

OKINAWA

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TIMES



**Celebrating World Quality
Month, Nov2022**

Quality
is the Main
Ingredient of
**Success, Loyalty
& Customer
Satisfaction.**



Jeevan 2

Founder & MD,
Okinawa Autotech

Electric
mobility
fostering
finesse,
innovation,
and greater
recognition
during
World
Quality
Month
2022



India is gradually cementing its position as a global leader, and the pledge taken by the country at the recently concluded COP27 climate summit can attest to that. In order to phase down the unabated use of fossil fuels, India joined several other countries to launch a package of 25 new collaborative actions to be delivered by the next year's UN climate talks. What it means for the automotive space in the country is a rise in government-backed propulsion for electric mobility, which will be largely spearheaded by electric two wheelers that offer convenient and cost-effective transportation to about 3.5 lakh people in the country, a number that is growing steadily. At Okinawa, we are looking forward to the newer government policies in the pipeline, which are aimed at incentivizing EV manufacturing and adoption in India.



The month of November also marked the celebration of World Quality Month, which is observed in a bid to raise the level of quality awareness in the company and to recognize the efforts and contributions of quality professionals. Being an intrinsic part of the very fabric of the culture of any organization, quality functions as a bedrock for success by improving products, services and business operations, in turn leading to a stronger market position. However, for us, at Okinawa, every single day is a celebration of quality, since we hold maintaining the highest standards in our products and actions to be of utmost importance. It is our consistent efforts at adhering to the best practices to which we attribute the success we have achieved so far.

The consistent focus that the various states are laying upon the creation of a robust electric mobility ecosystem boosts our confidence and propels us to create newer, better products. The Haryana government issuing a notification for its Electric Vehicle Policy 2022 is one such welcome development, since it focuses on the promotion of electric vehicles and their component manufacturing in the state. On the other hand, the Bombay High Court has also acknowledged EVs as the future of mobility by responding to a PIL, saying that residential complexes will need norms for EV charging.

With the recent developments in the country's electric mobility space, we are certain that we will be able to provide our customers with more advanced technology and features in the time to come.

Jeetender Sharma

Founder & MD, Okinawa Autotech

It was my pleasure to be on a part of one of the esteemed forums HT Leadership Summit where leaders from entire world gathered to share their thoughts/vision on this year's theme Envisioning India.

India commenced its economic reforms in 1991 and since then has witnessed tremendous growth and sustained transformation in its economy over the years. India recently overtook the United Kingdom and became the world's fifth-largest economy with further aspirations to become a \$5 trillion economy in the next few years.

With one of the largest young demographic populations, the demand for economic progress and all key stakeholders need to come together and 'progress' become the driving force of the country. The country has been on the path of continuous development since its Independence, but the target should be where we imagine India 25 years from now in 2047.

The Ease of Doing Business has improved dramatically in the last few years guided by the reforms undertaken by the government. Efforts have been made to enhance transparency, maximize governance and streamline regulatory norms for individuals and enterprises.

The question that arises out of this growth story is whether we are ready to move to the next level. The answer lies in aligning ourselves with the journey of this transformation and redefining the aspirations and focus areas for this new-age India. There should be a major focus on taking along sustainable growth trends and ironing out the flaws that hamper or harm the economy.

Right from education, health, employment and infrastructure and with the vast amount of resources at our disposal, the new strategy should mark to adopt dynamism and a robust forward-looking approach. This new approach will be more innovation-driven and will propel a positive impact further in the coming years.

New India in the coming years should reflect itself as a digitally advanced country and help the society emerge stronger as we did from the pandemic in the past two years.

We at Okinawa are extremely optimistic to be part of this new growth journey and will work and contribute together to be part of the nation-building process. The coming years are vital for the country and will help India establish itself on the world map.

Our offerings in electric mobility will play a key contributor in India's growth story and the journey towards the clean and green country.



HT Hindustan Times

LEADERSHIP SUMMIT

NOVEMBER 08 - 12, 2022

ENVISIONING A NEW TOMORROW

Dr. Rupali Sharma
Chairperson, Okinawa Autotech



The leading trailblazing women entrepreneurs in India today

“Today’s women have broken the glass ceiling and scaled new frontiers in business and industry, bringing fresh ideas across all landscapes of India. I believe I have been fortunate enough to get the right support from my family and peers to step into an industry generally perceived as ‘not fit for women’. However, there’s still a long way to go for a genuinely welcoming environment for women entrepreneurs.

As women comprise over 48 per cent of the country’s population, it is impossible to think of economic growth without women as the fundamental drivers of change. Even over the past few years, India has witnessed steady progress under women entrepreneurship in an array of sectors.

We have a very diverse workforce at Okinawa Autotech and have constantly worked on promoting diversity, inclusion and equity. We believe in giving equal opportunities to all and it has been our constant endeavour to foster an engaged and productive workforce and recognize and reward good performances. It is an attempt to perhaps get one step closer to creating an ecosystem in which women train, support, and uplift each other.”

Dr. Rupali Sharma,
Chairperson, Okinawa Autotech

Read the article here :
<https://www.adgully.com/the-leading-trailblazing-women-entrepreneurs-in-india-today-125403.html>

Electric 2-wheeler sales may cross 1 m units in FY23 +

G Balachandar
Chennai

As the adoption of battery-powered vehicles gathers pace, total electric two-wheeler volumes (E2W), including both high and low-speed vehicles, are set to cross one million units this fiscal, according to the estimates of JMK Research.

During H1 FY23, the overall E2W sales in India stood at about 4.56 lakh units, which was more than twice the sales in H1 FY22. High-speed E2Ws accounted for more than 65 per cent of the overall E2W sales in H1 of this fiscal.

According to JMK Research estimates, the second half of the fiscal may see total E2W sales of about 7.3 lakh units, including low and high-speed models. But going forward, the share of low-speed electric vehicles is expected to decline as majority



MONEY FLOW. In H1 FY23, investments to the tune of ₹3,480 crore flowed into the E2W manufacturing space. BLOOMBERG

of the manufacturers are moving towards producing high-speed products due to new norms.

HIGH-SPEED PRODUCTS

An analysis of new product launches indicates that 54 new lithium-ion battery-based E2W models were launched in India by 31 companies during January-October 2022. Of this, 44 were

high-speed models (top speed is more than 25 kmph). In terms of maximum battery range (the maximum distance that an E2W can travel on a single charge), 16 models with a range up to 100 km were launched this calendar year, while 27 models with a range of 101-150 km hit the market. As many as nine models with a range of more than

150 km were also introduced.

About 12 electric bikes were launched during this period. Their top speeds range in 65-180 kmph whereas the maximum battery range of these e-bikes varies between 100 km and 200 km.

During H1 FY23, Okinawa emerged the leader with sales of 53,550 units in the high-speed E2W market, followed by Hero Electric (49,484 units) and Ola Electric (48,015 units). The combined high speed model sales of the top 10 OEMs in H1 FY23 surpassed their FY22 sales.

So far, 85 electric two-wheelers have been approved under FAME 2 for the grant of incentive or subsidy. But, only 44 E2W models have active FAME 2 certification, while the certification for the remaining 41 models has either expired or been suspended by the

government.

To date, 25 States and Union Territories have either issued draft or implemented their EV policy. During H1, Maharashtra recorded the highest high-speed E2W sales at 53,043 units, followed by Karnataka (42,371 units) and Gujarat (32,414 units).

FY22 proved to be a landmark year for E2W manufacturing as about ₹5,768-crore worth of investments were made during the year. In H1 of this fiscal, investments to the tune of ₹3,480 crore came into the market.

Amid the growing penetration of E2Ws in the country, the market still needs to overcome several challenges in terms of the inadequacies and/or inefficiencies of different support systems required in the EV ecosystem such as retail financing, supply chain and timely disbursement of government subsidy, it pointed out.

During H1 FY23, Okinawa emerged the leader with sales of 53,550 units in the high-speed E2W market, followed by Hero Electric (49,484 units) and Ola Electric (48,015 units). The combined high speed model sales of the top 10 OEMs in H1 FY23 surpassed their FY22 sales.

Top EV makers rev up projections, see higher sales

SURAJEET DAS GUPTA
New Delhi, 15 November

Buoyed by the sharp increase in electric two-wheeler sales in the festival months which shows no sign of abating, electric scooter makers are increasing their earlier sales projections along with the expected speed of conversion of consumers from ICE to electric.

Okinawa Auto Tech founder and managing director Jeetender Sharma says he expects sales in the next five months of the financial year to go up.

"We expect the industry will hit over 800,000 electric two-wheelers by FY23. In FY24, our expectation is that it will be much more than even double that number - at 1.6 million," said Sharma. The industry expectation was that the figure would be around 600,000-70,000 in FY23 and then 1 million in FY24.

Sharma says that the electric

technology for two-wheelers has matured, manufacturers have understood what the customer wants, and volumes are picking up.

Customers are becoming accustomed to the lower running costs of electric two-wheelers. "In pre-covid times, electric two-wheelers were less than even 1 per cent of total two-wheeler sales (ICE and electric) and now they have gone up to 4-5 per cent," said Sharma. He is hopeful that sales will reach 100,000 in this calendar year (January till November) and expects Okinawa's sales to be pegged at the same numbers as in October when it sold over 14,900 vehicles.

As of today, (based on VAHAN figures), Okinawa is just 8,000 vehicles away from that magic number of 100,000. The others in the race include Hero Electric, which has registered 84,891 vehicles in October and Ola Electric which has registered 81,830.



FEELING THE ZING

800,000

No. of EV two-wheelers Okinawa expects in the market by FY23

Ampere expects **35%** ICE scooters transitioning to electric by FY26 – one year earlier than projected

1.5-1.6mn

Expected no. of e-two-wheelers sold by companies till FY24

India has potential to become world leader in EV production: Berkeley Research

India has the potential to become the world leader in electric vehicles production, a research by Berkeley National Laboratory and UCLA said. It said electric trucks would be more affordable to operate than diesel ones in India. **PTI**

Greaves Cotton, which owns the Ampere electric scooter brand and is among the top three players, shares Sharma's outlook. Its executive chairman Nagesh Basavanhalli had earlier expected

that 35 per cent of ICE scooters will be converted to electric by FY26-27.

"Now, however, we think it will get accelerated one year ahead. There are many reasons for it. The government impetus through

incentives and its own purchase of electric fleets have all helped," said Basavanhalli.

He says that best case industry scenario projections were that sales could reach 900,000 in FY23 while the average case scenario was 600,000-700,000 per annum.

Basavanhalli believes that while 700,000 or 750,000 is possible, two caveats to higher growth need to be factored in. First, the surge in sales in October might be due to the festival season. Second, the new battery standards which come into play in phases from December 1 could prove to be a dampener as they require re-certification. That said, Basavanhalli, is nonetheless clear about the direction of the electric two-wheeler market for FY24. "In FY21, the total electric two-wheeler sales were only 250,000. This year, we will do 700,000 or 750,000. What is not in doubt is that this will double in FY24."



“
When quality is mission,
then there is no competition.
”



“Good in Quality , Best in Class”
Dr. Devender Sharma(VP-HR)

“Cost is more important than Quality , But Quality is best way to reduce Cost”
Rajesh Sharma(VP-Operations/3S)

“Dream for OUTSTANDING QUALITY with daily Continuous Improvement”
Ashwani Jaiswal(VP-SCM)

“Every customer is important ! Every product is important ! We are responsible !”
Dheeraj Mehta(VP-Strategy Planning)

“Quality is wheels of Brand”
Vikas Ratra(SGM-SPD)

“Quality is the only Differentiator in today’s Competitive World”
Amrendra Singh(SGM - Operations)

“Quality is not one time it’s a continuous process and always customer centric”
Sanjay Chatterjee(SGM-Sales)

“Quality Circle IN and Problem OUT”
Dinesh Mishra(GM-A/F)

“Without Learning from Mistakes You can’t Improve QUALITY”
Prabhakar Tripathi(GM-Service)

“Quality helps to boost reputation, brand value and meet the industry standards”
KP Dixit(GM-R&D)

“Customer Do not Pay Product Cost, Customer Pays only Quality Cost”
Ajay Mangla(DGM-QA)

“Quality is more important than quantity. One home run is much better than two doubles.”
Ankit Sharma(AGM-NMC)

Marathon 'Run for Quality' organized at Okinawa



Celebrating World Quality Month at the plant

Marking November as The World Quality Month, our teams organized several activities including Quality Quiz, Quality Circle and Quality Skits. The main purpose of these activities was to promote the Company's vision of focusing on quality to win market sentiment.

Witnessing the success of these activities, we will introduce more such engaging activities in future as well.

Winners of Quality Quiz Activity

IATF Knowledge Sharing and quiz Spread QMS Awareness among the Process owners. It will Help to Create QUALITY MINDSET / CULTURE Which can Generate Magical Results.

Congratulations to Winners and Participants.



Quality Circle Activity

TOP 03 Winners (2ND Position Tie between QA and Prod.)
It's a BIG Achievement for the TEAM to Learn and Execute a Circle within 02 Month. Season 2 Would Attack/Kill on more Complex Issues with Various Quality TOOLS.

Let's Learn Advance Tools and Execute with TEAM Work for Tangible and Intangible Benefit of Yourself and Organization.

Congratulations to all QC Circle's Participants...Each and Every one is a WINNER.



Quality Skits (Nukkad Natak)

03 SKITS (Nukkad Natak) on Quality were Performed during the Quality month. Their Purpose was to Spread Awareness on QUALITY and Sensitize People on Quality. The message was Loud and Clear about Quality Defect, Occurrence and Detection, Customer Impact & Role of Individual in Quality.

Few Glimpses of Activities:





DREAMS & TEAMS WORK TOGETHER

Celebrating Achievements

In November, the company invited all its esteemed dealer partners at Utkarsh 2022 to celebrate the success and discuss the way forward. It was an honor for us to host our dealers. Here are few glimpse of the meet.

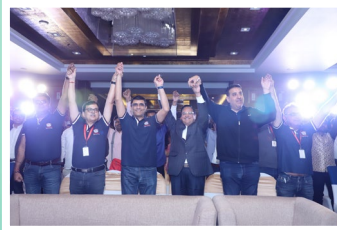


Dealer Summit 2022



UTKARSH MEET

DREAMS & TEAMS WORK TOGETHER
Celebrating Achievements

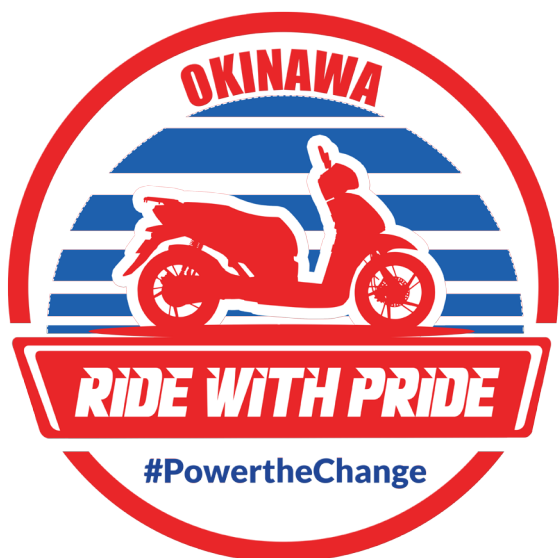


Okinawa's revenue crosses Rs 800 Cr in FY22

| | |
|----------------------------|---|
| Yourstory | https://yourstory.com/2022/11/okinawa-ev-manufacturer-revenue-earnings-fy22-report-growth |
| Entrackr | https://entrackr.com/2022/11/okinawas-revenue-crosses-rs-800-cr-in-fy22-profits-rise-16x/ |
| Saur Energy | https://www.saurenergy.com/ev-storage/okinawa-grows-up-in-fy22-revenues-cross-rs-800-cr |
| Jansatta | https://www.jansatta.com/business/car-bike/okinawa-okhi90-electric-scooter-with-160-km-range-and-hitech-features-read-top-speed-price-braking-system-specifications/2489126/ |
| DNP India | https://www.dnpindia.in/automobile/okinawa-okhi90-the-best-in-segment-this-e-scooter-offers-160-km-range-with-top-features-at-an-unbelievable-price/125980/ |
| Jansatta | https://www.jansatta.com/business/car-bike/okinawa-praisepro-with-range-88-km-know-complete-details-of-price-top-speed-battery-pack-features-and-specifications/2500733/ |
| The India Express Gujarati | https://gujarati.indianexpress.com/business/electric-two-vehicle-okinawa-buying-guide-praise-pro-price-riding-range-battery-pack-top-speed-features-specification-full-detail-technology/20209/ |
| Adgully | https://www.adgully.com/the-leading-trailblazing-women-entrepreneurs-in-india-today-125403.html |

Let's welcome our new dealer partners Inaugurated
in NOV 2022

| DEALER NAME | STATE | CITY |
|---------------------|----------------|-----------|
| YASHVI AUTOMOBILE | HARYANA | NARNUAL |
| VIGOROUS MOTORS LLP | RAJASTHAN | UDAIPUR |
| PHUTELA ASSOCIATES | RAJASTHAN | ANUPGARH |
| AATOMVOLT MOTOCORP | DELHI | NEW DELHI |
| Shree Balaji Motors | MADHYA PRADESH | SATNA |



Congratulations

to one of our esteemed dealer partners Shree Radhe Distributors from Odisha for clocking the highest number of test rides in the month of November 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.



Dealer Initiative



MAPL – Noida Galaxy



India Electric Autotech - Roorkee



Khemka Brothers - Agra



New Gen Enterprises- Moradabad



Dealer Initiative



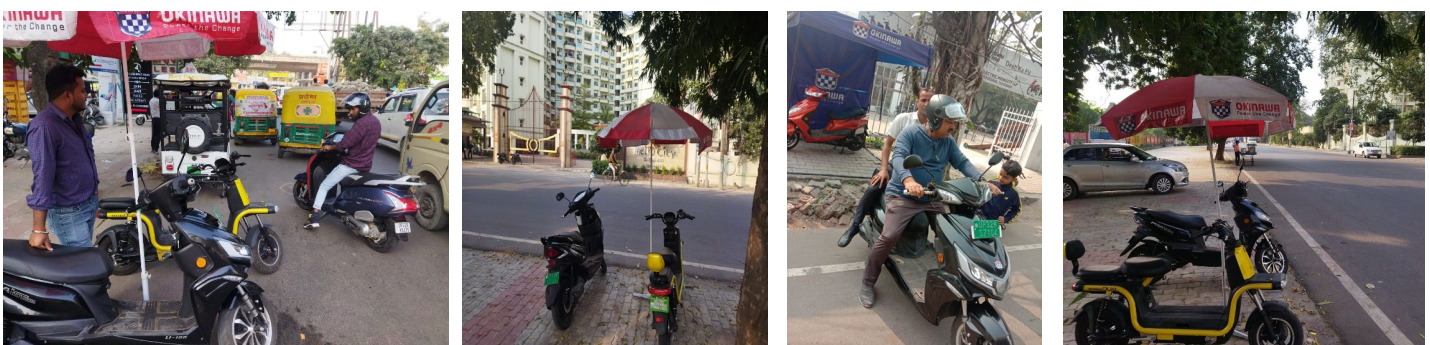
Vinayak Motors - Dehradun



VBM Automobiles - Firozabad



VBM Automobiles - Firozabad



Mukhiya Electric- Sirsaganj



Dealer Initiative



VD Motors - Jammu



Arora Autos - Amritsar



Anutek Engineering



Vidyut Okinawa



Dealer Initiative



Gadhiya Electric world - Botad



Shaurya Motors - Latur



Jyot Autolink - Rajkot



Shree Yogiraj Ev World - Amravati



Service Initiative



Wham Infotech, Bangalore



India Okinawa, Kolkata



Vani Green motors, Karnataka



Nectar Autocorp, Nagpur



Nectar Autocorp, Nagpur



Evolution motors, WB



Service Initiative



Kingstar motors



Prabhu Green Motors



OM infinity



Srishti Motors



DS Motors



Aum Automobile



Service Initiative



Khemka Brothers



Navin Autolink



Shishir Automobile



Haryana Auto Agency



Mahaveer Automobile

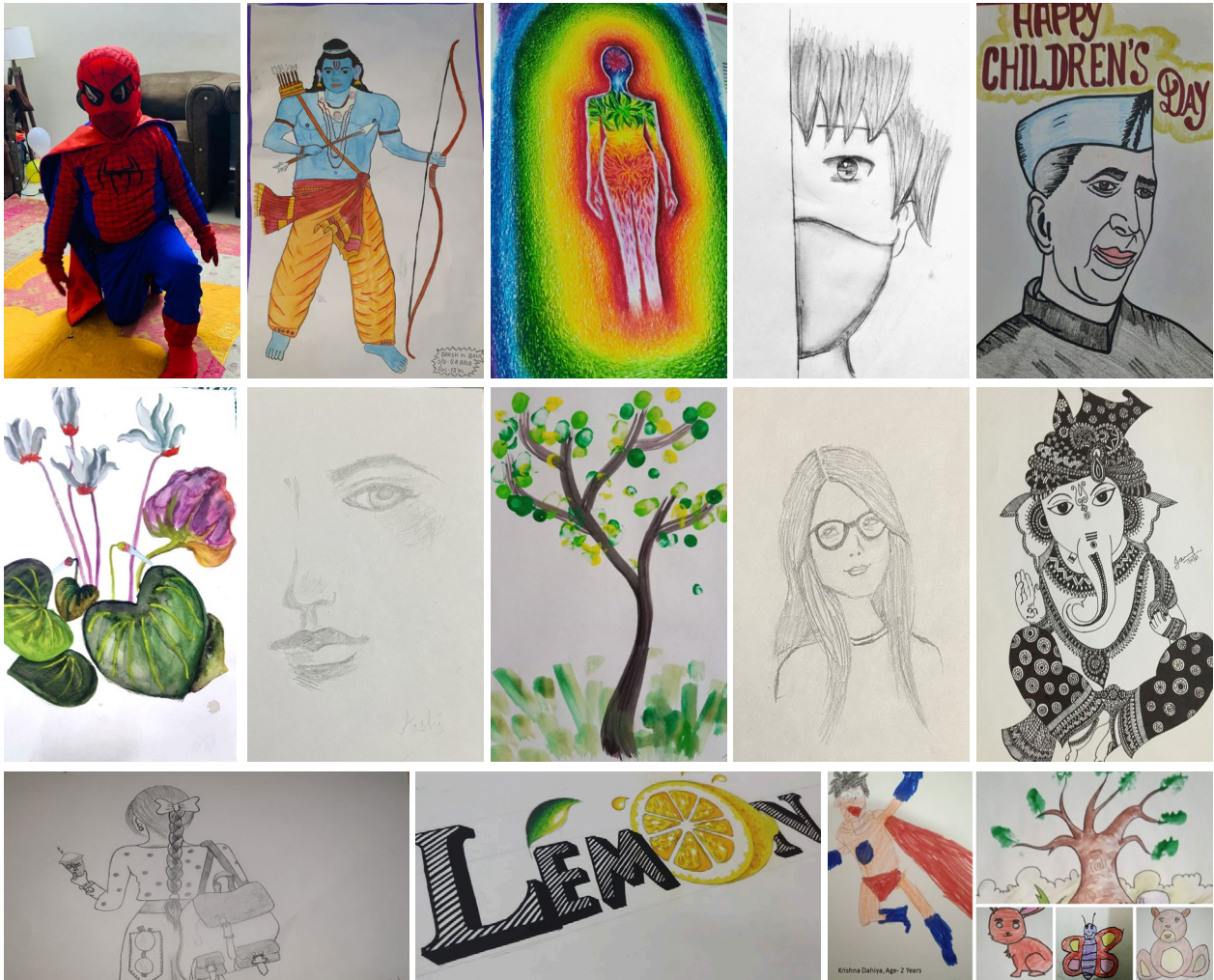


Mallikarjun E Motors



Children's Day Activity

Giving priority to its valuable employees and their families, Okinawa Autotech invited the entries of children showcasing their talents. The contest received fabulous response and we were thrilled to see the immensely talented kids we have in our Okinawa Family.



#Veh eSahi Hai



OKINAWA
ENGINEERED FOR GENERATIONS


BOOK NOW



#Veh eSahi Hai



A SCOOTER THAT GOES AN EXTRA MILE FOR YOU!




RIDGE+

#Veh eSahi Hai



KEY TO CHANGE!
EQUALITY AND INCLUSION FOR EVERY CHILD







#Veh eSahi Hai



Let the **CHOWK** remain covered in **CHANDNI**




#PowerTheChange

#Veh eSahi Hai




Bad air chokes Rajiv Chowk
Don't wait until it's too late

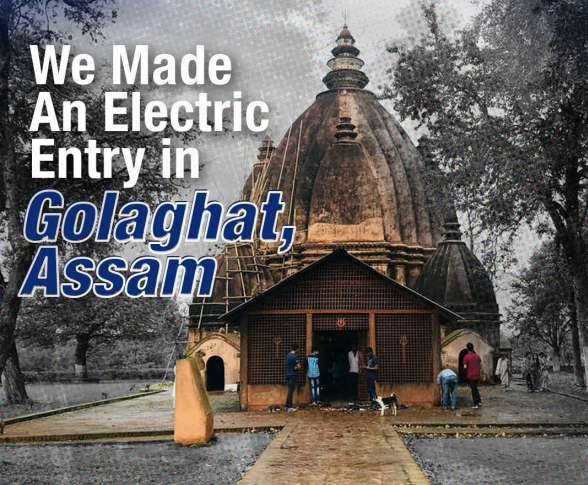



#PowerTheChange

#Veh eSahi Hai



We Made An Electric Entry in **Golaghat, Assam**



Creative Support



Okinawa has been supporting its dealer partners with similar creatives for every occasion that matches the brand's DNA. These designs give synergy to the entire promotional materials, product pictures, advertisement layouts etc.

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OKINAWA
#PowertheChange

Customer Care: 3800-419-2224 (10:00 AM - 07:00 PM)
Dealer Help-Desk: 0124-4232197 (8:00 AM - 07:00 PM)
Write to us on connect@okinawascooters.com

"Children are budding stars, the more we inspire them the more they learn."
CERTIFICATE OF APPRECIATION
Proudly presented to
Vishakha Sharma
For putting their great efforts in Children's Day Activity.
14th November 2022
Date
Mr. Jeetender Sharma
Founder & MD, Okinawa Autotech

THIS Children's Day
PUT YOUR KIDS IN THE DRIVING SEAT OF CHANGE
SPECIAL VEHICLE HEALTH CHECK-UP CAMP

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REINVENT YOUR RIDE WITH OKINAWA
EMI STARTING FROM **2600/-^{PM}**
50-60 kmph | 14 PASSENGER | 80% CHARGE PER HOUR
CHARGE ANYTIME, ANYWHERE WITH DETACHABLE LI-ION BATTERY
SAVE UPTO 40,160/-
ON FUEL & MAINTENANCE COST PER YEAR WHILE USING OKINAWA SCOOTER

UTKARSH MEET
DREAMS & TEAMS WORK TOGETHER
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Dealer Summit 2022

OKINAWA
Power the Change
Welcome to Okinawa
UTKARSH MEET 2022

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DEALER SUMMIT 2022

You may also submit your request for any Creative Assistance at the below-mentioned link
<https://forms.gle/ZjuF0KcvAjGVPqYA>





OKINAWA
Power the Change

OKINAWA

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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