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Power the Change

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OTTplay

# India's 1st

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### THE ECONOMY IS GROWING, THE ENVIRONMENT SHOULD NOT BE LEFT FAR BEHIND.

India has achieved an extraordinary feat this month - it has emerged as the fifth largest economy in the world. Every Indian's heart is swelling with pride, and each one of us is determined to make the Indian economy great. However, the moment people start talking about economic growth and industrialization, a picture of the depletion of natural resources comes to the fore. Economicdevelopment and the environment are often assumed to be sworn, competitors. I believe this is the right opportunity for the Indian automobile sector to talk about environmental governance along with economic growth. That there's the possibility of economic growth without harming nature—and EV is the answer. The Indian automobile sector ranks fifth in the world and is expected to rise to third by 2030. Achieving this feat is not a pie in the sky but achieving this goal with a sustainable approach is going to be a different ballgame altogether. India is the world's largest producer of two-wheelers. Therefore, it is our responsibility to create a robust manufacturing and supply chain with enhanced technology and great performance capabilities. India has the potential to emerge as a global EV hub, and Okinawa Autotech is going to lead from the front as we are always reinventing our products and upgrading our processes.

Besides, there's one more platform that's constantly reinventing and innovating—the OTT platform. OTT platforms have brought a paradigm shift in the world of audio and video consumption. Digital entertainment has been at the forefront in the past couple of years, and we proudly presented the first HT OTTPlay awards as the title sponsor. It is a one-stop platform for brands, content creators, and the OTT fraternity to come together and collaborate and deep dive into this emerging entertainment ecosystem.

Jeetender Sharma Founder & MD, Okinawa Autotech





### THE DEFINITION OF ENTERTAINMENT IS CHANGING WITH THESE 'NEW MULTIPLEXES'

Change is the only constant and we, at Okinawa, being the harbingers of change, believe that just like the mobility industry, the entertainment and content industries are changing too. As per a 2020 Live Mint

report, at 4.45 hours of consumption daily, Gen Z beat millennials, who managed to binge only 3.66 hours of web content that year. The numbers speak for themselves; OTT platforms are gaining popularity each passing day and have already attacked around 7 to 9 percent of the entertainment market's share and revenue. Who doesn't want to binge-watch in the comfort of their home? Also, the work-from-home model made everyone believe that everything can 'WORK' from home-even the big screens can be created at home with just a projector. Undoubtedly, OTT has emerged as a powerful tool to reach audiences, and through this association, we look to expand our focus and give more impetus to this collaboration of creativity and sustainability, with the message reaching out to a wider audience.

> **Dr. Ruplai Sharma** Chairperson, Okinawa Autotech

# **Thought Leadership**



# e-2-wheeler firms rev up festive offers

VARUN SINGH New Delhi, September 6

WITH THE ELECTRIC two-wheeler sales showing gradual improvement after being hit due to supply chain constraints and fire incidents in the past few months, original equipment manufacturers (OEMs) are expecting a growth of as much as 30% during the festive season on the back of discounts and other offers they have lined up.

"We are expecting an increase of up to 30% inoursales during the festive season period, buoyed by the strong customer demand in the EV



We are expecting an increase of up to 30% in our sales during the festive season period, buoyed by the strong customer demand in the EV two-wheeler segment

"This growing momentum in

production will ease the waiting

period for deliveries," Phokela added.

JEETENDER SHARMA, FOUNDER AND MD, OKINAWA AUTOTECH

"We are expecting an increase of up to 30% inoursales during the festive season period, buoyed by the strong customer demand in the EV two-wheeler segment," Jeetender Sharma, founder and managing director, Okinawa Autotech, told FE.

Okinawa, which currently sells high-speed electric models like Okhi-90, IPraise+, Ridge+ and Praisepro, is offering discounts of up to ₹7,000 across its product range to augment sales. To mark the beginning of the festive season, Hero Electric recently announced an Onam offer under which it will give a free electric scooter to every 100th customer in Kerala. Besides, the company is furnishing a cumulative five-year warranty, including a two-year extended warranty, on its models. Nyx, Optima and Photon are its popular electric scooters. Although Ather Energy is witnessing robust demand for its electric scooters like 450X Gen 3 and 450 Plus, the company is facing supply chain issues. Despite that, it registered the highest-evermonthly sales of 6,410 units in August and is anticipating a better performance in the festive season.

"The demand has always been strong, but we have been grappling with supply chain constraints. It is now that all the hard work on ramping up the supply chain is beginning to pay off and we see growth in our production numbers," said RavneetS Phokela, chief business officer, Ather Energy. How is India's EV sector boosting the manufacturing segment?

The EV market in India is expected to grow at a CAGR of 36% by 2026, while the EV battery market is estimated to grow at a rate of 30% during the prescribed period, as per a report by the India Energy Storage Alliance. The growth of EV adoption is, thus, imminent with the concerted efforts of EV players and government policies.

The Indian government, through schemes like Faster Adoption and Manufacturing of Hybrid and Electric Vehicles Phase II (FAME II), is providing the necessary policy support to boost the manufacturing, sale and adoption of EVs. A critical objective of FAME II and the Product Linked Incentive (PLI) Scheme is to boost the manufacturing and supply chain development sector in EV, aiming to create Atma Nirbhar Bharat.

As a part of the PLI scheme, Advanced

**Chemistry Cell Battery** Manufacturing (ACC) was approved in May 2021. Under this, a few selected companies will receive a fund of around ₹18,000 crores to create a battery capacity of nearly 95GWh. These manufacturing units are to be set up over two years. This will provide the much-needed infrastructural support required by EVs in India. Given the efforts by the government and allied agencies, the sector is likely to witness significant growth.

Jeetender Sharma, Founder and managing director, Okinawa



### **OKINAWA OTT Play Awards**





### **OKINAWA OTT Play Awards**





### **OKINAWA OTT Play Coverage**





### **New Dealership**



# Let's welcome our new dealer partners Inaugurated in SEP 2022

DEALER NAME	STATE	CITY
N K Motors	Odisha	Jagatsinghpur
G.K.Automobile	Bihar	Chapra
Sri Vinayaka Autotech	Andhra Pradesh	Sullurupeta
Abhinav Enterprises	Bihar	Sitamarhi
Vtc India	Bihar	Darbhanga
Pramila Motors Private Limited	Bihar	Aurangabad
Radha Motors	Maharashtra	Wardha
RAJESHAM MOTORS	Maharashtra	Washum
Madhav E-Vehicles	Gujarat	Amreli
Balaji Autowings	Gujarat	Gandhidham
Shree Krishna Automobile	Madhya Pradesh	Shivpuri
Bhagwati Synthetics	Karnataka	Belgaum
Ritika Automotives	West Bengal	Kolkata
G S Enterprisese	Uttar Pradesh	Fatehpur
Mahi Motos	Uttar Pradesh	Gorakhpur



## **Okinawa in News**

EMOBILITY+



BIKE NEWS REVIEWS

### Okinawa opens Galaxy Showroom in Bhubaneswar

NEXT GENERATION SMART Okinawa Electric Scooters: New Galaxy Showroom Opens in Bhubaneswar 0 a waw 🗐 Th Grean Trisbility Lauhoffes Electric Three-Wheeler, "Montral Electric": O 6 0 Heat Okinawa Autotech Opens Galaxy Showroom At Nayapalli, Bhubaneswar -

A life photo of Okinawa Autotech Opens Galaxy Showroom At Neyapalli, Bhubaneswa

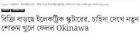
Estimated Reading Time: 1 minutes

Okinawa Autotech opens its super-modern Galaxy Showroom at Nayapalli in Bhubaneswar. Reston Galaxy is launching the dealership. The latest experience centre, which is equipped with the most up-to-date technology, will offer customers a hands-on



Okinawa opens Galaxy Showroom in Bhubaneswar, Auto Information, ET Auto











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### Okinawa opens Galaxy Showroom in Bhubaneswar

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Thrust Zone	https://www.thrustzone.com/okinawa-autotech-bhubaneswar- showroom-goes-live/
Techgup	https://techgup.com/automobile/electric-vehicles/okinawa- autotech-launches-new-showroom-in-bhubaneswar/



## Okinawa in News



### Okinawa opens Galaxy Showroom in Noida

BW AUTO WORLD

#### Okinawa Autotech Opens Another Galaxy Store; This Time In Noida

HOME NEWS QUICKBYTES INTERVIEWS REVIEWS VIDEOS GALLERY COMMUNITIES SUI

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Through this Galaxy Store, Noida's residents will also be able to experience the engineering that goes on behind the scenes of Okinawa's products through its Cut-Section scooter displayed at the store.

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Okinawa Galaxy Showroom Opens in Noida



Okinawa opens its new Galaxy Store in Noida



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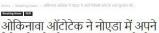
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Catch Alan Boehme, Global CTO, H&M Group Live at FE CX Connect Summit 2022 | Watch Net HOME / EXPLOSES MOBILITY / Okinawa Cooks its New Catavy Store In Noida

#### Okinawa opens its new Galaxy Store in Noida

The key USP of this store is its customisation zone, where customers can revamp their chosen vehicle with bespoke details.

Written by Express Mobility Desk September 8, 2022 13136 pm





HIFTING-GEARS.com

HOME NEWS\_ REVIEWS\_ ELECTRIC VEHICLES ADVICE FEATURES

Okinawa opens Galaxy Store in Noida



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### Okinawa opens Galaxy Showroom in Noida

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News Studio 18	https://www.newsstudio18.com/breaking-news/okinawa- autotech-announces-grand-opening-of-its-galaxy-store-in- noida/?utm_source=rss&utm_medium=rss&utm_campaign=okin awa-autotech-announces-grand-opening-of-its-galaxy-store-in- noida
Navbharat Times	https://navbharattimes.indiatimes.com/auto/car-bikes/okinawa- autotech-opens-its-galaxy-store-in-noida-sector-63-will-sell- okinawa-electric-scooters/articleshow/94114470.cms
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## **Okinawa in News**



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## **Okinawa in News**



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Informative Manmeet	https://informativemanmeet.com/auto/hero-electric-sets- record-sells-over-10k-electric-2-wheelers-in-a-month-report/
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Patrika	https://www.patrika.com/electric-vehicles/hero-electric-and- okinawa-autotech-beats-ola-in-term-of-sales-in-august-best- selling-electric-scooter-7748756/
Jansatta	https://www.jansatta.com/business/car-bike/top-3-best-selling- electric-scooter-brands-august-2022-okinawa-autotech-hero- electric-and-ampere-read-complete-sales-report/2359179/
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### **Dealer Initiative**



Navin Autolink llp, Vadodara



#### Bansal Motors, Raigarh



#### Weber E Vehicles, Surat

Chetana Automobiles, Sangli



#### EV Autolink, Nadiad







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# **Dealer Initiative**



NS MOTORS, Bhopal

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स्कूटर OKHI 90 लॉन्च

EV Autolink, Nadiad

Bhansali Okinawa, Nandurbar



Navin Autolink LLP, Ahmedabad



Kashvi Motors, Indore



Navin Autolink LLP, Rajkot



# **Dealer Initiative**



GT Motors, Bihar



NP Auto, Bihar



Ghosh Okinawa, West Bengal

Ashirbad Okinawa, West Bengal



Vibrant Okinawa, Odisha



#### NMR Motors, Assam





## **Service Initiative**



### Appointing

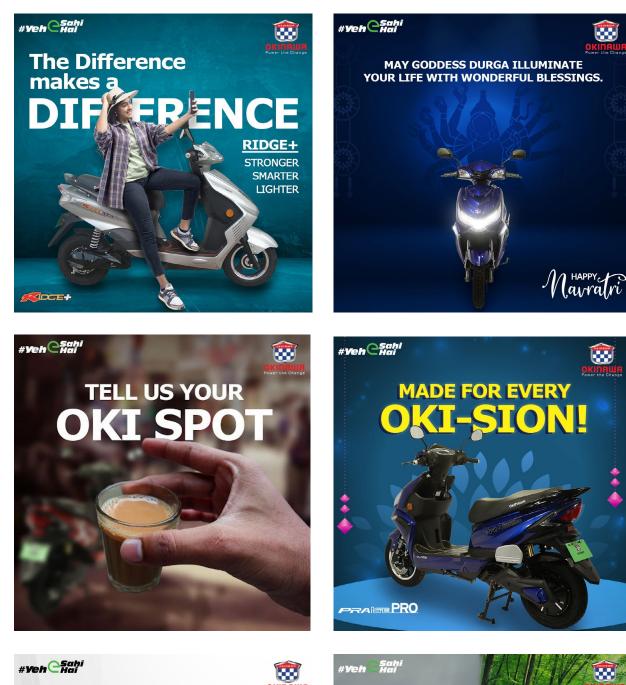
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### Social Media







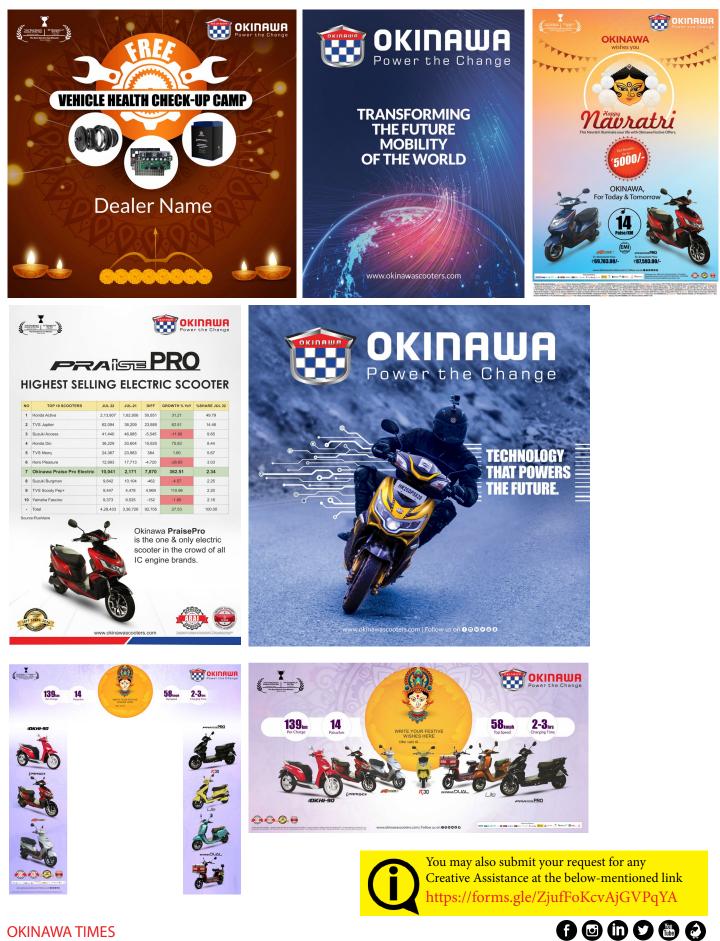




# **Creative Support**



Okinawa has extended creative support for all dealer partners, in designing creatives to have synergy all across the creatives including Promotion Material, Product pictures, Advertisement creatives, etc.





# **OKINAWA** TIMES

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