

# **GREENLIGHT PLANET**

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## Energy Everyone Can Afford

In a world of 7.2 billion people, with 1.4 billion souls living off the grid, there is one group of young men and women who believe that everyone should be able to afford energy and that ‘free isn’t better.’

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Greenlight Planet is a for-profit energy company made up of enterprising individuals, most under the age of 30, who stand by the concept that for people to rise up out of poverty they need affordable options, not ‘freebies.’

With 11 offices in 5 countries, Greenlight Planet has over 200 full-time employees and engages more than 6000 sales agents. The company has sold 4 million Sun King™ solar lamps since launching in 2009 and serves over 20 million users. Greenlight Planet’s exponential growth has been fueled by two distinct factors: its intelligent, durable, and affordable products, and its unique distribution model. These factors separate the company from its competitors and are the driving forces behind its continued growth. So, how did Greenlight Planet actually come to light?

In 2005, three like-minded young men, Patrick Walsh, Anish Thakkar and Mayank Sekhsaria, recognized that everyone deserved affordable energy and decided to do something about it. At the time, all three were studying at the University of Illinois Urbana-Champaign. Patrick had just returned from an internship in Keonjhar, Orissa, India to develop village electrification solutions as a volunteer for the NGO Engineers Without Borders. He saw firsthand that the villagers weren’t looking for a handout, they simply wanted what the other five plus billion people on the planet had access to - energy.

The trio made a pact to develop an affordable and reliable solar lantern. Their lamp would be accessible to a rural marketplace to help solve the energy problem in that hard to reach sector. Kerosene, readily available and subsidized by the government, is not only incredibly dangerous for the villager’s health (indoor pollution and fire caused by kerosene, coal and wood burning stoves account for 1.5 million deaths per year), but this dirty fuel doesn’t effectively provide light for a home.

# Greenlight Planet was that spark of inspiration.

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Still, change doesn't happen overnight. First, the founders finished their degrees in 2007. Once completed, Patrick headed to China to develop their lantern and Anish got a job at ZS Associates, a marketing concern run by Prabha Sinha. Coincidentally, Prabha grew up in Bihar, one of the poorest states in India. Mayank joined Google. For two years, Patrick worked at developing the right product, while Anish and Mayank fought to raise capital. Anish finally got his break during a Christmas party when he convinced Sinha, who he'd never met, to invest in their fledgling venture. With the investment, and after several false starts, Patrick found the right economic zone in Shenzhen, China to build his innovative design and the Sun King™ lantern was created.

Dedicated to both innovation and value, Greenlight Planet's Sun King™ Solar Lamp products are the first in the rural marketplace to burn for 30 hours straight and offer a breakthrough five-year lithium ferrophosphate battery. Offered in Pico, PRO All Night, PRO 2, and HOME models, the products can withstand the rigours of a village lifestyle, are practically indestructible, and are an efficient source of clear and bright lighting. Additionally, the PRO All Night and PRO 2 models have a mobile charging component with the PRO 2 offering a dual charging facility. Sun King™ HOME 60 & Home 120 features 3 hanging lamps with individual wall mountable light switches, a USB port, and 3 light settings in low, normal and turbo modes. Each lamp provides continuous 24 hours of light on a single day's charge and comes with a 5 year battery life and 2 year warranty.

In India 80% of the population has a device, but only approximately 60% have electricity. 20% of India's population has to pay to charge their phone, often far from home. The lantern is tremendously versatile and can be nailed to the wall, used on a stand, hung from the ceiling, or carried by hand. In terms of pricing, the brand is the most affordable in its category because of its performance and lifespan. The product is built to last. Greenlight Planet stands by its philosophy that in the rural marketplace, long-term investment is the key to empowerment. The company offers the best warranty service in the field and is proud of its impeccable record.

## Next step,

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How to get the product to the people that need it? Most solar lantern companies reach their rural customers via partnerships, mostly charitable organizations that bring products and services directly to the field. This is a good method, but the founders had a different vision. They created a Direct To Village (DTV) channel in Northern India that would not only have the power to penetrate hard to reach regions, but would also offer its agents, 'micro entrepreneurs,' both an income stream and a new sense of personal worth. In a hierarchical society with limited paths toward individual betterment, becoming an associate helps elevate the agent in the mind of their fellow villagers, empowering them with a new sense of self-esteem.

In addition to its DTV channel, Greenlight Planet utilizes Global Partnerships to help distribute its products to people who need affordable energy. The brand has had success linking with various commercial and non-profit organizations to create better distribution efficiencies. Some global partners include One Acre Fund (Rwanda, Kenya, Tanzania, Burundi), Fullerton India, Bandhan Microfinance India, Total (Haiti, Cambodia, Myanmar, Nigeria, Tanzania, Zambia), Sunny Money (Kenya, Uganda, Malawi, Zambia, Tanzania), Wilkins Engineering (Ghana), ZamSolar (Zambia), Global Cycle Solutions (Tanzania), Orange (Kenya) & Oolu Solar (Senegal) among many others.

For future product expansion, the brand will continue to innovate in the energy space, but will broaden its offerings to include life-enhancing items. As long as the product is addressing consumers' developing needs, helping usher them into modern living, Greenlight Planet will consider the platform.

# GREENLIGHT PLANET

## Key Team Members



**PATRICK WALSH**

Patrick is Greenlight Planet's founder and today operates as the brand's CTO. A Lemelson-MIT awardee he's a self-proclaimed "product guy" who personally developed the brand's Sun King™ proprietary solar lamps and mobile charging devices after graduating with degrees in economics and physics. He travels the globe between the brand's multiple sites of operation. In India he spends most of his days in rural villages testing product in real time, while a good percentage of the year he is in China innovating on behalf of the company. Patrick was named one of '30 under 30' innovators by Forbes Magazine for energy. Patrick unwinds with a frisbee match and a Sunday brunch with friends is mandatory.



**ANISH THAKKAR**

Anish is one of the co-founders of Greenlight Planet and today he is the brand's CEO. Growing up in New Jersey Anish was always motivated to do something with his life beyond just 'making a living.' Anish was named one of '30 under 30' innovators by Forbes Magazine in 2015 for energy. In light of this life philosophy he founded an organization, the Illini 4000, which raises money for the fight against cancer through long-distance bike marathons (14K). Anish is an avid road cyclist and in his dedication to his non-profit work he has ridden across three countries. He is married to a US diplomat stationed in Mumbai.



**RADHIKA THAKKAR**

Radhika is VP Global Partnerships for Greenlight Planet. Lured over to the brand by her brother Anish, Radhika pioneered the brand's foray into Africa, most notably East Africa. Commuting between India and Africa to connect with potential partners, Radhika decided to lay down stakes in Nairobi, Kenya in 2010 where she opened an office that now has 7 associates. Her work with a variety of global partners now accounts for 50% of the company's revenue. Radhika is an artist whose work has been shown publicly. She thoroughly loves yoga, so much so that she teaches it, and recently she took a group of students with her on a 'field trip' to Nepal.



**SUVODEEP DAS**

Suvodeep joined Greenlight Planet Inc. as Marketing Director in 2014. He is responsible for driving the company's global marketing, advertising and communication strategy. In his role spanning across 40+ countries, he also focuses on driving the company's consumer & market innovation portfolio. He has over 16 years' experience working in various roles in the field of Marketing and Brand Management in organizations such as Reliance Brands, Kaya Skin Clinic, Marico, Unilever, Western Union Financial Services & Ogilvy. He was featured amongst the "Young Marketers of the Year" in Brand Equity (Economic Times) in 2005.

# GREENLIGHT PLANET

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**AMITESH SINHA**

Amitesh is the Chief Financial Officer, he leads and drives key finance initiatives for all Greenlight Planet entities across the globe. He is also responsible for establishing Financial/Business compliance and related policies and procedures. He is a qualified CPA (USA), ACA (India) and ACS (India), with over 9 years of experience in audit, accounting including US GAAP, I-GAAP and IFRS, managing controllership function, change management, direct and in-direct taxes and other functions like cash management, SOX and system/process implementations at KPMG and General Electric. Sports enthusiast, avid traveller and also an amateur photographer. He lives in Mumbai with his Banker wife.



**BENAIFER REPORTER**

Benaifer Reporter is Vice President Human Resources at Greenlight Planet Inc., where she heads the function across offices in India, Africa, China and the USA. She has over two decades of diverse experience. She started her career in advertising with agencies such as Ogilvy & Mather, Bates India, FCB Ulka and has been in HR for the past 12 years with companies such as Rediffusion Y&R; eBay India and PayPal India.

In her spare time, Benaifer loves to paint and once made a living out of it. She also enjoys volunteer work and in 2014 took a two week break to teach English and Drawing to tibetan monks in Bir (Himachal Pradesh).



**ANIL KAURA**

Anil Kaura is the Director, Global Rural Direct Sales for Greenlight Planet. He heads the entire Direct to Village channel of GLP globally and has played a key role in driving expansion across India and Africa. With over 14 years' of cross functional experience in Sales, Marketing, Business Development and Channel Management, Anil has worked across sectors with well-known organisations in Life Insurance, Consumer Medical & Retail. Known to be a visionary among his peers, his goal for Greenlight Planet is to makes its rural direct sales distribution channel the largest in the world! He currently lives in Delhi with his wife and twin daughters.



**BEN MATHEW**

Ben leads Greenlight's partnership business in South Asia. Prior to this he served for over 5 years as a part of the startup team at VCCircle (acquired by News Corp) in the role of Vice President for BD & Strategy. He is a graduate in Business Economics (Hons.) from Delhi University and has completed CFA Level 1 and NSE's certification courses in Capital Markets, Debt and Mutual Funds. In his spare time, he loves cooking with his wife and playing his guitar.

### 2005

'Energy everyone can afford': the idea is born

- Patrick Walsh works with charity Engineers Without Borders in Keonjhar, Orissa, India and observes that villagers, users of ubiquitous kerosene lamps, are not charity cases. Rather, they are savvy consumers demanding a better product. The idea of Greenlight Planet is born.

### 2007

Patrick, Anish and Mayank join forces

- Anish Thakkar, future Greenlight Planet CEO, engineering major and schoolmate joins Patrick Walsh, Greenlight Planet Founder and economics and physics major, on his quest to develop and sell high quality, affordable solar lanterns for the rural marketplace.
- Mayank Sekhsaria joins the team. His goal is to get on-ground operations started in India which would be ground zero for Greenlight's future operations, including setting up their innovative sales structure geared toward reaching off-grid families.

### 2008

Greenlight Planet gets their big break

- Anish raises seed money from Prabha Sinha after 'crashing' the ZS Associates' Company Christmas party and making his pitch
- Sinha was raised in Bihar, the poorest state in India, he gets the need and wants to get behind their vision
- Patrick finds the right economic zone in Shenzhen, China to comprehensively develop their lanterns, setting up the company's factory with a team of engineers.
- Mayank sets up the first official office in Mumbai.

### 2009

The first Sun King™ home is lit - Greenlight is in business!

- Anish sets up the Direct to Village sales network, starting in the state of Bihar, India.

### 2010

Sun King™ begins reaching customers in Africa

- To answer the growing demand for Sun King™ lights, Greenlight Planet joins hands with distribution partners in East Africa, where over 40 million homes live off the electric grid
- Sun King™ solar light wins the 'Lighting Africa Outstanding Product Award'
- Greenlight Planet wins the First Prize 'Solar for All' award and receives investment from the Deutsche Bank Americas Foundation

### 2011

The Sun King™ Pro is born

- Greenlight Planet launches the Sun King™ Pro, the world's first solar light to feature the breakthrough 5 year LFP battery

### 2012

A year of rapid expansion

- Greenlight launches the Sun King™ Eco, its most affordable solar light. The Eco pays for itself after 4 months for the typical off-grid family
- The Nairobi office opens to serve growing customer demand in East Africa, led by Radhika Thakkar, VP of Global Partnerships
- The 'Direct to Village' channel expands into two new Indian states, Orissa and Uttar Pradesh
- Greenlight Planet secures 4 million USD in investment from Bamboo Finance and Prabha Sinha

### 2013

Sun King™ reaches its 1 millionth customer

- 1 million off-grid Sun King™ customers = 19,000 tons of CO2 offset each year; 40,000 catastrophic kerosene lantern home fires prevented; \$2.5MM in kerosene lighting expenses offset each year

### 2014

Sun King™ reaches its 3 millionth customer

- Greenlight launches the Sun King™ Home series making high-quality solar home systems affordable to off-grid families around the world
- Greenlight's sales agents and distribution partners reach 5,000 off-grid households each day

### 2015

Sun King™ reaches its 4 millionth customer

- Greenlight launches the Sun King™ Home 120 - the brightest & highest performing solar lighting and energy hub for off-grid homes and businesses
- Launch of Sun King™ Pico – the world's best \$8 solar study light

### 2016 and Beyond

- We aim to bring bright Sun King™ solar lights to 100 million customer by 2020.

'If you look around your modern home-- whatever amenities you see-- imagine helping a village family acquire the same thing, helping that family live a brighter, healthier, happier life.'

# FACT SHEET

## The landscape and Us

**OUR VISION IS TO BECOME A GLOBAL LEADER IN DELIVERING HONEST, AFFORDABLE ENERGY TO THE WORLD'S TWO BILLION UNDER-ELECTRIFIED CONSUMERS.**

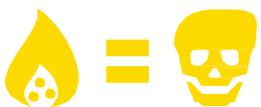
We aim to replace dirty fuel sources with clean tech energy – 100 million homes by 2020 is just the start

### Here's why:



#### » DIRTY FUEL IS EXPENSIVE

- \$40 billion spent yearly on energy needs (10-25% of monthly income)
  - Kerosene is expensive, it costs between \$120-600USD over a 5 year period compared to a Sun King™ Solar Lamp which only costs \$10-50USD for that same period and requires no additional cost, just free sunlight
    - › Mobile charging is free when it comes with the lamp



#### » DIRTY FUEL IS UNHEALTHY AND DANGEROUS

- According to the W.H.O. kerosene lantern smoke is equivalent to smoking 10 cigarettes per day
- 1.5 million people die from indoor air pollution and house fires caused by kerosene, coal and wood burning stoves each year
  - Lanterns can fall over easily causing deadly fires at night



#### » DIRTY FUEL ISN'T EFFECTIVE

- Kerosene light is not bright enough to do serious schoolwork or housework at night
  - Children need light to study properly – Sun King™ Solar Lamps are up to 20X brighter than kerosene
  - Women need light to do housework, such as cooking for the family
  - Men need light to work in their fields in the evening (some fertilizer only can be used after sundown), or to run their own businesses



#### » DIRTY FUEL IS BAD FOR THE ENVIRONMENT

- Each Sun King™ Solar Lamp offsets 440 Kg of greenhouse gas emissions over a 5 year lifetime nearly 704,000 metric tons for all the lights combined

# Compared to dirty fuel Sun King™ product rules!

<b>PICO</b>	 <b>8</b>	 <b>350mW</b>	 <b>72</b> <sup>HRS</sup> OF LIGHT PER DAY	 <b>3X</b> BRIGHTER	 <b>5YR</b> BATTERY	blink indicator/solar charge indicator		
<b>PRO ALL NIGHT</b>	 <b>35</b>	 <b>2.7W</b>	 <b>45</b> <sup>HRS</sup> OF LIGHT PER DAY	 <b>12X</b> BRIGHTER	 <b>5YR</b> BATTERY	LED display/solar charge indicator	LED display/battery life	charges 1 phone
<b>PRO 2</b>	 <b>39</b>	 <b>3.3W</b>	 <b>36</b> <sup>HRS</sup> OF LIGHT PER DAY	 <b>16X</b> BRIGHTER	 <b>5YR</b> BATTERY	LED display/solar charge indicator	LED display/battery life	charges 2 phones
<b>HOME 60</b>	 <b>79</b>	 <b>6W</b>	 <b>24</b> <sup>HRS</sup> OF LIGHT PER DAY	 <b>10X</b> BRIGHTER	 <b>5YR</b> BATTERY	LED display/solar charge indicator	LED display/battery life	charges 1 phone
<b>HOME 120</b>	 <b>109</b>	 <b>12W</b>	 <b>24</b> <sup>HRS</sup> OF LIGHT PER DAY	 <b>20X</b> BRIGHTER	 <b>5YR</b> BATTERY	LED display/solar charge indicator	LED display/battery life	charges 1 phone

Greenlight Planet doesn't simply want to *power* their customers but to *empower* them with clean and healthy solutions that will enable them to lead better lives.

Plus, Greenlight Planet has developed innovative ways to reach the rural customer that not only penetrates hard to reach regions of the world with their proprietary Direct To Village channel (DTV), but also restores dignity by providing honest work to its agents.

INDIA AND AFRICA HAVE 1 BILLION PEOPLE WITH LOW TO NO ENERGY

## AFRICA

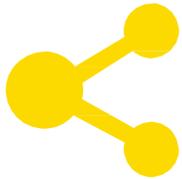
- » 350MM people without electricity
- » 149MM with limited electricity
- » 92% of them are in rural areas
- » 50% projected off-grid lighting growth
- » \$1B/year market for paraffin lamps

## INDIA

- » 450MM people without electricity
- » 250MM with limited electricity
- » 94% of them are in rural areas
- » 72% of country is rural
- » \$2B/year market for solar energy

# What makes their distribution method so effective and unique?

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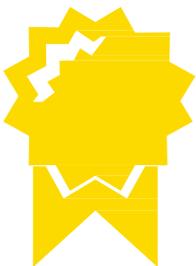
Greenlight Planet has launched a team of 'micro entrepreneurs', everyday citizens (housewives, school teachers, elders), that are motivated to change their lives and the lives of the villagers they engage with on a personal basis

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Greenlight Planet also works with Global Partners who distribute the brand's products in the field. It is an efficient, effective way of reaching people who need energy. Most of the company's African consumer base today is reached by the brand's Global Partners. Some of our partners include: but aren't limited to:

- One Acre Fund (Rwanda, Kenya, Tanzania, Burundi),
  - Fullerton India,
  - Bandhan Microfinance India,
  - Total (Haiti, Cambodia, Myanmar, Nigeria, Tanzania, Zambia),
  - Sunny Money (Kenya, Uganda, Malawi, Zambia, Tanzania),
  - Wilkins Engineering (Ghana),
  - ZamSolar (Zambia),
  - Global Cycle Solutions (Tanzania),
  - Orange (Kenya)
  - Oolu Solar (Senegal)
- 

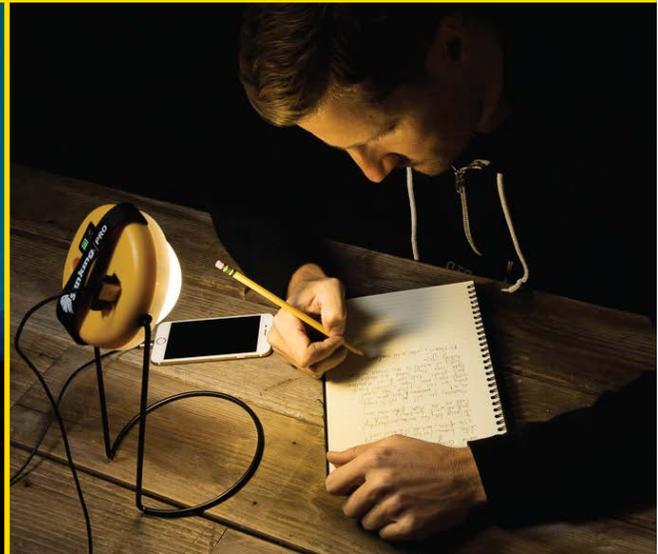


Awards that Greenlight Planet have won include: but aren't limited to:

- World Bank/IFC Outstanding Products Award  
(2010 Best Task Light/1st Place, 2012 Best Product/1st Place)
- Lemelson-MIT Innovation Award 1st Prize 2010 Deutsche Bank
- Lemelson and Ashok 'Solar For All'
- Forbes Magazine '30 Under 30' for energy







# Recent Press



**CNNMoney** FORTUNE Money

## Solar lamps help rural villages

By Paria Kulkarni @CNNMoney March 6, 2014 10:38 AM ET

Greenlight Planet's portable solar lamps help tailors continue sewing in a garment workshop in Rwanda, where power often goes out.

**Bloomberg** NEW ENERGY FINANCE

## NEWSWATCH

### NEW - POWER & GAS IN YOUR NEWSWATCH

WE WELCOME YOUR FEEDBACK >>>

Projects & asset finance

**Greenlight Planet Seeks Financing as Solar Lights Make a Profit**

Greenlight Planet Inc. about \$5 million to grow its business. The company, which advances its target of president of business with commercial, gov...

**THE CHRISTIAN SCIENCE MONITOR**

## Change Agent

### Sun King wants to brighten life for rural poor

Designing and distributing technically sophisticated yet durable solar lights has been a risky accomplishment for Greenlight Planet, whose aim is to replace dangerous kerosene lamps.

By Gregory M. Lamb, Staff Writer | April 9, 2014

There was a 10-year period of...  
Sun King solar lights are pretty cool little gadgets. Once a solar panel (included) they provide a good source of light for up to 30 hours. They could be a fun item to use during a power outage.

But in India and Africa, where more than 2 billion of them have already been sold, the lights mean much more. In thousands of rural villages without electrical service they mean children can see to do their homework after dark. And farmers don't need kerosene...

**RENEW**

## INTERACTION

### "Greenlight is expanding its network to entire rural India and East Africa"

The 'Direct to Village' in delivering product families that need the Thakkar, Chief Executive Greenlight Planet, with Devarajan Mahalingam's market-driven to solve energy access global scale.

For one-third of the global population, every night is a blacked-out night. That is, one and a half billion people around the world who live off the grid without access to electricity.

Developing Asia and Sub-Saharan Africa together account for more than 90% of people without modern energy access. The average electrification rate in developing countries is 77%, increasing to around 92% in urban areas but only around 60% in rural areas. India alone has 200 million people who can't power up the power of their homes because every night they don't have the luxury of pressing a switch and lighting up their room. But what, there's good news. Almost 3,000,000 lives have been impacted through solar-rechargeable LED lights called 'Sun King.' With this solar device people feel safer and less worried about fire outbreaks and some who enjoy light at night.

**YOUR STORY** INSPIRE INNOVATE IGNITE

## Sun King helps millions of poor say good bye to smoky kerosene lamps in India & Africa

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**BUSINESS DAILY**

## Artist grows small fortune from solar lamps

Richard Ochieng' with one of the Sun King solar lamps.

**ONE TAKE ACTION** ABOUT ONE THE ISSUES BLOG

## For two Kenyan farmers, solar lamps benefit every part of life

In our second partnership with *One Action Fund*, we'll be following David and Zipporah, smallholder farmers from Kenya, for a whole growing season. From planting to harvest, we will check in every month to see what life is really like for a family making a living from agriculture in rural Kenya. [Read part 1](#) [part 2](#) and [part 3](#).

Zipporah looks out over her field of maize, surveying the rows. The plot which was planted six months ago, now stands just above her knees. Drought has been a problem, but the maize is growing strong. Zipporah and her husband David say they aren't too concerned—yet.

"Each year is different," David says. "This is not normal, but we had a rain season."

The couple makes their way through the rows, observing the current state of their maize, beans and peanut crops. Before the sun sets, they move to begin their evening activities.

**Qué pasa Magazine** What to do in Antigua Guatemala

## Energy Everyone Can Afford

Bringing light into a home not only enhances life, it also brings opportunities. In developing countries like Guatemala, many households do not have access to electricity. Sometimes that is because electrical lines do not reach their community. Often it is because the cost of electricity to light their homes is out of reach for the family. The consequences are not only that many families live in dimly lit homes; it also affects their health, the education of their children, and ultimately their ability to lift their families out of poverty.

**India** One third of the population does not have access to electricity

## Solar technology for all

Official statistics show that 200 million people in India do not have access to electricity. This is a huge number, but it is not the whole story. There are many more people who do not have access to electricity, but they are not counted in the official statistics.

Greenlight Planet is a company that is dedicated to providing solar lighting solutions to these people. Their solar lamps are designed to be durable and long-lasting, and they are easy to use. They are also very affordable, making them a great option for people who are on a budget.

**mid-day the guide**

## Light up, the green way

Keen to go the green way? Sun King's Pro All Night solar lamp is the perfect solution.

**review**

**sun king**

WE WOULD love to get your feedback on our review. Please email us at [review@mid-day.com](mailto:review@mid-day.com) with your comments and suggestions. We will be happy to share your thoughts with our readers.

**What we didn't like**

The solar panel is a bit small and it takes a while to charge. The lamp is also a bit heavy and it's not very portable.

**What we liked**

The lamp is very durable and it lasts for a long time. The light is bright and it's easy to use. The price is also very reasonable.

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