasra No. 21/20/2/2, Revenue Estate, Kundli, P.S.Rai, Sonipat, Haryana - 131029
Corporate Office : 806, 8th Floor, Crown Heights, Hotel Crowne Plaza, Rohini Sector-10, New Delhi-110085



product as a dependable energy storage solution for modern homes and businesses.

Speaking on the TVC Ad campaign, Rishabh Bhatia, Head of Digital Marketing at Servotech Renewable, said, "At Servotech, we believe technology is most impactful when people can relate to it. With this campaign, our objective was to communicate the advantages of solar lithium battery technology in a simple, engaging, and memorable way. Sonu Sood's authenticity and widespread connect help us translate a technical product into a story that resonates with everyday consumers. Through this campaign, we hope to encourage greater awareness and adoption of advanced energy storage solutions that are reliable, efficient, and built for the future."

Commenting on the creative approach behind the campaign, Prabhutva Tiwari, PR & Marcom Head at Servotech Renewable, added, "Working on this TVC with Sonu Sood was an exciting and genuinely enjoyable experience. The process of bringing a relatable, everyday situation to life made the campaign particularly interesting for us. Sonu's effortless performance and ability to bring humour and authenticity to the narrative added a special dimension to the film. It was a fun creative journey for the entire team, and we're excited to see how audiences connect with the story and its message."

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About Servotech Renewable Power System Limited (Formerly known as Servotech Power Systems Ltd.):

Servotech Renewable Power System Limited (Formerly known as Servotech Power Systems Ltd.) is an NSE-listed organization that develops tech-enabled EV charging and renewable energy solutions, leveraging over two decades of experience and expertise in the electronics space. The Company offers an integrated portfolio across DC chargers, solar inverters (Hybrid and GTI models), Battery Energy Storage Systems (BESS), and lithium-ion battery packs, serving multiple applications across commercial and domestic segments. With its comprehensive engineering capabilities, Servotech plays a pivotal role in developing India's renewable energy and EV technology infrastructure. As a trusted brand with a strong pan-India presence, the Company's legacy is marked by proven innovations and the development of advanced technologies.

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This press release contains “forward-looking statements” — that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “should” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behaviour of the renewable energy, electronics, and EV infrastructure industries; from the integration and performance of our subsidiaries and joint ventures; and from numerous other matters of national, regional, and global scale, including those of a political, economic, business, competitive, or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.

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