

Feb 2022

OKINAWA

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TIMES



Okinawa Opens Second Manufacturing Plant In Bhiwadi, Rajasthan



Okinawa has commenced operations at its second manufacturing unit located in Bhiwadi, Rajasthan. The company will be manufacturing close to 3 lakh electric vehicles per year (EVs) at the new plant.

Okinawa Autotech, the electric vehicle manufacturer, has commenced operations at its second manufacturing unit located in Bhiwadi, Rajasthan. Okinawa is expanding its local manufacturing portfolio in India, it is all set to cater to its double-digit growth for the increasing demand for Electric – 2-Wheelers in the country.

The expanded production capacity will enable Okinawa Autotech to not only meet demand in India but also for exports. To begin with, the company will be manufacturing close to 3 lakh electric vehicles per year (EVs) at the new plant, which will eventually be increased to a capacity of 1 million in the next 2-3 years.

The company will be investing close to INR 250 Cr in the development of its new facilities and will be making further gradual strategic investments to scale up the production. Okinawa Autotech will be leveraging the infrastructure and logistics to serve the country faster and effectively.

Jeetender Sharma, MD and Founder of Okinawa Autotech, said, ” This development, amongst our other initiatives, is a testament to our unrelenting commitment towards our vision of ‘Made in India, Made for India.’ The market is evolving at a fast pace, and the ramped-up capacity will undoubtedly aid us in bolstering the mass transition to e-mobility with a diverse and innovative product portfolio.

He added, “Furthermore, it will tremendously help in achieving our ambitious plans to remain market leaders in the Indian EV industry while also assisting in the much-needed transition to clean energy.”

Okinawa Autotech is hiring talent for next-level innovation in Electric – 2 Wheelers, manufacturing. The new manufacturing facility will employ over 250 people across various functional areas. The company’s previous plant, located in Alwar (also in Rajasthan), has an annual capacity of 1,80,000 units.

To meet the growing demand for its scooters, the company has a dealership network with over 400 centres catering to metro cities as well as Tier 2, Tier 3 and rural markets in India. Recently, the company has introduced two Okinawa Galaxy stores in Dehradun & Jaipur.

Financial Express
<https://rb.gy/yk86va>

Jagran
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DriveSpark Tamil
<https://rb.gy/gjl70u>

Business Insider
<https://rb.gy/wsaxer>

Saur Energy
<https://rb.gy/fmwull>

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ET Auto
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91 Wheels
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Daily Hunt
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Overdrive
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ZigWheels
<https://rb.gy/g13wby>

The Alike
<https://rb.gy/at1fws>

GALAXY News

Okinawa opens its second experience centre, Okinawa Galaxy Store in Jaipur



Okinawa Autotech, one of India's top-selling electric two-wheeler manufacturers, has today announced the launch of its second Okinawa Galaxy Store in Jaipur (Rajasthan). The company's first such store is located in Dehradun (Uttarakhand). Okinawa says that its Galaxy store is a novella of the brand to engage its customers with the concept of electric two-wheelers. According to the company, the customers can interact with the products and learn about their manufacturing process at the Okinawa Galaxy experience centres.

Okinawa says that the visitors can examine crucial components such as the battery, electric motor, and chassis in greater detail at its experience centres. Moreover, the company also offers a customizing area where the customers can opt for fascinating bespoke hand-painted scooters. The store includes Okinawa's merchandise products too. The company calls it an awe-inspiring attempt to connect customers with the brand. In addition, Okinawa says that its futuristic tech experience centres are an interactive environment where customers can experience the brand from its inception.

Apart from the added facilities and benefits, the Okinawa Galaxy Experience Centres have a large range of high-speed and low-speed scooters on display. Okinawa's electric scooters are priced between Rs 61,998 to Rs 82,995 in low-speed range (including Okinawa R30, Lite and Dual) while the company's high-speed models (including Okinawa Ridge+, Praise Pro and iPraise+) are priced between Rs 64,797 to Rs 1,05,990, ex-showroom. The company aims to inaugurate 40 more experience centres in India by the end of 2022. Moreover, Okinawa is gearing up to launch two new electric two-wheelers this year.

Commenting on the launch of its second Experience centre, Jeetender Sharma, MD and Founder of Okinawa Autotech said: "Okinawa is all set to expand its presence and we are highly delighted to launch the Okinawa Galaxy in the capital of Rajasthan. Consumers have evolved and are now familiar with the benefits of going electric, and they must experience the excellent riding and ownership experience. We intend to expand to more cities in order to meet growing consumer demand across India and especially Rajasthan, as we continue to see more customers in the state switch to electric scooters."

Financial Express
<https://rb.gy/hskxio>

CNBC TV18
<https://rb.gy/82ds5t>

Business World
<https://rb.gy/mwj5ww>

Telecom Today
<https://rb.gy/yfki2r>

GALAXY News

Okinawa opens its third Experience Centre – Okinawa Galaxy Store in New Delhi



Okinawa Autotech, one of India's most indigenous and top-selling electric two-wheeler manufacturers, today announced the launch of its third Okinawa Galaxy Store, in New Delhi.

In December, the company launched its first Galaxy Store in Dehradun followed by its second store in Jaipur in the month of February. By launching another Galaxy store in the capital of India, the company is targeting to engage with its customers by offering them its largest range of Electric-2-Wheelers.

At the Okinawa Galaxy store, customers can interact with the products and learn more about the brand. It is an awe-inspiring attempt to connect customers with the brand, an attempt to bring forth the entire range of Okinawa's electric two-wheelers. The futuristic tech experience centre is a vibrant, perceptible, and interactive environment where customers can experience the brand from its inception.



At Okinawa Galaxy, the public is invited to celebrate the occasion by browsing the largest range of high speed and low-speed scooters - priced between INR 61,998 to INR 82,995 in Low Speed (including Okinawa R30, Lite and Dual) and INR 64,797 to INR 1,05,990 in High-Speed (including Okinawa Ridge+, Praise Pro and iPraise+).



In an exclusive event hosted on 22nd February 2022, Okinawa inaugurated the Okinawa Galaxy store. Thus the visitors got a chance to examine crucial components such as the battery, motor, and chassis in greater detail. In the state-of-the-art Galaxy Store, Okinawa also offers a customizing area where customers can opt for fascinating bespoke hand-painted scooters. The store includes dozens of Merchandise products. The company further aims to inaugurate 40 more experience centres in the country by the end of 2022. The expansion of Galaxy stores is planned in a strategic manner so as to let more potential customers experience the best of technology in electric two-wheelers. Okinawa Autotech is gearing up to the launch of two new electric two-wheelers this year and the Galaxy Stores will exclusively feature these products as and when they hit the market!



Commenting on the launch of its second Experience centre, Mr Jeetender Sharma, MD and Founder of Okinawa Autotech said: "Okinawa is gearing up to expand its footprint, and we're thrilled to be launching the Okinawa Galaxy in the capital of India. With this experience centre, we want our customers to experience a real change. Consumers have progressed and are now aware of the advantages of going electric, and they must have firsthand experience with superior riding and ownership experience. We plan to expand to more cities in order to fulfil rising consumer demand across India, where people are already adapting to the electric scooters willingly."

GALAXY News

Digital Terminal
<https://rb.gy/zngdug>

Financial Express
<https://rb.gy/jtly5a>

APN News
<https://rb.gy/hixvwf>

Tech Caliber
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4ps News
<https://rb.gy/smuted>

Dev Discourse
<https://rb.gy/seljbm>

4ps News
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Dev Discourse
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Passionate In Marketing
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Tech Caliber
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MSN
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Manufacturing Today
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Shifting Gears
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Wings Daily News

<https://rb.gy/kxpckx>

Press Bee

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Samayam

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Price of India

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EXPRESS **mobility**
FUTURE OF
MOBILITY *SUMMIT*
2022
THE RACE TO FIND CLEANER FORMS OF MOBILITY

Watch on YouTube

<https://www.youtube.com/watch?v=FxpJwwxcelg>





Satisfied customers is the only future for any business and we have to be the most delighted player in the eyes of our customers . we will continue to follow the ‘customer-first’ approach, prioritizing the betterment of the end-user experience through our patronized services.

Jeetender Sharma
MD & Founder, Okinawa Autotech

Customer service departments assume an increasingly central role in the world of electric vehicles. We have devoted significant resources and investments to assist customers in their transition from internal combustion engines to electric vehicles. We have been instrumental in creating awareness about electric vehicles across the country and has continuously expanded its efforts by not only providing curated electric vehicles for sale but also providing excellent after Customer service for these vehicles. Currently, we offer a range of add-on, customer-centric services To address the most pressing challenge in the EV industry: We believe end-user awareness is the Key, we have several information on our website to make our customers aware of how to take care of their Okinawa Scooters, Okinawa has undertaken a number of on-the-ground initiatives, ranging from vehicle health-check camps to roadshows through our initiative called Mileage Ka Maharaja.

Our Campaign “YehESahiHai,” asserts that EVs are a better choice when it comes to sustainability or cost-effectiveness. Industry observers and executives say that Okinawa’s finest achievement may well be the unabashed willingness and unshakeable conviction to become torchbearers in the EV industry with its customer-centric approach.

“We’ve been guiding first-time EV riders and all our dealer partners ,since the beginning, ensuring that their scooters are always performing at their best. With electric vehicles (EVs) gaining popularity among the general public, it is critical that we provide them with the necessary information and support in terms of Services. Our scooters are built and tested to withstand the harshest conditions and are just as capable as their ICE counterparts. Our efforts are aimed at connecting with end-users and alleviating any concerns they may have through our dealers, as well as providing them with the necessary technical assistance. The scooter is often the first step for many new EV owners, and we are here to answer questions and help them learn about their vehicles while providing them with the best possible experience powered by cutting-edge technology.”, says Jeetender Sharma, MD & Founder, Okinawa Autotech.

Over the last five years, Okinawa Autotech has been on an endeavour to bring affordable, eco-friendly mobility options for the daily commute, especially for urban folks. The company has developed a long-term strategy for reaching out to a wide range of potential end customers via the **toll-free number 044-61660460, connectus@okinawascooters.com**. where anyone can inquire about the company’s products and the advantages of switching to electric vehicles. Moreover, Okinawa proactively engages with customers, especially on social media channels such as Facebook, Instagram, Twitter, and LinkedIn that help promote the idea of smart mobility solutions in today’s day and age.

Besides expanding our dealership network to reach more number of customers across the country, Okinawa is also establishing state-of-the-art experience centres across India , known as the Okinawa Galaxy Stores. At Okinawa Galaxy stores, customers can interact with the products and learn about the manufacturing process. It’s a magnificent attempt to bring the entire new galaxy of Okinawa’s electric two-wheelers to life. Customers can experience the brand from its inception in the futuristic tech experience centre, which is a vibrant, perceptible and interactive environment.



By You, Through You, For You...

Higher the mileage, bigger the smile.

"Satisfied customers is the only future for any Business and We have to be most delighted player in the eyes of our customers. Great customer experience is the secret to success, everything we do, we priorities our customer's experience first".

Mr. Jeetender Sharma
MD/Founder, Okinawa Autotech

We will be the Change... #POWERTHECHANGE

A campaign By the Dealers, Through the Dealers, For the Dealers, by obtaining absolute Customer Delight!

A great opportunity for the dealers and the customers to join hands with each other and make the best out of this campaign, It will be a chain reaction where the Happy customers refer and get an opportunity to earn and the Dealer has the benefit to add more sales through these Happy customers.

It's a maiden effort by Okinawa to give our dealer partners and the customers that extra Mileage in the Journey with Okinawa by enhancing their way towards making them "Mileage Ka Maharaja". This campaign will not only benefit our customers but our dealer partners as well by attracting more footfalls to their dealership. Okinawa will in turn help the dealers by showcasing them on our social media channels, this will build a great brand value for the dealers in the eyes of our customers.

The Agenda:

- Free Vehicle Health Checkups
- Mileage Testing of the vehicles by Calculation based on Voltage drop.
- Guidance about DRY WASHING
- Knowledge about maintenance of vehicle
- Benefits of regular services
- Tips for increasing performance
- Tips for battery life longevity

The Catchment:

- Felicitating the best maintained vehicle (oldest vehicle)
- Refer Sell and Earn
- Feedback of the customers who have used our vehicles over a period of one /two years
- Information regarding preventive maintenance
- New product display & generate enquiries
- Immediate sales generation
- Service promotion like dry wash after two service
- 50% labor free on one paid service

"A satisfied customer is always a delight for a company, our customer's experience is at the forefront of all that we do".

Prabhakar Mani Tripathi,
HO Services

We will keep you posted with the latest updates.

www.okinawascooters.com | Follow us on 



www.okinawascooters.com | Follow us on  ^T&C APPLY

Achievements

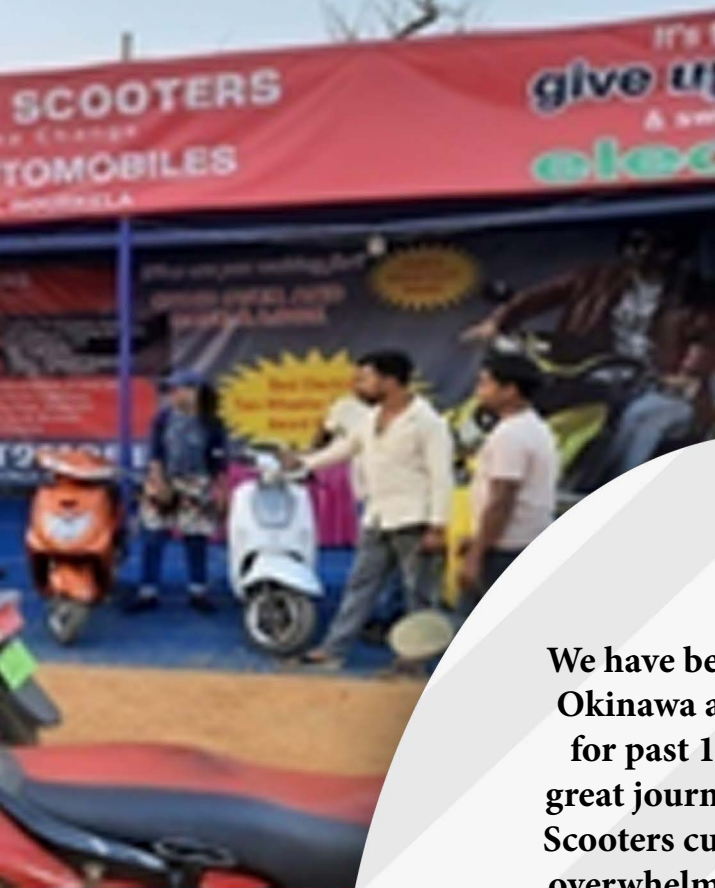
- Achieved Advocacy Score – 88%
- Good feedback about our model received from Age between 15-30years old customers(Between 15-30 years old customers are liking our products too much)
- Our most liking model of this month -Praise pro
- Good Response Received from generation between 14-20 YEARS & 20-30 YEARS.
- Infrastructure improvement drive among PAN India dealer partners.
- Ensure Authorized Tools & Equipments availability in workshops.

Upcoming Activities

- Extended Warranty Policy
- Service on Wheels –May-22
- Automated CRM Solution- April-22
- Service Centers from Lohum and Trontek-April-22

Certificate of Excellence | Feb 2022





We have been associated with Okinawa as a dealer partner for past 1 year and it was a great journey so far. Okinawa Scooters customer response is overwhelming because of top notch quality and quick service

support and this has boosted our sales. We started our business in the month of May 2020 with average monthly sales of 15 - 20 and in continuous focus in physical and social media activity, good service environment and quality service today we have been doing 120 sales figure per month.

Vibrant Automobiles, Odisha



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

Dealer Name	State	City
King Star Motors	Kerala	Trivandrum
Shree Sai Distribution Hub (I) Pvt Ltd	Maharashtra	Khamgaon
New Standard Automobile,	Uttar Pradesh	Barabanki
RCS MOTORS	Tamilnadu	Tiruvannamalai,
Sri Gururaghavendra E-Motors	Karnataka	Raichur
Harimum Motors Private Limited	Uttar Pradesh	Agra
Hyder-E-Motors	Telangana	Hyderabad
Pace Automobiles	Madhya Pradesh	Chhindwara
Chiranjeeva AutoTech	Andhra Pradesh	visakhapatnam
N P Auto	Bihar	Patna
B.R Tradexpert	Haryana	Gurgaon
Usha Kiran	Uttar Pradesh	Jhansi
Ev Bazar	West Bengal	Durgapur

Sunrise Motors Guntur, Andhra Pradesh



Mallikarjune E Motors Belgaum, Karnataka

Display at ICICI Bank by Dealer



A2Z Wheelz Tumkur, Karnataka



Paper Ad

Sales & Service Mela Activity by Dealer

Bhavya Motors Chitradurga, Karnataka



#Yeh E Sahi Hai

Print & TV Campaign

Digital Campaign





 **OKINAWA**
Power the Change

#Yeh E Sahi Hai



Starting **1st** March Onwards...

We are going Pan India now

www.okinawascooters.com



Total Quality Management(TQM)

TQM is a way of Working where complete organization work from Customer Point of View. Complete Organization work with Independent Spirit to achieve Organization Goal with Continuous Improvement(Kaizen).

TQM requires that an organization continually collect and analyze data in order to improve decision making accuracy, achieve consensus, and allow prediction based on past history.

TQM should be purpose driven. Be clear on the organization's vision for the future and stay focused on it. TQM can be a powerful technique for unleashing employee creativity and potential, reducing bureaucracy and costs, and improving service to clients and the community.

Total quality management (TQM) consists of organization-wide efforts to “install and make permanent climate where employees continuously improve their ability to provide on demand products and services that customers will find of particular value.” “Total” emphasizes that departments in addition to production (for example sales and marketing, accounting and finance, engineering and design) are obligated to improve their operations; “management” emphasizes that executives are obligated to actively manage quality through funding, training, staffing, and goal setting.





#HappyCustomerDiaries

Yeh Sahi Hai

Happy Customers

“ Yeh gaadi samay ki zarurat hai, main sabko bolna chahta hu ki okinawa hi le ”

Subhash Chandra Gupta
Mathura - UP
A Proud owner of Okinawa PraisePro




Yeh Sahi Hai

Happy Customers

“ PraisePro bohot shaandaar gaadi hai, 2.5 - 3 ghante charge karne par 90-92 km chalti hai ”

Jyoti Jhunjhunu
Rajasthan
A Proud owner of Okinawa PraisePro



Yeh Sahi Hai

Happy Customers

“ Kaafi gaadiyan try ki, lekin okinawa mujhe best lagi, Service bhi best hai ”

Naveen Kumar Aggarwal
Mathura - UP
A Proud owner of Okinawa PraisePro




Yeh Sahi Hai

Happy Customers

“ Main sabko okinawa hi suggest karta hu, sabko bolta hu Sirf okinawa lene ka or koi gaadi lene ka hi nhi ”

Bharat Bhagyati
Surat - Gujarat
A Proud owner of Okinawa PraisePro




Yeh Sahi Hai

Happy Customers

“ Mileage bhi acha, range bhi acha, and look bhi acha, sabko suggest karna chahunga ”

Rishabh Kumar
Mathura - UP
A Proud owner of Okinawa PraisePro





Yeh eSahi Hai  **OKINAWA** Power the Change

Helmet + You = De-lite for all!



Yeh eSahi Hai  **OKINAWA** Power the Change

Minimum Charging

84 KM PER CHARGE*

Maximum Riding



Yeh eSahi Hai  **OKINAWA** Power the Change

An electrifying love affair!

Happy Valentine's Day



Yeh eSahi Hai  **OKINAWA** Power the Change

Heading towards a **REVOLUTION** with a green vision



Yeh eSahi Hai  **OKINAWA** Power the Change

MAKE THE **MART, EVEN MARTER**

OKINAWA eco
Download The App Now!
Available on the Google Play App Store



Yeh eSahi Hai  **OKINAWA** Power the Change

Paving the way to an **INFINITELY GREEN FUTURE**



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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CORPORATE OFFICE:

Unit No. 651-655, 6th Floor, JMD Megapolis, Sector 48, Sohna
Road, Gurgaon (122018), Haryana, India.

MANUFACTURING FACILITY:

Plot No. E-28, RIICO Industrial Area, Khushkhera, Teh.Tijara
Distt. Alwar-301707(Rajasthan)

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