



PRESS RELEASE

Servotech Renewable Launches New Solar Ad Campaign 'Raho Roshan, Bina Tension' with Sonu Sood

New Delhi, 1st June 2026: Servotech Renewable Power System Ltd. (NSE: SERVOTECH), India's leading manufacturer of advanced solar and clean-energy solutions, has **launched its new Solar TVC ad campaign, 'Raho Roshan, Bina Tension'**, featuring actor **Sonu Sood**.

Executed by **Shakti Sagar Productions**, the campaign is being rolled out with a digital-first approach, spearheaded by a premier launch on **JioHotstar**. Following the initial phase, Servotech will aggressively scale the campaign's reach across other leading **OTT platforms**, prominent national **news channels**, **Linear TV**, and **Connected TV (CTV) networks**, alongside high-engagement social media platforms and nationwide digital touchpoints.

Set in a nostalgic 90s retro backdrop, the TVC follows a comic and relatable storyline centered around rising household expenses and the growing adoption of solar energy solutions. The campaign is anchored on a witty back-and-forth conversation between two brothers, both played by Sonu Sood in a double role, bringing back the classic Indian family humour dynamic.

The ad film opens in a traditional Indian household after the recent loss of its family patriarch. The two sons, both portrayed by Sonu Sood in a dual role, come together to divide the responsibilities of running the household. What starts as a sincere discussion about sharing duties soon takes an unexpected turn. Throughout the film, the elder brother cunningly shifts all major financial responsibilities onto the younger brother, who willingly agrees out of respect for his elder sibling. However, when the elder brother volunteers to take responsibility for paying the electricity bill, the younger brother surprisingly insists on paying it himself. The argument eventually reveals that the house is powered by a Servotech rooftop hybrid solar system, making the electricity bill extremely affordable, the very reason why the elder brother wanted to take over that responsibility.

Servotech Renewable Power System Limited

(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



The TVC effectively highlights how solar energy is transforming electricity bills from a major household burden into a manageable expense. The campaign concludes with the unveiling of Servotech's solar rooftop tagline, **"Raho Roshan, Bina Tension."**

Speaking on the launch of the TVC Ad campaign, Rishabh Bhatia, Head of Digital Marketing at Servotech Renewable, said, 'Raho Roshan Bina Tension' is a campaign built on nostalgia, humour, and relatability, emotions that connect deeply with Indian families. Working with Sonu Sood was an incredible experience as he brought both authenticity and charm to the narrative. Through this TVC, we wanted to simplify the conversation around solar adoption and show how renewable energy can genuinely ease everyday financial stress. This campaign is an important step in strengthening Servotech's positioning as a household solar brand for modern India."

Speaking of Servotech's future plans, Prabhutva Tiwari, PR & Marcom Head at Servotech Renewable, added, "With 'Raho Roshan, Bina Tension', our objective was to create a storyline that feels entertaining yet meaningful for everyday consumers. Known for his strong connection with Indian audiences and his impactful public image, Sonu Sood brings authenticity, relatability, and mass appeal to the campaign. This is just the beginning, and we are already working on more engaging TVC campaigns of our other product lines that will be launched very soon."

Team Credits

Production House: Shakti Sagar Productions

Director: Prakarsh Gunjal

Script: Shivil Gupta

DOP: Premal Raval

Actor: Sonu Sood

Art Director: Bhagyashree

Costume Stylist: Ridhima Pandey

1st AD + DA: Niharika Soni

- - Press Release Ends - -

Servotech Renewable Power System Limited

(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



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.

For more information, please visit <https://servotech.in/>

PR & Corporate Communications

Prabhutva Tiwari | pr@servotechindia.com | +91 8318873166

Disclaimer:

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.

Servotech Renewable Power System Limited

(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