

ReNew launches national brand campaign 'Clean Energy Humse Hai' with Kaun Banega Crorepati Season 18

- *Clean Energy Humse Hai' marks ReNew's 15-year journey and celebrates the people powering India's clean energy future*
- *Collaboration with Sony Pictures Networks India will bring the campaign to life through Kaun Banega Crorepati season 18*

Gurugram, India | 10 August 2026: ReNew, India's leading decarbonization company, today unveiled its new national brand campaign, 'Clean Energy Humse Hai', celebrating India's clean energy transformation, the collective effort of millions of Indians powering this, and ReNew's role in it. As part of the launch, ReNew has partnered with Sony Pictures Networks India (SPNI) to bring the campaign to life through Kaun Banega Crorepati (KBC 18), one of India's most-watched and trusted entertainment game show.

Rolling out across print, television, connected TV, digital, outdoor and social media, the campaign marks ReNew's 15-year journey alongside India's evolving clean energy story. It also signals the company's next chapter as it expands beyond pureplay power production into the B2C space via its solar manufacturing business.

Since inception, ReNew has played a pioneering role in advancing India's clean energy transition. From a 25.2 MW wind project in Jasdan, Gujarat, in 2012, the company has scaled its operations to ~20 GW across 10 states, becoming one of the largest renewable energy companies in the country. Going beyond solar, wind, and battery storage, it is playing a leading role in strengthening and backward integrating India's solar value chain with ~9 GW of solar manufacturing capacity.

The campaign showcases ReNew's several industry milestones, including becoming India's first renewable energy company to cross 1GW, 2GW and 5GW of installed capacity. Today, the company generates nearly 8% of India's renewable energy, enough to power more than 21 million households annually. Through its CSR initiatives, ReNew has also positively impacted over 1.95 million lives. The campaign captures this journey from the lens of the people who are benefitting from India's clean energy transition.

The campaign film celebrates India's visible transformation as clean energy reshapes the way India lives, works and grows. Set to an evocative rendition of "*Sabke Hisse Dhoop Ka Tukda, Khil Gaya Mere Desh Ka Mukhda*," the it reinforces the idea that the benefits of clean energy belong to everyone and that India's progress is powered by collective action.

As Associate Partner on Kaun Banega Crorepati Season 18, ReNew will help reduce KBC's carbon emissions through renewable energy, reflecting the campaign's clean energy commitment on one of India's biggest entertainment platforms. Additionally, as part of a special sustainable makeover initiative, ReNew will install solar panels at the homes of select contestants, which will be later showcased over the course of the show.

Vaishali Nigam Sinha, Co-Founder and Chief Sustainability Officer, ReNew, said: "*For fifteen years, ReNew has had the privilege of partnering in India's clean energy journey. 'Clean Energy Humse Hai' reflects our belief that this transformation belongs to every Indian and that each of us has a role to play in building a cleaner, greener and more prosperous future.*"

Gaurav Banerjee, Managing Director & CEO, Sony Pictures Networks India (SPNI), said: *"We believe the most meaningful partnerships are those that combine purpose with powerful storytelling. Kaun Banega Crorepati reaches millions of homes across the country, making it a perfect platform to spotlight the importance of clean energy. Our collaboration with ReNew on 'Clean Energy Humse Hai' contributes to a campaign that celebrates India's progress towards a more sustainable future."*

Campaign Details:

Campaign: Clean Energy Humse Hai

Creative Thought: Badal Raha Hai Desh Ka Mukhda

Creative Agency: Saatchi & Saatchi India

Broadcast Collaboration: Sony Entertainment Television, via Kaun Banega Crorepati (KBC)

Platforms: Television, Connected TV, Digital, Outdoor and Social Media

Languages: Hindi, English and regional adaptations

Launch: August 2026

About ReNew

ReNew is a leading decarbonization solutions company listed on Nasdaq (Nasdaq: RNW, RNWWW). ReNew's clean energy portfolio of 20.2 GW (including 1.7 GW/6.2 GWh of BESS) on a gross basis as of May 18, 2026, is one of the largest globally. In addition to being a major independent power producer in India, we provide end-to-end solutions in a just and inclusive manner in the areas of clean energy, value-added energy offerings through digitalization, storage, and carbon markets that are increasingly integral to addressing climate change. In addition, ReNew has 6.4 GW of solar module and 2.5 GW of solar cell manufacturing capacities and is expanding its solar cells manufacturing capacity by another 4 GW, which is expected to be operational by December 2026. For more information, visit www.renew.com and follow us on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#)

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About Sony Pictures Networks India Private Limited (formerly known as Culver Max Entertainment Private Limited):

Sony Pictures Networks India Private Limited (SPNI) is an indirect wholly owned subsidiary of Sony Group Corporation, Japan.

A leading media and entertainment conglomerate, SPNI comprises 29 Premium Channels in both SD and HD formats, including leading Hindi General Entertainment Television Channels - Sony Entertainment Television; Sony SAB and Sony PAL; Marathi General Entertainment Channel - Sony Marathi; Bangla General Entertainment Channel - Sony AATH; Hindi Movie Channels - Sony MAX, Sony MAX 1, Sony MAX 2 and Sony WAH; renowned destination for sports fans - Sony Sports Network comprising Sony Sports Ten 1, Sony Sports Ten 2, Sony Sports Ten 3, Sony Sports Ten 4, Sony Sports Ten 5; Kids Entertainment Channel - Sony YAY!; English Movie Channel - Sony PIX; Factual Entertainment Channel - Sony BBC Earth; Free Ad-Supported Streaming Television (FAST) channel in the US and Canada - Sony KAL; Digital entertainment OTT platform - Sony LIV and the independent production venture for original content and IPs for TV and digital media - Studio NEXT. This Network reaches out to over 700 million viewers in India and is available in over 150 countries.

Recognised as an employer of choice within and outside the media industry, SPNI is a recipient of several awards, including India's Best Companies to Work For 2021 by the Great Place to Work® Institute, India, Exemplars of Inclusion in AVTAR & Seramont's Most Inclusive Companies Index 2024 and listed as one of the 100 Best Companies for Women in India for eight consecutive years by AVTAR & Seramont. In recognition of the company's unique workplace culture and exceptional people practices SPNI won the ET Future Skills 2024 for Best Learning Program Supporting Change Transformation Business Strategy, and the TISS LeapVault CLO Awards 2024 for Best Employee Engagement Program and Best Games Based Learning Program.

SPNI is in its 31st year of operations in India. Besides having overseas subsidiaries, it has a subsidiary MSM-Worldwide Factual Media Private Limited, and an affiliate, Bangla Entertainment Private Limited in India.

For more information, log onto www.sonypicturesnetworks.com

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