

FEB 2023

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TIMES

KAIZEN



Budget 2023: Growth Trajectory for a Greater Sustainability



I hope this letter finds you all in good health and tranquilly. I am incredibly grateful to all of you for putting all efforts into making Okinawa, a leading EV two-wheeler brand in the country, as we approach an important milestone of 250,000 cumulative production. We will ve the first Indian E-2W player to achieve this milestone. Okinawa is the most preferred choice of customers when it comes to EV two-wheelers led by our quality, innovation and excellence in the segment. It wouldn't be possible without your support.

February was a crucial month for all of us as the Budget 2023 was announced by our Hon'ble Finance Minister Nirmala Sitharaman. This year the finance minister rigorously stressed achieving Green Growth and reducing carbon emissions. It is a positive indicator for the future growth of the Indian automotive and electric mobility sector. The government has shown its commitment and seriousness to achieving net-zero carbon emissions by 2070 by increasing biogas and hydrogen production within the country. Aligning with the same goal, the government allocated funds of RS 19,700 crore for the Green Hydrogen Mission.

Exemptions on capital goods imports and machinery required for the manufacturing of lithium-ion cells for batteries used in EVs. The well-rounded budget in Amrit Kaal has encouraged the overall growth of the economy, countering all the challenges and global crises to strive for a better future for the country.

The government's intent to enhance the domestic production capacity will create more jobs and facilitate economic progress.

Okinawa is a vital player in creating a sustainable future and a driver of green mobility delivering the best customer service experience. To continue the legacy, Okinawa introduced the unique Extended Warranty Program (EWP) across our entire range of electric vehicles to enhance the after-sales experience through multiple benefits. The programme launched in collaboration with Assurant Inc., a leading global business services company, headquartered in New York, USA. With this move, we become the first in the industry to introduce such a program with the benefit where the warranty scheme will cover key powertrain components like traction motors, controllers, DC-DC converters, chargers, wiring harnesses and frame assembly, which will surely profit the customers.

It also reflects our commitment to setting benchmarks in improving our quality standards.

Okinawa never leaves a chance to benefit its customers and fulfilling their dream to own an electric two-wheeler for their family and loved ones. To embrace the spirit of this month, we announced multiple offers to bring more cheer and excitement to their purchasing.

I believe together, we will become a better, more-connected and winning organization.

February is that part of the year when our Honorable Finance Minister lays down the Union Budget for the next financial year. This year, there were some remarkable steps were announced during the budget and our respected MD has shared his thoughts on the same:



Okinawa Autotech welcomes the government's focus on sustainable growth under the spirit of Amrit Kaal. The elaborate focus on capital expenditure, infrastructure development, green growth, rural development health, education and skilling will support the nation to play a dominant role in the new world. We compliment Finance Minister for providing a big boost to green mobility. The reduction of indirect taxes from 21% to 13% as well as exemption on custom duties on capital goods and machinery required for the manufacture of lithium-ion cells will lead to faster adoption of electric vehicles in the country. This will further aid the development of an efficient EV ecosystem. Further, the push for the scrappage policy will support the overall growth of the entire automobile sector. The budget outlays the strong foundation for India's long-term vision under 'panchamrit' and net-zero carbon emission goals for 2070 to usher in a green industrial and economic transition. We also believe that the relief in personal income tax will improve the consumer confidence & purchasing power in the country."

Mr. Jeetender Sharma,
Managing Director & Founder, Okinawa Autotech



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www.okinawascooters.com

businessline.

Duty-free Li-ion cell gear import to aid EVs

GREEN DRIVE. Will lead to localised battery production, reduce cost of EVs, lead to speedy adoption of e-mobility

By Anand Mehta

The move to exempt capital goods used in manufacturing lithium-ion cells from Customs duty will aid localised battery production, as about one of a dozen, mostly small-scale plants are set to be established in India. EV manufacturers will benefit from the exemption of 10% duty on the import of lithium-ion cells and their components, which will be applied from July 1, 2023, the government has announced.



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FASTER ADOPTION

"The reduction of indirect taxes from 21 per cent to 13 per cent as well as exemption of Customs duty on capital goods and machinery required for the making of lithium-ion cells will lead to faster adoption of EVs. Further, the push for the scrapping policy will support the overall growth of the entire automobile sector," said Jeetender Sharma, MD and founder of Okinawa Autotech.

FINANCIAL EXPRESS

Read to Lead

Acche din for durables, automobile sectors

SHRIMATI TANKON
THE GOODFUTURE assumption...
IN TOP GEAR
 Focus on electric vehicles...
 Duty-free 2-wheeler...
 Scrapping of old...
 Demand for the...
 The auto industry is expected to grow at a CAGR of 10% over the next five years...
 The government's push for EVs...
 The industry is expected to grow at a CAGR of 10% over the next five years...
 The government's push for EVs...
 The industry is expected to grow at a CAGR of 10% over the next five years...
 The government's push for EVs...

affordable for the masses. "It will lead to faster adoption of EVs and further aid the development of an efficient EV ecosystem," said Jeetender Sharma, founder and MD, Okinawa Autotech.

NBT नवभारत टाइम्स



इलेक्ट्रिक टू-व्हेलर्स बनाने वाली ओकिनावा ऑटोटेक के फाउंडर और एमडी जितेंदर शर्मा ने कहा कि फाइनेंस मिनिस्टर की घोषणाओं से ग्रीन मोबिलिटी को बूस्ट मिलेगा। यह देश में लीथियम आयन सेल्स और बैटरी के निर्माण को बढ़ावा देने वाला बजट है। इसका फायदा कंपनियों अगर ग्राहकों तक पहुंचाएंगी तो देशवासी ईवी को तेजी से अपनाने के लिए प्रेरित होंगे। हीरो इलेक्ट्रिक के मैनेजिंग

ऑटो बैटरी पर छूट, सस्ते होंगे इलेक्ट्रिक वाहन लीथियम आयन बैटरी पर झूट्टी घटेगी

18 नई दिल्ली : इस बार के आम बजट में अतिरिक्तपाल सेक्टर के लिए कुछ ऐसे घोषणाएं हुई हैं जो इस सेक्टर पर पॉजिटिव असर डाल सकती हैं। बजट में लीथियम बैटरी बनाने को माफ़ी और कैपिटल गुजुर पर टैक्स छूट दी गई है। खासकर लीथियम सेल पर भी बजट पर झूट्टी को 21 से घटाकर 13 परसेंट कर दिया गया है, जिसका असर बैटरी को बाजारों में करीब के तौर पर दिख सकता है। ऐसे बैटरी पर मिलने वाली सविधों को भी एक खतरा के लिए बढ़ावा देना है। दूसरी ओर विल में ने अपने बजट पक्ष में से भी कहा कि देश में खरीदने पॉजिटिव को बढ़ावा देने के लिए 'फर्बल फंड' दिख जाएगा। इंडस्ट्री को और से सरकार के इस बजट पर उत्साह दिख रहा है।



इलेक्ट्रिक टू-व्हेलर्स बनाने वाली ओकिनावा ऑटोटेक के फाउंडर और एमडी जितेंदर शर्मा ने कहा कि फाइनेंस मिनिस्टर की घोषणाओं से ग्रीन मोबिलिटी को बूस्ट मिलेगा। यह देश में लीथियम आयन सेल्स और बैटरी के निर्माण को बढ़ावा देने वाला बजट है। इसका फायदा कंपनियों अगर ग्राहकों तक पहुंचाएंगी तो देशवासी ईवी को तेजी से अपनाने के लिए प्रेरित होंगे। हीरो इलेक्ट्रिक के मैनेजिंग

डायरेक्टर मनमोहन मुजुमदार ने कहा कि यह बजट सरकार के द्वारा की बढ़ावा देने वाली सैप को दर्शाता है। कैटे किनेट ईवी का सबसे महत्व दिखता होने है। ऐसे में इसकी कीमतें कम होने से सैप फायदा ग्राहकों को भी करने ईवी के रूप में मिल सकता है। खरीदने पॉजिटिव को विल में ने हालांकि खतरा नहीं कि यह कि इसके लिए विल फंड दिख जाएगा, लेकिन इसके बावजूद इस बजट से भी इंडस्ट्री में उत्साह दिखाई देना। माना जाता है कि खरीदने पॉजिटिव से नई सविधों को खरीदें होंगे। सेक्टर की ओर लीथियम अतिरिक्तपाल मैनेजिंग शर्मा के प्रेजेंटेशन विनोद अग्रवाल ने कहा कि पुराने सविधों को रिप्लेस करने के लिए फंड देने की घोषणा सरकार को बजट में है।

Mr. Sharma also shared his views with The Tribune about the upcoming launches by the Okinawa Autotech

Electric two-wheeler makers to expand footprint

Vijay C Bhat

CHANDIGARH, FEBRUARY 17

The electric vehicle (EV) industry has touched the milestone of 1 million unit-mark in the calendar year 2022, accounting for 4.7% of overall automobile sales. Major electric two-wheeler manufacturers are looking to expand the capacity to meet the growing demand.

Having sold over 50,000 units in 2022, Hero MotoCorp-backed Ather Energy is looking to expand its capacity.

Underscoring strong demand for electric two-wheelers in India, the firm is planning to take its capacity to nearly 15 lakh units per

annum from the current 4.2 lakh units at its existing facilities in Hosur in Tamil Nadu.

The company had recently said it would reach capacity of 4.5 lakh units at its two Hosur plants in Karnataka by the end of this year and was looking for a site to set up the third plant.

"We have to expand to meet the growing demand. We are in talks with few state governments for the third plant. Hope things will be materialised soon," said Tarun Mehta, co-founder and CEO of Ather Energy.

Recently, the electric two-wheeler maker ushered in the New Year with a community event where it



SALES IN CALENDAR YEAR 2022

COMPANY	UNITS SOLD
Ather Energy	50,000
Greeves Electric	70,300
Okinawa	1,01,366

rolled out software upgrades, introduced services such as extended war-

ranties and launched new colour options for its existing offering — Ather 450X.

Similarly, Greeves Electric Mobility (P) Ltd (GEMPL) has retailed 70,300 EVs & EPIVs as of YTD FY22. It has a production facility at Ranipet (Tamil Nadu) with installed capacity of 2,00,000 units in a single shift for e-scooters annually. This can be scaled up to 5,00,000 units in two shifts. The company sells electric scooters under the brand name 'Ampere'.

"Since our foray into e-mobility, Greeves as a group has raised and committed Rs 1,500 crore to develop the Make in India EV ecosystem. With increasing demand for

EVs, we have the capacity to ramp up production to 1 million units annually," said Sanjay Bhatt, CEO & Executive Director, GEMPL.

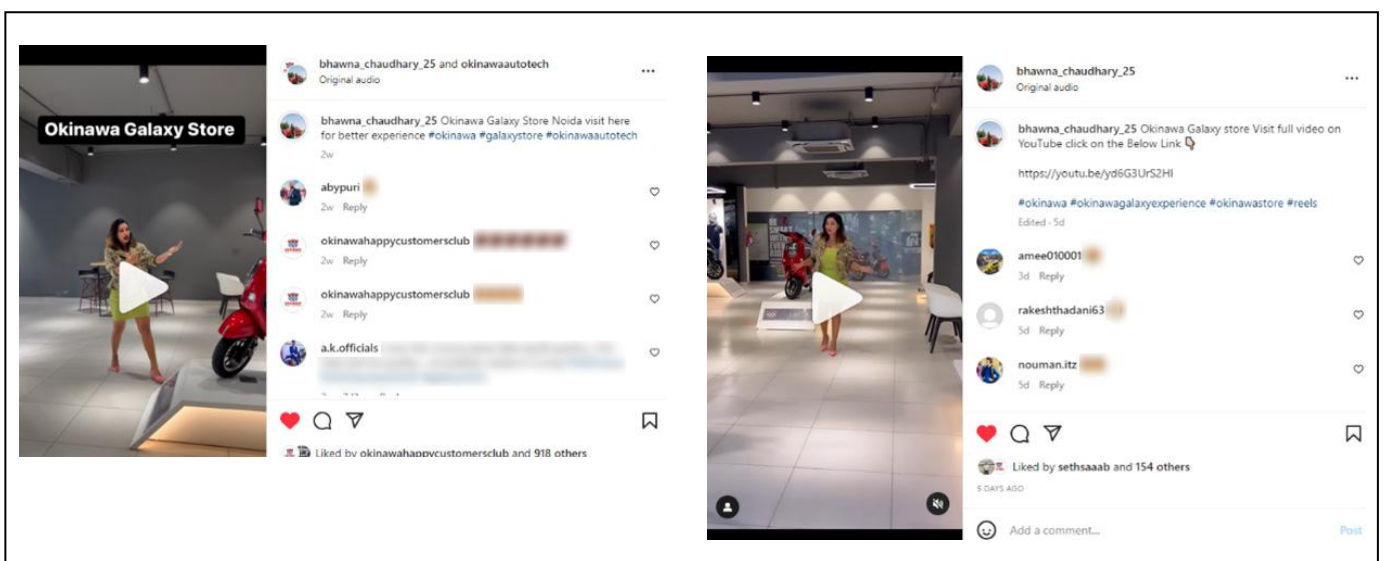
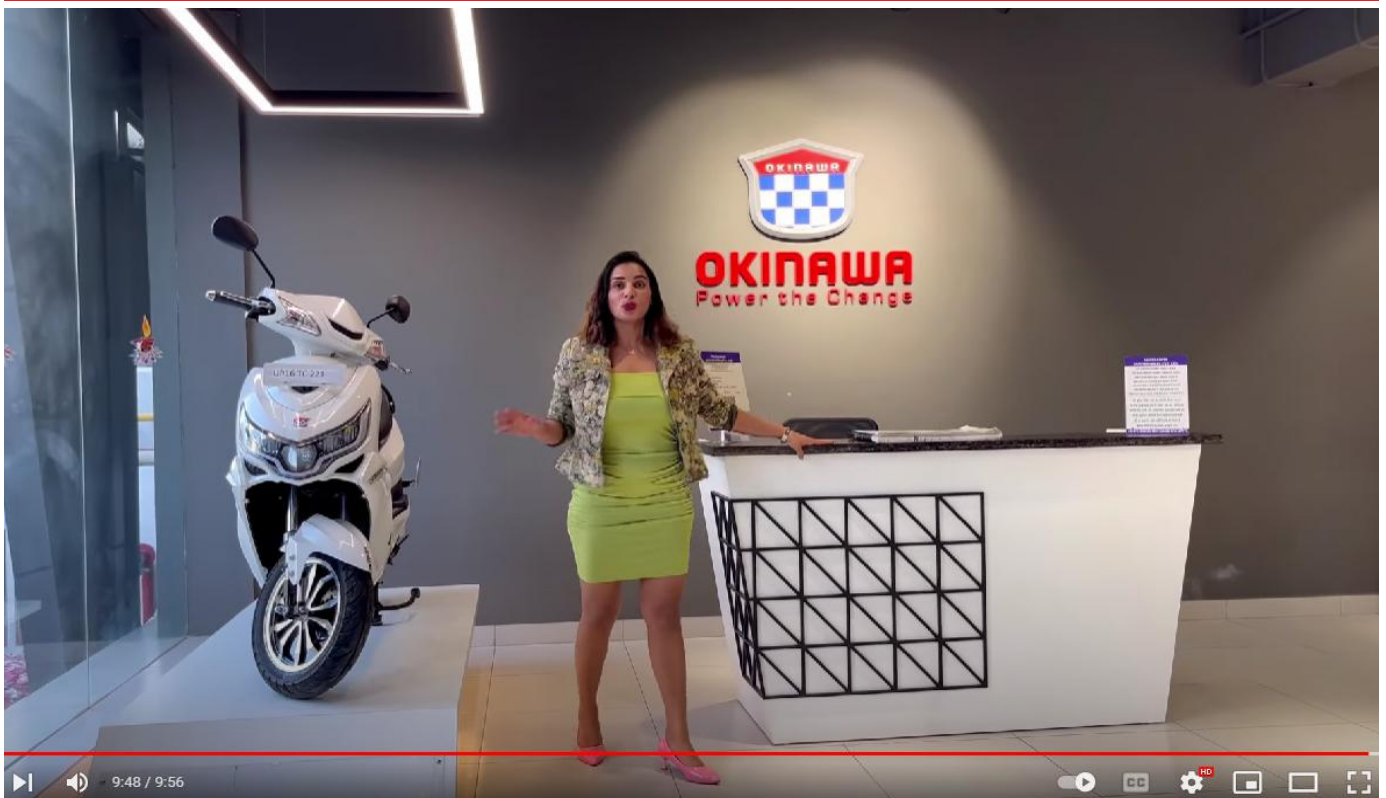
Continuously seeing a rise in demand, Okinawa Autotech has scaled up manufacturing capabilities. "Currently, we have two operational facilities in Rajasthan at Bhiwadi and Alwar, with an installed capacity of 0.3 million units. We have started work on a greenfield facility in Karoli, Rajasthan, with an installed capacity of 1 million units annually," said Jee-tender Sharma, MD, Okinawa Autotech. In 2022, they had clocked the highest-ever sales of 1,01,366 units.

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The month of February saw an incredible coverage of Okinawa's one of the flagship stores – Galaxy in Noida. One of the automobile influencers had covered every aspect of the Galaxy store by a detailed walk around video. It covered how Okinawa's Galaxy stores are different from normal dealerships.

The combined reach of this activity (YouTube and Instagram) is over

500,000*
impressions.

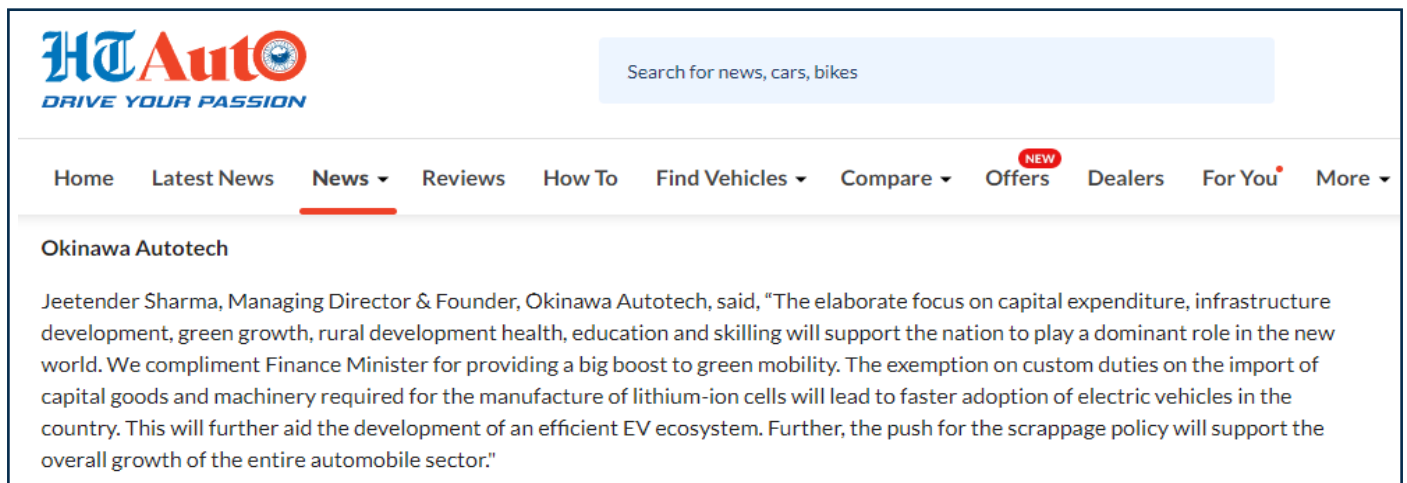


*The figure was calculated till February 26, 2023

The following activities by Okinawa Autotech helped the brands to generate positive news in the month of February:

- MD Sir's reaction for Union Budget 2023-2024
- Partnership with Assurant and extended warranty offers
- Discounts during Valentine's Day
- Industry Story Participation
- Influencer activity to showcase Okinawa Galaxy Store

MD Sir's reaction for Union Budget 2023-2024



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Okinawa Autotech

Jeetender Sharma, Managing Director & Founder, Okinawa Autotech, said, "The elaborate focus on capital expenditure, infrastructure development, green growth, rural development health, education and skilling will support the nation to play a dominant role in the new world. We compliment Finance Minister for providing a big boost to green mobility. The exemption on custom duties on the import of capital goods and machinery required for the manufacture of lithium-ion cells will lead to faster adoption of electric vehicles in the country. This will further aid the development of an efficient EV ecosystem. Further, the push for the scrappage policy will support the overall growth of the entire automobile sector."

Financial Express	https://www.financialexpress.com/budget/budget-2023-achche-din-ahead-for-auto-durables-sectors-2968527/
Financial Express	https://www.financialexpress.com/budget/budget-2023-ev-industry-reacts-on-govts-green-push-2968379/
The Hindu Business Line	https://www.thehindubusinessline.com/companies/duty-exemption-on-battery-components-to-aid-domestic-ev-ecosystem/article66458672.ece
HT Auto	https://auto.hindustantimes.com/auto/cars/auto-sector-welcomes-budget-2023-high-customs-bother-luxury-players-41675252666310.html
Autocar Professional	https://www.autocarpro.in/news/e-mobility-sector-largely-cheerful-with-governments-focus-on-green-growth-in-budget-2023-24-113998
autoX	https://www.autox.com/news/industry-news/union-budget-2023-heres-how-the-electric-vehicle-industry-is-reacting-112349/
Fortune India	https://www.fortuneindia.com/budget-2023/budget-2023-electric-2-wheelers-to-be-cheaper-after-duty-cuts-on-lithium-battery-components/111434
The News Strike	https://thenewsstrike.com/budget-2023-24-budget-outlays-the-strong-foundation-for-india/
City Air News	https://www.cityairnews.com/content/industry-reactions-on-union-budget-part-3
ETN News	https://etn.news/buzz/union-budget-2023-24-clean-energy-industry-responses
Biz Industry	https://www.bizindustry.in/post/budget-reaction-2023-from-industry-leaders
Investment Guru	https://investmentguruindia.com/PostBudgetAnalysis/Post-Budget-Reaction--Focus-on-sustainable-growth-under-the-spirit-of-Amrit-Kaal-Says-Jeetender-Sharma-Okinawa-Autotech

Partnership with Assurant and extended warranty offers



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Home > Auto > Electric Vehicles > Okinawa Announces Extended Warranty For E Scooter Range, Priced From ₹2,287

Okinawa announces extended warranty for e-scooter range, priced from ₹2,287

Okinawa Autotech has announced the launch of its new extended warranty program for its range of electric vehicles. The new program has been announced in partnership with US-based business services company, Assurant Inc. The extended warranty will be available for up to two years with prices starting from ₹2,287, and going up to ₹5,494, depending on the model.

Express Drive	https://www.financialexpress.com/auto/electric-vehicles/okinawa-offers-extended-warranty-starting-at-rs-2287/2973124/
Nav Bharat Times	https://navbharattimes.indiatimes.com/auto/car-bikes/okinawa-autotech-launches-extended-warranty-program-at-affordable-price-of-2287-to-5494-rupees-see-benefits/articleshow/97653938.cms
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Drive Spark Hindi	https://hindi.drivespark.com/two-wheelers/2023/okinawa-autotech-extended-warranty-program-for-okhi-90-prise-pro-024060.html
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Shifting Gears	https://shifting-gears.com/okinawa-announces-extended-warranty-program-at-affordable-price/
I Am a Biker	https://www.iamabiker.com/avin/2023/okinawa-announces-extended-warranty-for-electronic-and-mechanical-components/
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konexio	https://www.konexionetwork.com/NewsDetails.aspx?newsid=304b8ccb-db28-406d-ad82-7ac8c3ccb4f9
Auto EV Times	https://www.konexionetwork.com/NewsDetails.aspx?newsid=304b8ccb-db28-406d-ad82-7ac8c3ccb4f9
Electrikez	https://www.electrikez.com/okinawa-launches-an-extended-warranty-program-at-affordable-price-points/
Biz Industry	https://www.electrikez.com/okinawa-launches-an-extended-warranty-program-at-affordable-price-points/
Startup Success Stories	https://startupsuccessstories.in/okinawa-autotech-and-assurant-inc-partner-to-offer-comprehensive-electric-vehicle-warranty/
The Vocal News	https://hindi.thevocalnews.com/auto/okinawa-autotech-tremendous-offer-in-extended-warranty-on-all-electric-vehicles/187165/

Newsday Express	https://www.newsdayexpress.com/automobile/okinawa-autotech-launches-extended-warranty-program-you-will-get-many-benefits-at-low-price/
Amrit Vichar	https://www.amritvichar.com/article/340697/okinawa-autotech-launches-extended-warranty-for-the-entire-range-of#gsc.tab=0
Jansatta	https://www.jansatta.com/business/car-bike-okinawa-autotech-extended-warranty-program-for-all-electric-vehicles-read-complete-details/2646314/
Carblog	https://carsblog.in/okinawa-introduces-an-affordable-extended-warranty-program/
Pelikken	https://www.pelikken.com/single/news/15591
MAT News	https://matnews.in/okinawa-autotech-extended-warranty-program-2-years-extra-warranty-will-be-available-on-new-old-all-electric-scooters-know-the-details-of-the-package/
Thrust Zone	https://www.thrustzone.com/okinawa-autotech-launches-extended-warranty-program/
Eco Vahan	https://ecovahan.com/okinawa-autotech-extended-warranty-program/

Discounts during Valentine's Day



Valentine's Day पर खरीद लाइए यह चकाचक Electric Scooter, हजारों की छूट, फुल चार्ज में 137KM चलेगा

Valentine Day Offer on Electric Scooters: वैलेंटाइन्स डे पर गिफ्ट देना हो या पर्सनल इस्तेमाल के लिए इलेक्ट्रिक स्कूटर खरीदना हो, आपके पास शानदार मौका है. Okinawa Autotech अपने ग्राहकों के लिए वैलेंटाइन्स डे ऑफर लेकर आई है.

HT Auto	https://auto.hindustantimes.com/auto/electric-vehicles/okinawa-announced-discounts-on-select-electric-scooter-models-check-details-41676282207347.html
Drive Spark Hindi	https://hindi.drivespark.com/two-wheelers/2023/okinawa-valentine-day-discount-up-to-rs-12500-details-024115.html
Hindustan	https://www.livehindustan.com/auto/story-okinawa-announced-discounts-on-select-electric-scooter-models-know-all-details-here-7764948.html
Zee News Hindi	https://zeenews.india.com/hindi/auto-news/photo-gallery-valentine-day-offer-okinawa-offers-discount-on-electric-scooters/1570913/okinawa-electric-scooter-1570918
News 18 Hindi	https://hindi.news18.com/photogallery/auto/okinawa-announced-valentines-day-discounts-offers-on-select-electric-scooter-praisepro-okhi-ipraise-and-other-models-5377659.html
News 18 Gujarati	https://gujarati.news18.com/photogallery/tech/valentines-day-special-offer-on-okinawa-electric-scooter-check-discount-offers-ru-1337628.html
Jagran	https://www.jagran.com/automobile/latest-news-auto-news-roundup-kia-price-hike-to-maruti-upcoming-cars-know-all-details-23329407.html
Times Now	https://www.timesnownews.com/auto/electric-vehicles/killer-deal-okinawa-autotech-offering-discounts-upto-rs-12500-on-select-electric-scooters-until-this-date-article-97940719/amp
Asianet News Telugu	https://telugu.asianetnews.com/gallery/business/valentines-day-2023-want-to-gift-your-girlfriend-an-electric-scooter-but-top-models-are-for-you-mka-rq17zm#image4
91 Mobiles	https://www.91mobiles.com/hub/okinawa-electric-scooters-price-discount-rs-12500-valentines-day-offer/
Jansatta	https://www.jansatta.com/business/car-bike-okinawa-valentine-day-offer-discount-up-to-12500-on-electric-scooters/2658770/
Business Radar	https://www.businessradar.org/okinawa-ipraise-plus-scooter-price-review/
91 Mobiles Hindi	https://www.91mobiles.com/hi/tech/okinawa-announced-discounts-on-select-electric-scooter-models/
Overdrive Hindi	https://hindi.drivespark.com/two-wheelers/2023/okinawa-valentine-day-discount-up-to-rs-12500-details-024115.html

Overdrive Malayalam	https://malayalam.drivespark.com/two-wheelers/2023/valentines-day-2023-okinawa-announced-discounts-up-to-rs-12-500-on-5-electric-scooter-models-029387.html
News Track	https://newstrack.com/auto-mobile/okinawa-electric-scooter-is-offering-a-discount-on-valentine-day-offer-up-to-rs-12500-off-360658
Mashable India	https://in.mashable.com/e-scooter/47204/okinawa-electric-scooters-with-rs-12500-discount-available-for-sale-heres-how-to-grab-the-deal
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Prada Phash	https://hindi.pardaphash.com/okinawa-valentine-day-discount-take-advantage-of-the-discount-offer-to-make-a-memorable-valentines-day-gift-an-electric-scooter-at-a-low-price/
Vidyut Vahanam	https://vidyutvahanam.com/okinawa-announced-valentines-day-discounts-on-select-electric-scooter-models/
Ujjawal Prabhat	https://ujjawalprabhat.com/%e0%a4%93%e0%a4%95%e0%a4%bf%e0%a4%a8%e0%a4%be%e0%a4%b5%e0%a4%be-%e0%a4%a8%e0%a5%87-%e0%a4%85%e0%a4%aa%e0%a4%a8%e0%a5%87-%e0%a4%87%e0%a4%b2%e0%a5%87%e0%a4%95%e0%a5%8d%e0%a4%9f%e0%a5%8d%e0%a4%b0/654249/
The Auto	https://theauto.in/okinawa-latest-valentine-discount-offer-on-scooters/

Industry Story & Influencer activity to showcase Okinawa Galaxy Store.

The Tribune	18-Feb-23	Electric two-wheeler makers to expand footprint	Delhi, Chandigarh
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Ride with Bhawna - Youtube	https://youtu.be/yd6G3UrS2HI
Ride with Bhawna - Instagram	https://www.instagram.com/reel/CouL5eZyjEI/?igshid=OTJINzQ0NWM=

New Dealership Expansion



A strong network of dealers is our strength that have been playing a vital role in our successful journey. We are delighted to welcome BS Automobile in Odisha & Spark Motors in Palghat as our latest dealer partner. We wish the entire team at BS Automobile & Spark Motors all the very best and hope they will help us take our vision of green mobility ahead.

BS Automobiles, Odisha (New Dealer)



Spark Motors, Palghat





OUT OF THE BOX THINKING

One of our esteemed dealers in Sangli, **Chetna Automobiles** organized one activity on the occasion of Valentine's Day. A setup was created with Praise Pro with a contest of posting picture with the e-scooter to capture the memorable moments with their loved ones. The best picture was also rewarded with gift hampers. This activity helped generating several on-the-spot bookings at multiple locations.

At Okinawa, we appreciate such out of the box thinking by our dealer partners and look forward to many such initiatives by other partners as well.



Another dealer, **Srk E-Ventures** took proactive measures to showcase what Okinawa's esteemed customers think about the company and its products. This type of activity helped us to know our customer's views & concerns about the products & the company. The brand will definitely work on the feedback to achieve new standards in customer satisfaction.



srkeventures_official and okinawaautotech

OKINAWA **SRK e-ventures**

“ I purchased it before lockdown & I'm very happy with the services. I had to travel during lockdown & the petrol shortage didn't affect me much. I'm happy that I'm able to save the environment & would love to thank Okinawa for the same.

-Sumitha Mehta (Praise Pro owner)

Address: Okinawa Galaxy store, Shop no 9, Building no A-80, Opp. Shant Shopping Center, Sector 1, Mira Road
📧 okinawasales@srkeventures.com | 📞 +91 8850691889

📍 Liked by okinawaautotech and 108 others

srkeventures_official During lockdown, Ms. Mehta made a smart choice that saved her from numerous hassles and also helped her become more eco-friendly.

She decided to book Okinawa electric scooter.

Not only did this save her from the inconvenience of public transportation, but it also reduced her carbon footprint.

Make the same smart choice and book your electric scooter at SRK e-Ventures today!

Dealer Initiative



Navin Autolink



Auto Z Automobiles



Bolt Motors



KashviMotors

Aum Automobile

Vidyut Point

Yogi Scooters

NMR Motors

Sartaaj Motors



Anand Electric Vehicle



Vidyut Point, Jalgaon



Matoshree Motors



Chetna Automobile



Navin Autolink



Krishna Auto



Nector Autocorp



SA Autotech



Mahi Motors



Nector Autocorp



Shakti Motors



Navin Autolink LLP



Sunrise Motors



Reston Galaxy



EV Bazar



Khemka Brother



Urban Motors



Saket Autowheels Pvt Ltd



Dealer Initiative



Usha Kiran



Sarthak Automobiles



Heritage Okinawa



VD Motors



Arora Autos





Allied Auto



Shri Ram Enterprises





Abhinav Enterprises



Devik Electro World



G K Automobile



Ghosh Okinawa

GT motors



India Electric Autotech

India Okinawa



JPMR Motors



Navin Autolink



Pace Automotive



NS Motor



Pramila Motors



RR EV Motor



VTC (19.02.23)



Sai Siri Motors



Shri Sai Vehicle



Swara Motors Sagar



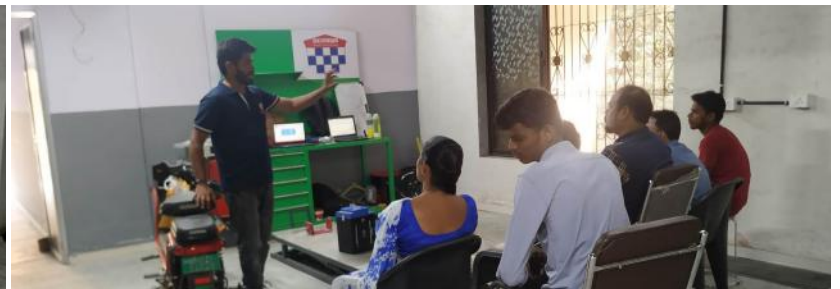
Valiant Motors



Vinayak Motors



Valiant Motors 1



Kaizen Month Celebration at Plant

At Okinawa we celebrated every month like a festival, and February was no different. Here, we celebrated February as “Kaizen Month”. Kaizen is a compound of two Japanese words that together translate as “good change” or “improvement.” We considered Kaizen as “continuous improvement” through its association with lean methodology and principles. This tool not only offers a solid base on which improvements can be established but also gets workers from within the designated area actively involved in this initiative. We implemented this tool across levels with Oath & Badge Activity and Training activity regarding Shop Floor Effectiveness. We witnessed impressive number of participants. Following activities were planned to celebrate Kaizen Month:

• Oath Taking Ceremony

All the employees took the Oath to participate & follow all the rules regarding Kaizen activities. This type of activity creates a sense of responsibility towards work in the employees.



• Badge Distribution:

Every Employee at the plant took oath to keep the things sorted, shiny and standardize. They wore the badge marking their contribution in this activity. It resulted in clean and uncluttered work places.



• Training Session:

A detailed training was provided to each participant about this activity that helped the employees perform all the tasks in a better way.



• 5S Award Ceremony:

Employees participated in all the activities scheduled during 5 S month & won prizes for their efforts.



Birthday Celebration

We celebrated January birthdays of our employees both at the HO and the plant. It was an engaging activity where we had cut the cake and had mouth-watering snacks. This was followed by fun activities including singing and dancing. As an HR initiative we will continue to follow this activity on every last working day of the month.



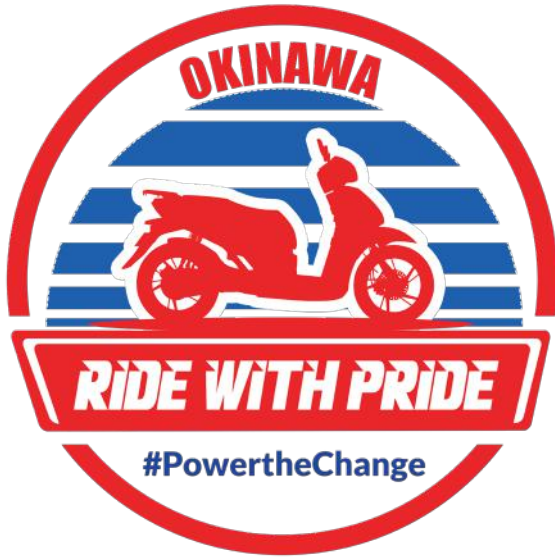
Okinawa Vivacity Fest at LNMIIT University, Jaipur

Taking ahead its vision of promoting electric mobility amongst youngsters, Okinawa Autotech became the title sponsors at LNMIIT University's annual youth festival – Okinawa Vivacity. Through this activity, Okinawa's teams touched base with college students and showed the capabilities of Okinawa E-Scooters by organizing test rides.

The combined efforts of marketing & sales teams resulted in more than 300 students taking test rides.

Those students started following the brand on social media as they were impressed with the products and technologies offered to them.





Congratulations

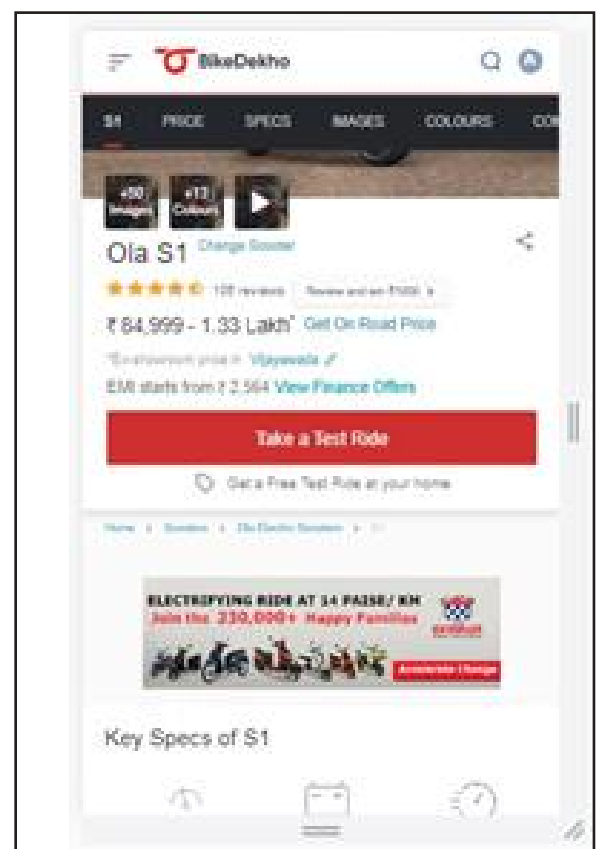
Congratulations to one of our esteemed dealer partners Shakthi Motors for clocking the highest number of test rides in the month of February under our customer centric campaign Ride WITH Pride. We are looking forward for our other dealer partners to break this record in coming months and emerge as winners.

We appreciate the dedication of our dealer partners and their support in our collective success.



Okinawa products display at Bike Dekho website

Our products are visible at the website of Bike Dekho. It will increase the visibility of our brand & products among the customers. Our banners at the website also having the Book now option which will land the customers to our company website.



#Veh eSahi Hai



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Power the Change

OKHi-90

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GO WITH OKINAWA

PRaise PRO

*Under ideal test conditions - Specific range depends upon riding and road condition.

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IT'S RAINING OFFERS THIS FEBRUARY

SAVE UPTO
RS. 12,500*

PRAISE+ PRAISE PRO X-Street R30 Lite

Valid till 15th Feb 2023 *T&C apply

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Running errands has never been this much fun
Desh Ka EV, Okinawa Praise Pro

PRaise PRO

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Happy Maha Shivratri

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 You may also submit your request for any Creative Assistance at the below-mentioned link
<https://forms.gle/ZjufFoKcvAjGVPqYA>



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TIMES

You may also send your entries to be the part of this newsletter.
Please send your entries before 20th of every month at

pr@okinawascooters.com

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