

DEC 2022

# OKINAWA

An Official Archive of Okinawa Autotech

# TIMES

The End is just a **New**

# Beginning

HAPPY NEW YEAR 2023





## Maneuverability and Speed, Cost Effectiveness and Low Maintenance Emerge as Key Influencers for EV Two-Wheeler Industry in 2022

The Indian electric two-wheeler industry is entering the new year with a positive outlook as it looks to achieve new sales milestones in 2023. The industry looks to build on a solid foundation laid in 2021 amid the semiconductor shortage and uncertainty due to the Omicron variant. Large-scale digitization, the rapid growth of the economy, and learnings from the past two years of the pandemic are expected to come in handy as demand continues to remain resilient – notably in the passenger vehicle segment. In addition, several automobile manufacturers are open to incorporating new technologies, especially in the electric mobility category, which is expected to result in numerous launches in both four- and two-wheeler categories in 2022.

Speaking on the phenomenal year and positive outlook that is set for 2023, let me cheer out some of the milestone achievements of Okinawa last year.

In 2022, we were successful to clock the sales over 1.20 lakhs units. There were several factors that played a vital role in achieving this magical number including best-in-class products that provide cost effectiveness and are low in maintenance; our seamless service network and the brand ethics we follow.

The year 2022 started with taking another step towards achieving our vision of becoming the number one electric two-wheeler manufacturer in India, we commenced the operations at our second manufacturing unit located in Bhiwadi, Rajasthan. The new facility took our production capacity from 90,000 units to 3,00,000 units annually.



Last year, we emphasised on giving our customers the experience of our brand with the launch of Galaxy stores across the county. These stores give the customers an opportunity to know about the company



and its manufacturing process in details including examine crucial components such as the battery, electric motor, and chassis. Moreover, Galaxy stores also offers an option of customization area where the customers can opt for fascinating bespoke hand-painted scooters along with merchandises. Currently, we have 13 Galaxy stores across the country.

The month or March was a marquee month for Okinawa as we launched one of the best electric scooters in India – OKHI-90. The scooter perfect amalgamation of a Motorcycle and a scooter that caters to the varied needs of city dwellers. It has been the most talked about product of Okinawa because of its several industry first features like wide and gripped tyres and a large comfortable seat, the 16 inch stylish aluminium alloy wheels and many more. The OKHI-90 also has a knob-style automatic keyless start for quick and easy start-up and it got charged 80 per cent in one hour.

Another milestone for Okinawa came in the month of May when we announced our joint venture with TACITA, an Italian manufacturer of electric and



performance motorcycles. We have been working on some of the revolutionary products with Tacita which are lined-up to be launched in India very soon. I can easily say that these products will disrupt Indian electric two-wheeler market with their best-in-class features.

We did not stop at this, in the month of June 2022, we started the construction of our dream project that is our mega factory in Rajasthan with an annual capacity of over one million units. The factory will be ready by October 2023.

New year always brings new hopes, opportunities and challenges along with it. We are entering the new year with more passion and zeal to further boost our image of young and passionate EV two-wheeler brand. With the fantastic line-up of new launches, lets all take it as a new challenge and make these launches super successful for everyone.



**Exclusive: Okinawa ऑटो एक्सपो 2023 में लॉन्च करेगी दो नई इलेक्ट्रिक मोटरसाइकिल्स, देखें जितेंद्र शर्मा के साथ बातचीत**

**Auto Expo में लॉन्च करेंगे दो नई Electric बाइक्स NBT लाइफ**



**ANKIT DUBEY**



**Jeetender Sharma,  
Founder & MD, Okinawa Autotech**

## Read the Full Article

<https://navbharattimes.indiatimes.com/video/auto/okinawa-new-electric-motorcycles-jeetender-sharma-interview/videoshow/96188630.cms>

## Watch Full Interaction

<https://www.youtube.com/watch?v=U-CevwobYG8>



## Praise Pro is one of the top-5 best-selling electric scooters in India

Okinaawa Praise Pro achieved another milestone by becoming one of India's top selling scooters in India. The list was issued by India's leading news publication Zee News.

<https://zeenews.india.com/electric-vehicles/top-5-best-selling-electric-scooters-in-india-ola-s1-tvs-iqube-and-more-2553549.html>





# THE YEAR 2022 IN NUTSHELL

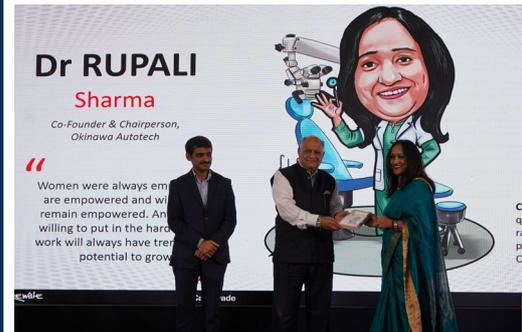
Lets Celebrate the  
Achievements of 2022



## “Women in Mobility” Dr. Rupali Sharma

Chairperson and  
Co-founder of Okinawa  
Autotech

There is a very promising future for Women in Mobility. Women were empowered, are empowered, and will always be empowered in the mobility Ecosystem. The role of women in influencing future mobility is now more important than ever. Women are not just managing extremely successful roles in various organizations in the mobility sphere, yet they are also in charge of a new-age institution powered by cutting-edge ideas and technologies. However, the mobility sector, which is a forward-thinking industry, has always been controlled by men. Several global studies have found that the automotive industry’s executive teams lack gender diversity, But with the changing time and more influential women stepping into the field of Mobility, this sector is bound to grow in leaps and bounds



## Okinawa Opened Second Manufacturing Plant In Bhiwadi, Rajasthan

Okinawa Autotech, the electric vehicle manufacturer announced about its commencement of operations at its second manufacturing unit located in Bhiwadi, Rajasthan. Okinawa expanded its local manufacturing portfolio in India, to cater its double-digit growth for the increasing demand for Electric – 2-Wheelers in the country. The expanded production capacity enabled Okinawa Autotech to not only meet demand in India but also for exports.



## Okinawa opened its second & third Experience centre in Jaipur & New Delhi

### Galaxy, New Delhi



### Galaxy, Jaipur



## Launched Okhi-90 “The Responsible Choice”

Launched most awaited electric scooter, the OKHI-90. Touted as “The Responsible Choice”, OKHI-90 is the perfect amalgamation of a Motorcycle and a scooter that caters to the varied needs of city dwellers. The spacious ergonomics of the scooter, which include wide and gripped tyres and a large comfortable seat, make it ideal for Indian families. The 16” stylish aluminium alloy wheels not only add to the aesthetic appeal but also enhance the overall riding experience, especially on bumpy roads, making it the ideal long-distance two-wheeler. The OKHI-90 has a knob-style automatic keyless start for quick and easy start-up and it got charged 80 per cent in one hour.



## Power Pack check-up & Awareness camp

Okinawa took the Power pack check-up camp initiative to educate the customers about safety & maintenance of batteries. These camps have aided in promoting face-to-face engagement with over 1.5 lakh Customers, reinforcing critical areas of battery maintenance and safety, and allowing customers to have their electric two-wheelers checked and examined. The goal of these camps is for our specialized service staff to offer our customers with a comprehensive vehicle Check up , particularly electrical connections and battery connectors.

## Electrifying Service Initiative “Mileage ka Maharaja”

An Okinawa initiative towards creating EV awareness & boost its services PAN India:

- By the Dealers
- Through the Dealers
- For the Customers



## OKINAWA Autotech signed JV agreement with Italian TACITA to manufacture E-bikes

Okinawa announced the historic agreement that was signed on 18 May 2022 between Okinawa and TACITA, an Italian manufacturer of electric and performance motorcycles. The new company, born from the joint venture, will be based in India and will begin production from 2023. The goal for both companies is to offer extremely reliable, pleasant and usable products for maximum customer satisfaction. Tacita® is an Italian company founded in 2009, to design and manufacture high-performance electric motorcycles that are innovative and unique in its characteristics. Motorcycles that respect the environment and the people around them. With its goal to build the perfect electric motorcycle, which gives tough competition to the traditional motorcycles, by providing sensations of pure riding, with the advantage of being driven by a completely “zero emission” electric motor. Tacita’s® commitment is focused on research, engineering and design, to create Italian bikes with unique temperament.



## Annual dealer meet 2022

Which reflected the coming together of the channel partners affiliated with brand Okinawa and their united purpose and drive, this mammoth event saw an attendance of over 600 people which included the channel partners and their families. The First day was entertaining and informative, where the dealers got a chance to, have a complete knowledge of our product portfolio, test ride our new product OKHI- 90, interact with the management and also get an in-depth understanding of our 3 'S' operations and modus operandi.

## Launch of Dual100 & Ridge100



Announced the construction of new Mega Factory in Karoli, Rajasthan



Another Milestone achieved: Galaxy Store opened in Nerul, Navi Mumbai



## Independence Day Celebration

A new  
Okinawa  
Galaxy  
Showroom  
opened in  
Ahmedabad



## Okinawa OTT Play awards



Galaxy, Bhubneswar



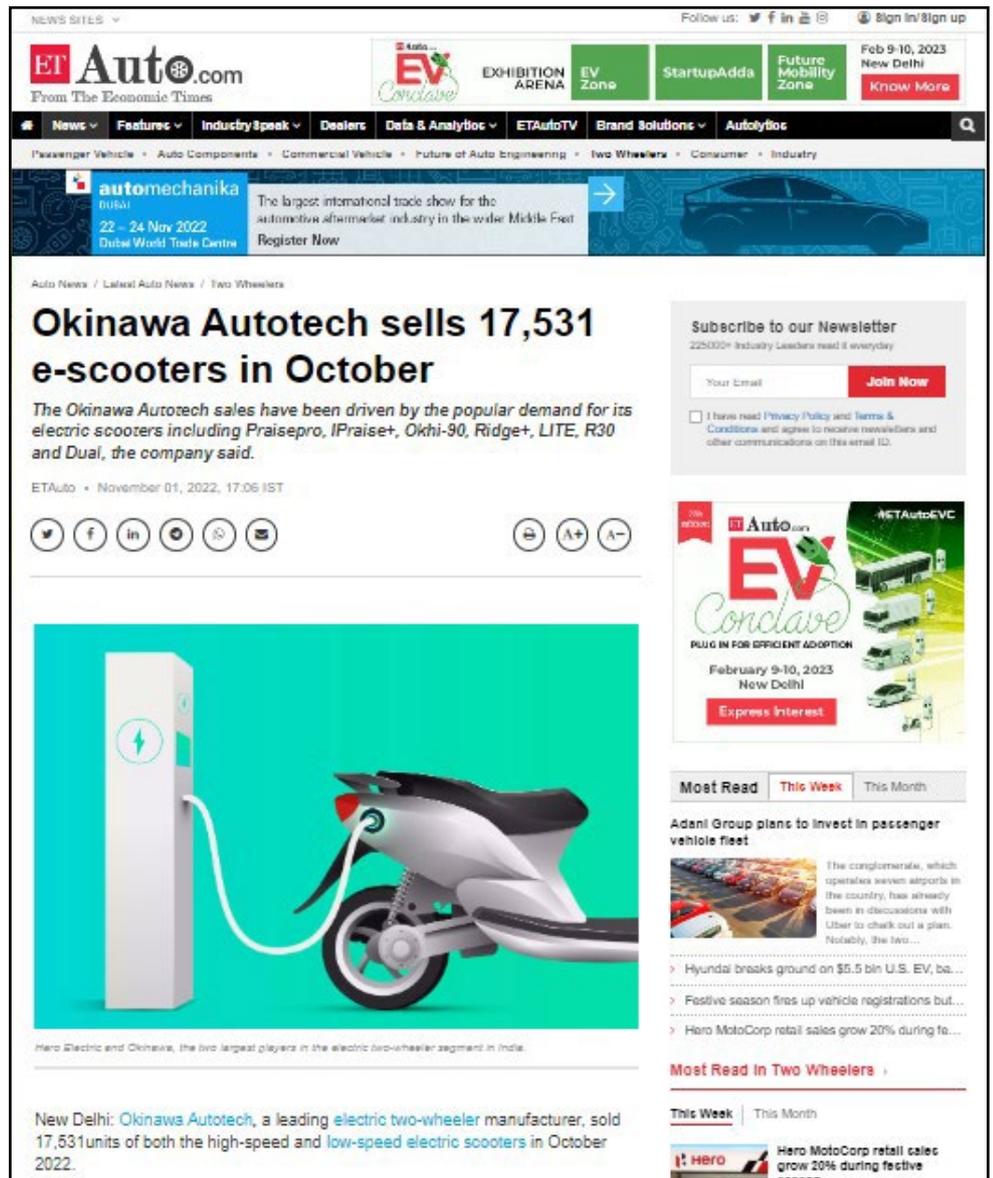
Galaxy, Noida



## Okinawa opened Galaxy Showroom in Bhubaneswar & Noida

Okinawa Autotech sets benchmark for EV Two-Wheeler Industry by registering 17,531 units of sales in a month.

REGISTERS RETAIL SALES OF 17,351 UNITS IN OCTOBER 2022 . Following the robust consumer demand for its dynamic range of EV scooters, Okinawa Autotech, a leading Indian Electric two-wheeler manufacturing company, sold a record 17,531 units in retail sales during October month.



The screenshot shows a news article on the ET Auto.com website. The main headline is "Okinawa Autotech sells 17,531 e-scooters in October". The sub-headline reads: "The Okinawa Autotech sales have been driven by the popular demand for its electric scooters including Praisepro, IPraise+, Okhi-90, Ridge+, LITE, R30 and Dual, the company said." The article is dated November 01, 2022, at 17:06 IST. Below the headline is a large image of a white electric scooter plugged into a charging station. A caption below the image states: "Hero Electric and Okinawa, the two largest players in the electric two-wheeler segment in India." The article text continues: "New Delhi: Okinawa Autotech, a leading electric two-wheeler manufacturer, sold 17,531 units of both the high-speed and low-speed electric scooters in October 2022." The website header includes navigation menus for News, Features, Industry Speak, Dealers, Data & Analytics, ETAutoTV, Brand Solutions, and Autolytics. There are also promotional banners for "automechanika Dubai" and "EV Conclave".



## Celebrated International Quality Month

Marked 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.

## Utkarsh Meet 2022

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.



## Ride With Pride

After Mileage Ka Maharaja, to Strengthened the awareness initiative further, OKINAWA electrified with new campaign “Ride WITH Pride”. With the help of this initiative, Customers able to get the real feel of our products while riding. We feel pride to help them in better understanding of OKINAWA & all products.



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

DEALER NAME	STATE	CITY
CR TRADERS	BIHAR	BIHAR SHARIF
RINKU E MOTORS	CHHATTISGARH	JAGDALPUR

PS Motors



Vishwa Motors



Yogi E-Bikes



MK E Motors



Navin Autolink



Get Auto



Future EV Tech



Adluna Enterprises



Autozen Ventures



Prasad Legendary Automotive



Nector Autocorp



NS Motors



Anutek Engineering



Prateek E Motors



Pace Automobiles



F M Automobiles



Mahalaxmi E-Bike



BN Motors



VBM Automobiles



Narain Electric



Imperial Motors



G S Enterprises



Mahi Motors



India Electric Autotech



Khemka Brothers



Harimum Motors



Vinayak Motors



Vinayak Motors



VD Motors



Rana Ecosafe



Divek Electro World



Reston Enterprises



# Dealer Initiative



**OKINAWA**  
Power the Change

Electro Mobility Solution



Arora Autos



Maithili Enterprises



G.K. Automobile



Ritika Automotive



Purushottam Enterprises



Konark Motors



Reston Galaxy



Shri Shyam motor Yashvi Automobile



MAPL



Jai Vardhan motors



FG Motors



Antomith



Ahuja Enterprise



K K Automobile



Earth Automobility



Sigma Enterprises







# OUT OF THE BOX THINKING

Chetana Automobiles sponsored a 2 nights 3 days trip to Goa for their Sub-dealers and staff along with their family for completing 100 plus sales in the month of October 2022. Chetna Automobile also awarded the Top 2 sub dealers in terms of sales to boost the moral, confidence of the Team.





Chetna Automobile



Harimum Motors



Janani Electric Motors



JPMR Motors



# Service Initiative



## Mondal Okinawa



## Pace Automatic



## SA Motors





## Charbhujia E Wheels



## Chetna Automobiles



## EVnation



## Mahi Motors



## Shri Ram Enterprises



## Weber E Motors





## Congratulations

to one of our esteemed dealer partners Eco Electric Vahan, from Uttar Pradesh for clocking the highest number of test rides in the month of December 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.



## Ride WITH Pride

To Strengthened the awareness initiative further, OKINAWA electrified with campaign “Ride WITH Pride”. With the help of this initiative, Customers able to get the real feel of our products while riding. We feel pride to help them in better understanding of OKINAWA & all products. During December, Okinawa also run the contest around Ride WITH Pride activity. Sharing some of the glimpses related to this initiative:



Share your Okinawa test ride photo & get a chance to win an exciting prize\*\*

SCAN ME TO SHARE

You can also mail your photo & details on social@okinawascoters.com  
\*\*Terms & Conditions apply. Valid Till 31st Dec 2022



## Vehicle Health Check-up camp

At Okinawa we always give our customers topmost priority and this time it was no different. We initiated free health check-up camps at several dealerships with help of on ground activities as well as social media platforms with a slogan of “A Healthy outside starts from the inside”. Such camps do not only provide better life to the Okinawa scooters but also guide the customers on ways to maintain their scooters for better outcome.



## Team Okinawa reached out to the students of Guru Jambheshwar University of Science & Technology, Hisar to promote the Company's initiative of greener future by adopting an electric vehicle.

It was an integrated activity where teams from Human Resources, Marketing and Sales came together to make it a success. Not just students but the teachers and other staff of university took part in this activity and were really impressed with the products of Okinawa.

We will keep on doing similar activities at other collages and universities as well.



## Campus Recruitment Drive by Okinawa:

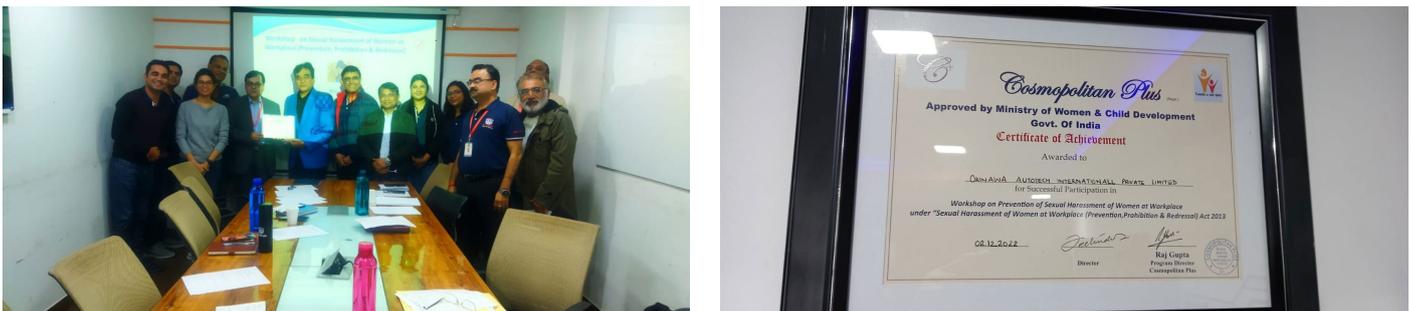
Keeping Okinawa's agenda of nurturing the talented youth of our country, the Company initiated its first ever campus recruitment drive at Guru Jambheshwar University of Science & Technology, Hisar. The activity was very well received by the students, over 50 engineering students (who are passing out in the current academic year) participated in the process.

Dr. Devender Sharma, Vice President, HR & Admin, led the drive along with other senior officials and shortlisted seven students for the position of GET.



## POSH Awareness Training:

A workshop on Prevention of Sexual Harassment was conducted on 2nd Dec 2022. This Workshop include the members from Head office & Plant. Training was provided by Mr. Rajkumar Gupta who is certified trainer from Ministry of women & Child Development, Govt. of India.



## Motivational Training for Sales Team:

Motivational Training program was conducted for Senior Sales Team at Head office on 3rd Dec 2022 by Dr. Devender Sharma (VP Human Resources)



## Christmas Day Celebration

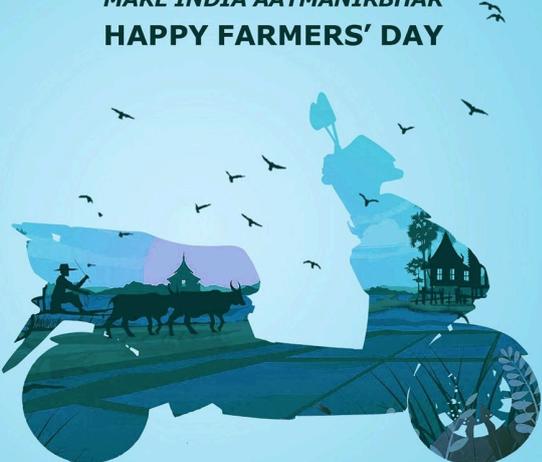
Okinawa family celebrated Christmas in fun and engaging way at Head office. The celebrations became memorable for all of us as we all shared our good wishes with gifts during secret Santa game along with several other fun-filled activities. It was indeed one of the best employee engagement activities of 2022. We are looking forward to the same enthusiasm and zeal by the entire Okinawa family.



#Veh eSahi Hai

OKINAWA Power the Change

THOSE WHO TOIL HARD TO MAKE INDIA AATMANIRBHAR  
HAPPY FARMERS' DAY



#Veh eSahi Hai

OKINAWA Power the Change

DITCH THE QUEUE

TAKE AN ELECTRIC TURN



#Veh eSahi Hai

OKINAWA Power the Change

DETACHABLE BATTERY FOR CONVENIENT CHARGING

OKHi-90

72V, 50Ah LI-ION

The Revolutionary Lithium-Ion Technology #PowerTheChange



#Veh eSahi Hai

OKINAWA Power the Change

GO KEYLESS FOR A SEAMLESS EXPERIENCE

Lock, Unlock, Locate My EV, Remote Start/Stop



#Veh eSahi Hai

OKINAWA Power the Change

VIJAY DIWAS

FREEDOM IN OUR MINDS, PRIDE IN OUR HEARTS, MEMORIES IN OUR SOULS



#Veh eSahi Hai

OKINAWA Power the Change

RIDGE+

Your Ridge+ is fully charged.

CHARGING THE WAY FORWARD

Scooter that gets charged in just 2 hours.



# 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.



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





**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](mailto:pr@okinawascooters.com)

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