

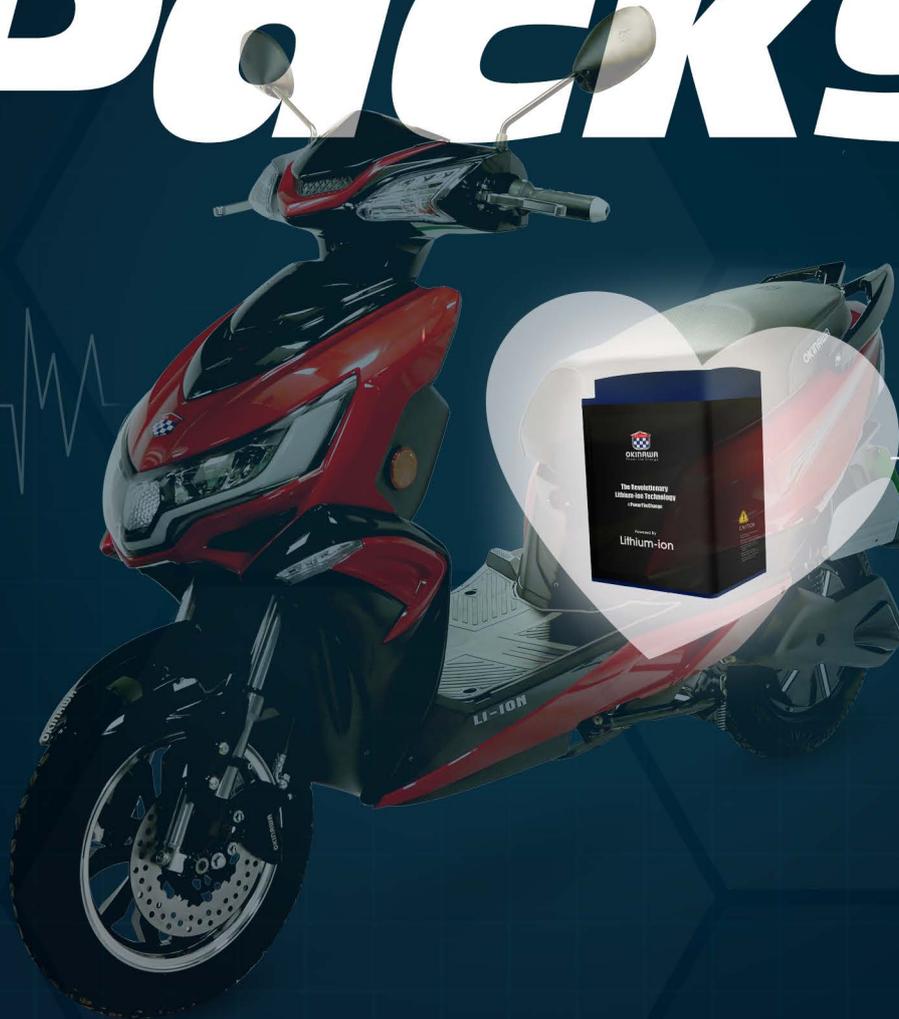
April 2022

OKINAWA

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TIMES

Power Packs



The Heart of Our Electric-2-Wheelers

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What makes Okinawa - A Responsible Brand?

Okinawa's top priority is the safety of its customers. As a result, the company continues to raise awareness about battery usage through its online and offline collaterals. One of such campaigns is the Power Pack Check Up Camps. The company has considered it an important corporate responsibility to further enhance customer safety and confidence in using Electric -2- Wheelers.

As a responsible brand, we were the first company, who took the initiative and recalled 3215 units of Praise Pro scooters to fix any issue related to batteries with immediate effect. We are thankful to all our dealer partners for their support. This is a part of our comprehensive power pack health check-up camps. This voluntary campaign reinforces our long-standing commitment towards customer safety. This step was appreciated and acknowledged by Amitabh Kant, CEO NITI Aayog, a public policy think tank of the government of India.



Okinawa
the first OEM
to show responsiveness through its
Power Pack
Check Up camps.



Okinawa Autotech strongly advises its customers to be extremely vigilant and cautious when it comes to electric vehicles and batteries. Through its service campaigns like 'Mileage Ka Maharaja and Power Pack Check Up Camps' the company advises its customers on several crucial aspects regarding the health of their vehicles and the power packs, the customers are educated on facets such as, use only OEM-specified chargers for specific battery types and not to interchange or use non-genuine chargers. If the battery becomes hot, emits odor, deforms, or exhibits any other abnormal behavior while in use, please immediately stop all operations, isolate and store it separately and notify the nearest dealer. Charge the battery for not more than 2 hours and only with a 240-volt, 15-amp socket with proper earthing and wiring connections. It is advisable not to charge the battery in Humid conditions, any wet area and direct Sunlight. Battery storage is also of prime importance, it should be stored in a clean, dry and ventilated area away from any corrosive and flammable substance.

What are the Customer Awareness Initiatives taken by Okinawa?

Okinawa Autotech has been coming forward and taking a lot of initiatives to create awareness and educate the users on the proper usage of electric 2-wheelers and about the possible hazards that they could experience in case of any negligence in taking proper care of the battery of the vehicle. 'Mileage Ka Maharaja' is the awareness campaign that has gained a great response from the users. The campaign is designed to spread awareness of battery handling, busting all the myths and easy adoption of the Electric-2-Wheelers in the Indian market.

It was just a thought in our minds, But now it has become a revolution in creating awareness about Electric – 2 – Wheelers in the country. Mileage Ka Maharaja is a maiden effort by Okinawa to empower our customers through, Free Vehicle Health Checkups and providing them with proper guidance to maintain their Electric – 2 – Wheelers. This activity shows the commitment and trust bestowed by our dealers and customers on us as a Company. This enforces the alignment of our motto "WE DELIVER WHAT WE PROMISE".

"Satisfied customers is the only future for any Business and We have to be the most delighted player in the eye of the customers. This could not have been possible without the support of our Dealers" Founder & MD, Mr. Jeetender Sharma, Okinawa Autotech.

Okinawa has successfully commenced over 100 rallies in the last 4 months which has been attended by hundreds of customers all over India out of the 1.5lacs customers we have, the excitement of the customers were unmatched. The dealership provided free vehicle health checkups as well as mileage testing based on voltage drop calculations. In addition, a seminar on dry washing and vehicle maintenance is also held to educate the customers for their vehicle health care. It also held sessions to dispel myths and raise awareness, advising the customers on how to improve performance and battery life duration. The oldest customers with well-maintained vehicles are also awarded in these Camps.

"There is a persistent need to take tangible steps to address any concerns about Electric-2- Wheeler safety. Prioritizing any corrective steps for Electric- 2- Wheelers through Customer's education and awareness regarding battery and charging system maintenance is a critical component in this process and we will not keep any stones unturned to attain that. I thank all my dealers for joining hands with us in making this a huge success. " Mr. Jeetender Sharma, Founder / MD Okinawa Autotech.

Educating our customer for Power Pack usages and maintenance is essential. The Power Pack Check Up camps have helped in promoting face-to-face engagement with over 1.5 lakh consumers, to reinforce critical areas of battery maintenance and safety and get their electric two-wheelers examined throughout the company's 500+ dealership network. The purpose of these camps is to provide the customers with complete vehicle checkup, especially electrical connections and battery connectors through our dedicated service team.

Expansion & Investments

In the year 2021-2022, the company has achieved a sales milestone of about 1,00,000 units, thus, attaining yet another milestone in its exciting journey as the second largest electric vehicle brand in India. The company also has a strong expansion plan for 'Make In India,' with the opening of a second manufacturing plant with a capacity of 3 lakh units per year. Okinawa has also opened three experience centers - 'Okinawa Galaxy' stores in Delhi, Jaipur, and Dehradun - with the goal of opening 30 more in India by the end of 2022, giving end-customers the opportunity to interact with the vehicles and the Brand and learn more about them. Having recorded a strong growth trajectory over the past couple of years. The company expects to continue growing with a strong vigor in the year ahead with its mega plant already in process with a capacity of 1M /year this world class manufacturing facility will have state of the art automation, contributing towards creating a complete eco- system of Electric -2- Wheeler in the country. It has recently launched its most awaited electric scooter, the OKHI-90. Touted as "The Responsible Choice", OKHI-90 is the perfect amalgamation of a bike and a scooter that caters to the varied needs of city dwellers. It is India's first scooter with 16-inch wheels. The spacious ergonomics of the scooter, which include wide and gripped tyres and a large, comfortable seat, which makes it ideal for Indian families, We can also expect the launch of its most awaited product OKI -100 sometimes soon.

Guidelines for using EV Batteries

Only OEM-specified chargers for specific battery types should be used. Do not interchange or use any other non-genuine charger.

Store your batteries at room temperature.

High-Pressure water cleaning is prohibited.

Please do not charge the batteries within 1 hour after use.

If the battery becomes hot, emits an odor, deforms, or exhibits any other abnormal behavior while in use, please stop all operations immediately, isolate and store separately, and notify the appropriate service engineer.

If you discover that the battery casing has been damaged or that there has been water intrusion, immediately isolate and store it separately, and notify your dealer.

If the battery is not used for an extended period of time (more than one month), please remove it and charge it to a half-saturated state (after discharging, charge with the charger for 1.5 to 2 hours), then store it in a cool and dry place (the optimal temperature range is 5°C to 25°C), and charge it for 1.0 hour every three months.

Do not leave the battery at 5% power for an extended period of time.

Do not charge the Battery for more than 2-3 hours at a time.

Charge the battery with a 240 - volt, 15 amp socket with proper wiring and Earthing Connections.



Guidelines for using EV Batteries

Charge in a well-ventilated area.

Store the battery and charger in a clean, dry, and ventilated location, away from corrosive substances, at least 2 metres away from fire and heat sources, away from flammable substances, and disconnect the charger from the battery.

Avoid charging in humid conditions and avoid using any type of battery that contains water.

Do not charge the battery in Humid conditions, Wet Area & direct Sunlight.

While taking out the battery and putting it back make sure that the cable connection is tight and not loose.

There should not be any external damage on the Battery case

Charger Health Tips

Ensure that the charger plug on both sides is not loose and there is no sparking /heating of the mains socket.

While charging – first plug the battery side , then the AC side .Post charging – first unplug the AC side then the battery side.

Ensure ignition switch is in OFF position when your Electric- 2-Wheeler is being charged.



Cleaning Your Okinawa Scooter **Say No to Water**

- > Cover the sensitive Electric Parts - Unplug the scooter charging before cleaning it.
- > Clean Handle Grip - Start cleaning the scooter from top down, beginning with the handle grips by air pressure.
- > Dust the Scooter's Body - Before applying anything wet to the scooter, use a dry microfiber cloth to thoroughly get all of the dust and dirt off of the scooter.
- > Spray & Wipe Down the Body – After removing all dust off, use the cleaning solution mixed in spray bottle to spray on the complete body parts except electronic portions. Put the scooter one side and thoroughly wipe the undercarriage as it has significant amount of dirt and debris.
- > Spray & Wipe the tires – Spray the soap solution on the tires and the parts adjacent to them. Wet the tips of the brush or toothbrush and get in the tire ridges and grooves cleaned by brush.
- > After cleaning, apply the tyre polish and Body polish, rub it gently on the vehicle and ensure a shining vehicle to be given to customer. This has to be done to all vehicles in all kind of services without any additional charge to customer as we have to “Say – No to water”.
- > Beware for the water entry in rear tire rim as we are having motor in that.

Don'ts

- Don't clean when the motor is hot.
Inspected by placing hand on rear wheel rim as motor is provided inside rear rim,
- Don't expose to the sun. Don't dry with hand drier.
- Don't wash with high pressure water gun.

Do's

- Place the scooter in a cool & ventilated place.
- Prepare a few rags to wash.
- Use brush to clean carefully.
- 2 Bucket for water & soapy water.



Congratulations



OKINAWA Power Pack Check-up and Awareness Camp

We really appreciate our dealers' efforts in organizing the Power Pack Check Up and Awareness camps for Educating our customers on Power Pack usages and their maintenance. 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. It is imperative for our customers to be aware and take appropriate precautions and measures to maintain the health of their batteries.

“There is a persistent need to take tangible steps to address any concerns about Electric-2- Wheeler safety. Prioritizing any corrective steps for Electric- 2- Wheelers through Customer's education and awareness regarding battery and charging system maintenance is a critical component in this process and we will not keep any stones unturned to attain that. I thank all my dealers for joining hands with us in making this initiative a huge success.”

Mr. Jeetender Sharma,
Founder / MD Okinawa Autotech



Power Pack Check-up and Awareness Camp



Okinawa the first OEM to show responsiveness through its Power Pack Check Up camps .

It is the need of the hour and critically important that we educate our customers on how to use and maintain their Power Packs. The Power Pack Check Up camps have helped to promote face-to-face engagement with over 1.5 lakh customers, reinforcing essential areas of battery care and safety while also allowing them to have their electric two-wheelers tested and checked at the authorized dealership network present all across India . The goal of these camps is for our dedicated service staff to provide customers with a full vehicle checkup, focusing on electrical connections and battery connectors of the Power Packs .



Mileage Ka Maharaja



OKINAWA
Power the Change

congratulations

VEHICLE HEALTH CHECKUP

MILEAGE KA MAHARAJA



"WE DELIVER WHAT WE PROMISE"

"Satisfied customers is the only future for any Business and We have to be the most delighted player in the eye of the customers. This could not have been possible without the support of our Dealers "

Mr. Jeetender Sharma
Founder & MD
Okinawa Autotech



It gives us a sense of pride and gratification to witness such a grandeur of the campaigns "Mileage Ka Maharaja" being carried out in all parts of India by our dealers. It was just a thought in our minds, But now it has become a revolution in creating awareness about Electric - 2 - Wheelers in the country. Mileage Ka Maharaja is a maiden effort by Okinawa to empower our customers through, Free Vehicle Health Checkups and providing them with proper guidance to maintain their Electric - 2 - Wheelers. This activity shows the commitment and trust bestowed by our dealers and customers on us as a Company. This enforces the alignment of our motto

"WE DELIVER WHAT WE PROMISE".

"Satisfied customers is the only future for any Business and We have to be the most delighted player in the eye of the customers. This could not have been possible without the support of our Dealers "

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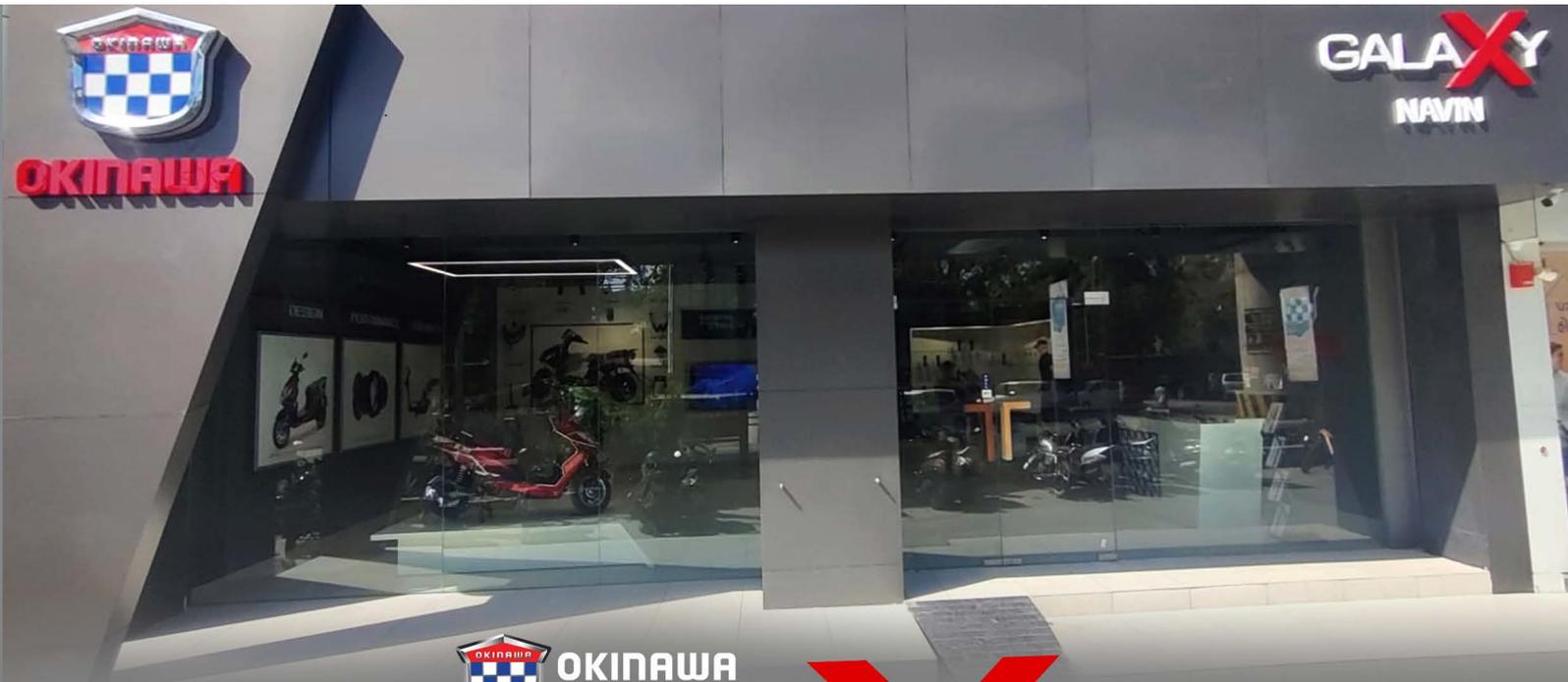
#PowerTheChange www.okinawascooters.com

Training for New Dealers

Induction plays a very important role in preparing the new entrants within the company, for fulfilling their responsibilities as dealers there are certain induction process that they have to go through. The Sales Department conducted New Dealership Induction, Meet for onboarding new dealers. The Induction Training was piloted in Vidharb, Nagpur. The objective of the Induction Training Programme is to develop Generic & Domain specific competencies with all new authorized dealership of Okinawa.

The training reinforced Okinawa's 5S principle – Sales, Service, Spare, Subsidy and Safety. This kind of initiative strengthens the capabilities and bring an attitudinal shift within the dealer principles, in order to improve the public service delivery mechanism.





GALAXY

— Ahmedabad —

Okinawa Galaxy Stores, Leading the Way!

We are proud to announce the Grand Opening of our all new Galaxy Store in Ahmedabad , here the customers can experience the Innovation and Technology offered by Okinawa, enjoying the best in class looks. These stores provide the nest level customers experience with best state of the art technology by exhibiting Okinawa Product Portfolio for touch and feel , it's the next level Experience centers offered by Okinawa.





Today India as a country is changing and going towards a better lifestyle and products, such is happening to India's two wheeler market too. With the high rise of petrol prices, Indian commuters were facing a lot of issues , so the EV market came into existence and So did OKINAWA which has made life of people better . With a great product basket and with such reasonable pricing Okinawa is the next big thing in India's two wheeler market . With the great vision of the Company ,it surely will be "OKINAWA, INDIANS KI SAWARI".

Satvik Nakra | Navin Okinawa, Ahmedabad



My i-Praise Plus! My companion!

Ramesh Karnataka

“During those gloomy days, You need a companion , During those difficult times you need a companion, During those rough patches , you need a companion! Who would stand tall with you and be your support system . My Okinawa I Praise Plus has been a companion through out my thick and thin.”

I am the proud owner of My Okinawa Scooter since Eight Months . In my village Hiriyur , Karnataka every house owns an Okinawa so to take a decision of buying one was not difficult for me . I had already used it before . I had done some research, talked to several friends who own the scooter and had a strong idea what I wanted. I was highly impressed with the style and make of the scooter . This has also helped me to save a lot of money through cost cutting by using Okinawa I praise Plus . I use it for Shopping with my family , for Work and some times to buy my Agricultural Products , as I am a farmer.

I take care of my I Praise Plus like a baby, I adhere to all the safety standards as instructed by the company . It's the best companion I could have asked for. I believe vehicle maintenance is very important in order to make it function better. The greatest savior for me is the LI-Ion detachable battery, which has always been of great help . I can charge it anywhere and every where.

I am a farmer by profession , I have to toil day in and out for a living , but I enjoy my day working for my family , they look forward to my presence in the evening , My kids love to ride the I Praise Plus, I take them for a ride daily once I am back from work .

Okinawa as a brand is highly regarded for the exceptional customer service experiences they provide, I am proud to say that I own an Okinawa Scooter . When ever I had any problems with the scooter it was addressed by the dealer very proactively, as the company keeps up with is Vehicle Health check up camps very frequently. In today's age of quick uncaring sales it's a pleasure to find someone who is committed to customer service and satisfaction.



BRAND Sutra

MUMBAI | MONDAY | APRIL 11, 2022



"THE ADVERTISEMENT IS THE MOST TRUTHFUL PART OF A NEWSPAPER."

— THOMAS JEFFERSON, AMERICAN STATESMAN AND PHILOSOPHER, THIRD PRESIDENT OF THE UNITED STATES

We are working to fast-forward adoption of electric two-wheelers: **Jeetender Sharma**

FIRST PERSON

AS TOLD TO SRABANA LAHIRI

AN IDEA FROM JAPAN

A trip to Okinawa Islands in Japan inspired me to look at manufacturing electric vehicles (EVs). The people of Okinawa are known to have the longest lifespan in the world, thanks to near-zero pollution. When I started Okinawa Autotech in 2015 with my wife and co-founder Dr Rupali Sharma, I had a vision of creating a healthy environment that is free from pollution, a better place to live in for the future generations. I turned my dream into reality and Okinawa Autotech was born. Initially, we travelled across villages and lanes in Haryana to understand customers' issues with EVs. "Cycle waala bhi mere se aagey nikal jaata hai (Even a cyclist overtakes me)," a teenager in Gurugram, Haryana, told us, when asked about his experience with an electric two-wheeler. Irrespective of the geography we visited, the feedback was depressing. At best, EVs were looked upon as a costly substitute for cycles. **We then jotted down a list of issues plaguing EVs: range anxiety, low speed, poor mileage, zero infrastructure, lack of spare parts, unskilled mechanics, frequent breakdowns, poor quality, etc.** Every aspect of EVs was sharply contrasted with petrol scooters. It was quite evident that consumers were in no mood to come out of the internal combustion engine (ICE) age. That's when we took it upon ourselves to build something that changes the entire perception of electric two-wheelers. With these insights, we came out with our first high-speed electric two-wheeler. With the solemn vision of 'Made in India, Made for India', and a great deal of investments into R&D, we are one of the biggest players in the electric two-wheeler segment by volume today.

THE OKINAWA RANGE

Okinawa has four e-scooters under the high-speed category, i.e., the just launched 16-inch wheel size **OKHI-90, iPraise+, PraisePro and Ridge+**. Under the low-speed category, Okinawa has **Lite, R30 and Dual**. It is a family brand and caters to the demand of every family member. Praise Pro, priced at Rs 79,845 (runs 90-100 km per charge), is the best-selling and most popular product as of now. However, we expect this to soon change with **OKHI-90 emerging as the most popular choice**, given its unique features. We are expecting to sell 50,000 units of the scooter model OKHI-90 by the next fiscal.

With a customer-centric approach, Okinawa focuses on providing a great customer experience, be it in terms of our extensive dealership network or providing roadside assistance, EMI options, app connectivity, and so on. We have proven our mettle by riding to the highest motorable road to Khardungla from Gurugram on an electric scooter - this is a testament to the high performance of our vehicles. **Our QCD model helps us stay ahead of the curve.** It has three key pillars, i.e., Quality of Ve-



JEETENDER SHARMA, MD & Founder, Okinawa Autotech, is at the forefront of mass penetration of two-wheeler EVs in India after his foray into the electric mobility space in 2015. Here, he recounts in his own words how a trip to Okinawa Islands in Japan inspired him to start Okinawa Autotech, the challenges he faced on the way and his plan to grow the brand on the back of innovations



Our ad campaign 'Ye E Sahi Hai' launched in 2021 was about breaking myths about EVs and it led to substantial increase in sales in FY2022." — JEETENDER SHARMA

ON MARKETING BRAND OKINAWA

Our advertising budgets are primarily allocated to mass ad spends across digital and print channels, and we anticipate establishing a strong brand presence in 2022 with an exciting narrative. What may change is the choice of ad formats, the types of vehicles that are marketed, and how they are marketed. We may soon see a focus on microsites and immersive experiences delivered through ads to engage viewers in a never-before manner. Our ad campaign 'Ye E Sahi Hai' launched in 2021 was about breaking myths about EVs and it led to substantial increase in sales in FY2022.

ON SUSTAINABILITY AGENDA

All Okinawa products go through stringent durability and reliability tests. As a result, the customer gets a complete package that includes quality, comfort, style, affordability and eco-friendliness, and does not miss anything when switching from IC engines to electric two-wheelers. The company has advanced technology IPR for power train motors, controllers, battery BMS. It has in-house state of the art assembly lines and vehicle testing facility, along with components manufacturing capability for robotic welding, automatic CNC, automatic molding and robotic paint shop. Our dedicated suppliers produce the components as per Okinawa design. For quality management systems, we are IATF-16949 certified for design and manufacturing of electric two-wheelers.

hicle, Cost Competence, and Delivery/after-sales experience. When it comes to quality, **Okinawa's two-wheelers are very much at par with internal combustion engines at the most competitive prices**, paired with various retail finance options through partners. We make sure that customers always have easy access to maintenance and other after-sales services.

THE SAFETY ASPECT

We at Okinawa, take the safety of our people - both employees and customers - as our utmost priority. As a responsible organisation, we have designed appropriate strategies to keep our customers informed and raise awareness about taking proper care of the battery and the health of their vehicles. We as a company are with the customer right from the en-

quiry stage through our customer connect approach (call centre). Also, at the test ride and enquiry generation level at the dealership. Through customer rallies like 'Mileage ka Maharaja' and free check-up camps at the dealership, we educate our customers about the dos and don'ts for EVs and battery usage tips, even as we spread awareness about electric two-wheelers in general. **As this technology is new to everyone, awareness is the key to customer guidance and satisfaction.**

THE CHARGING FRONT

Charging infrastructure is no longer a pain point for owners of Okinawa EVs, as we provide the convenience of charging the lithium-ion batteries at home. Customers can fast-forward EV adoption by implementing this technology. **Adoption of electric two-wheelers with detachable batteries ensures positive growth in EV markets.** The Government is enabling a supportive ecosystem for potential EV buyers by promoting plug-in charging points. This will only ensure deeper penetration of EVs and, in turn, revolutionise electric mobility. As an OEM, Okinawa is geared up to meet the mushrooming demand with an extensive line-up of products backed by one of the widest distribution networks of more than 500 dealers across the country.

THE ROAD AHEAD...

For Okinawa, the major traction comes from Southern and Western India. The company is planning to expand its dealers' network to 1,000 over the next three years. We have recently launched the specialist OKHI-90, priced at Rs 1,21,866 (runs 160 km per charge), in the EV scooter segment, and our **high-speed motorcycle is in the pipeline for launch later this year.** We have a state-of-the-art manufacturing plant located in Alwar, Rajasthan with an annual capacity of manufacturing 90,000 vehicles with the one-shift model, and we can double that with a two-shift model. With our new facility, **we have a capacity of manufacturing 3,00,000 vehicles** and as part of our expansion plan, we have invested Rs 200 crore to set up our third manufacturing plant in Rajasthan, with a capacity to manufacture up to 1 million units. We have clocked annual growth of Rs 155 crore in FY 2021 and aim to set a target of selling 50,000 units of the new model, or a fourth of its full-year target of two lakh units, in FY 23. We hope to achieve this target with a strong innovation ecosystem, geographical expansion and raising awareness about opting for EVs in the country.

MY SUCCESS MANTRA

My success mantra has always been about being passionate, dedicated and speedy. I believe that every entrepreneur should be passionate to dedicatedly work towards a single-focus target. People believe what they see, I see what I believe in and make it happen.

Our Co – Founder and Chairperson
Dr. Rupali Sharma was honoured with

“Women Achiever”

in the mobility Ecosystem. We appreciate Mobility Outlook initiative of creating a wonderful platform to honour the women in Mobility and concede the power within them.

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 .



Dr RUPALI Sharma
Co-Founder & Chairperson,
Okinawa Autotech

“
Women were always em
are empowered and wi
remain empowered. An
willing to put in the hard
work will always have tren
potential to grow

bikewale

MOBILITY OUTLOOK

Entertainment & Promotional Features

@hindustantimesauto @HTAutotweets @HTAutonews HT Auto

OKINAWA: WAY OF SAYING THEY CARE

Okinawa, through its unique initiatives, organises campaigns to help customers deal with maintenance, servicing and battery issues

Arun Changrani

arun.changrani@htlive.com

With the ongoing debate on the functionality and practicality of the electric two-wheeler, we reached out to Okinawa to ask about the myths of running and owning electric vehicles in Indian weather and road conditions.

What makes Okinawa a responsible brand?

Okinawa's top priority is the safety of its customers. As a result, the company continues to raise awareness about battery usage through its online and offline collaterals. One such campaign is the Power Pack Check Up Camps. The company has considered it an important corporate responsibility to further enhance customer safety and confidence in using electric two-wheelers. Okinawa

Autotech strongly advises its customers to be extremely vigilant and cautious when it comes to electric vehicles and batteries. Through its service campaigns like 'Mileage Ka Maharaja' and 'Power Pack Check Up Camps', the company advises its customers on several crucial aspects regarding the health of their vehicles and the power packs. The customers are educated on facets such as using only OEM-specified chargers for specific battery types and not to interchange or use non-genuine chargers. If the battery becomes hot, emits an odour, deforms or exhibits any other abnormal behaviour while in use, please immediately stop all operations, isolate and store it separately. On the side, also notify your nearest dealer.

Charge the battery for no more than 240-volt, 15-amp socket with proper earthing and wiring connections. It is advisable not

to charge the battery in humid conditions, any wet area or in direct sunlight. Battery storage is also of prime importance. It should be kept in a clean, dry and ventilated area away from any corrosive and flammable substances.

What are the customer awareness initiatives undertaken by Okinawa?

'Mileage Ka Maharaja' is one awareness campaign that has gained popularity among users. The campaign is designed to spread awareness of battery handling, bursting myths and easy adoption of electric two-wheelers in the Indian market. This enforces the alignment of our motto, 'We Deliver What We Promise'. 'Satisfied customers are the only future for any business and we have to be the most delighted player in the eye of the customers. This could not have been possible without the support of our dealers,' says

Jeetender Sharma, founder and MD, Okinawa Autotech. As part of the larger programme, the company has organised more than 100 rallies in the last four months for its customers. Free vehicle health checkups as well as mileage testing based on voltage drop calculations were provided by company authorised dealerships. In addition, a seminar on dry washing and vehicle maintenance is also held to educate the customers.

The 'Power Pack Check Up' camps have helped in promoting face-to-face engagement with our customers, out of the 1.5 lakh vehicles already running on the road, to reinforce critical areas of battery maintenance and safety. The purpose of these camps is to provide customers with a complete vehicle checkup, especially on electrical connections and battery connectors, through our dedicated service team.

QUICK BATTERY HEALTH TIPS

- Use only OEM-specified chargers.
- Store your battery at room temperature.
- Totally avoid high-pressure water cleaning.
- Do not charge the battery within 1 hour after use.
- If the battery is not used for an extended period of time (more than one month), we suggest that you disconnect it and charge when required.
- Do not leave the battery at 5% power for an extended period of time.
- While taking out the battery and putting it back, make sure that the cable connection is tight and not loose.
- Keep a regular lookout for any external damage on the battery case as it can be hazardous.

CHARGER HEALTH TIPS

- Ensure that charger plug on both sides is not loose and there is no sparking or heating in the mains socket.
- While charging, first plug in the battery side, followed by the AC plug side. Post charging, first unplug the AC plug side, then the battery side.
- Ensure the ignition switch is in the OFF position when your electric two-wheeler is being charged.



Power Pack Check Up and Mileage Ka Maharaja awareness campaign PHOTOS: HTCS



Okinawa engineers inspecting a scooter for quality check

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Jansatta

<https://www.jansatta.com/business/car-bike/top-3-best-selling-electric-two-wheeler-company-march-2022-hero-electric-ola-electric-okinawa-read-full-details/2119132/>

The Hindu Business Line

<https://www.thehindubusinessline.com/companies/electric-vehicle-sales-soar-in-fy22-even-as-safety-issues-spark-concerns/article65293503.ece>

Best Selling Electric Two Wheeler March 2022: मार्च में लोगों ने जमकर खरीदने इन टॉप 3 कंपनियों के इलेक्ट्रिक टू व्हीलर, पढ़ें पूरी डिटेल्

March 2022 Best Selling Electric Scooter: जानें किस कंपनी के स्कूटर को मार्च महीने में लोगों ने सबसे ज्यादा पसंद किया गया है।

Written by [जनसत्ता ऑनलाइन](#) | Edited by भरत सिंह दिवाकर
नई दिल्ली | April 7, 2022 10:36:28 am



The Okhi 90 Blends modern features, good looks, and a decent batt motor combo — all at an affordable price tag

by [Punya Sharma](#), on March 25, 2022, 06:00

Okinawa Autotech was one of the first EV companies in India and it has raked in over 1.5 lakh sales since its inception.

Following up on its success, the company has now launched its new flagship scooter, the Okhi 90, to take on the new and popular electric scooters such as the Ola S1 and the Ather 450.

Okinawa Okhi90 Design & Features





#HappyCustomerDiaries



Yeh Sahi Hai | **OKINAWA** Power the Change

RAJKUMAR TRIPATHI
Lucknow, Uttar Pradesh

A proud owner of **Okinawa Ridge+**

I bought it a year ago. This scooter is very comfortable and light to ride. I have saved almost 15-20 thousand rupees worth of petrol in the past one year and didn't spend a single rupee on this scooter. The ride of this scooter is very silent and peaceful. People on the road keep asking me about the scooter. Everyday I keep requesting people to buy this scooter because it offers complete peace of mind with its 3 year warranty. No pollution, complete savings.

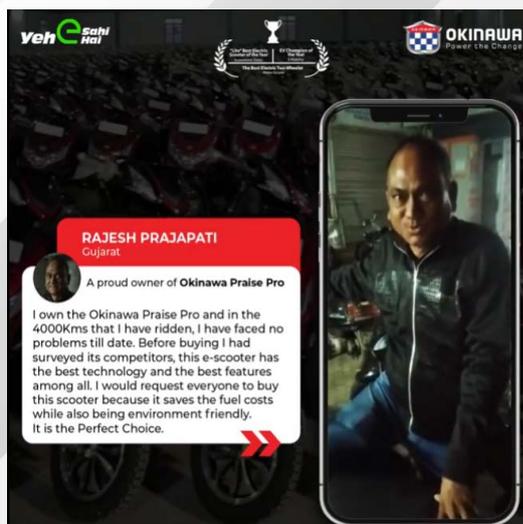


Yeh Sahi Hai | **OKINAWA** Power the Change

MOHAMMED ISHAQ
Bahraich, UP

A proud owner of **Okinawa PraisePro**

I own the Okinawa PraisePro. I use it for personal as well as commercial purpose. I ride around 80-90Kms per charge. I am very happy with this scooter and I request everyone to ride Okinawa and save money!



Yeh Sahi Hai | **OKINAWA** Power the Change

RAJESH PRAJAPATI
Gujarat

A proud owner of **Okinawa Praise Pro**

I own the Okinawa Praise Pro and in the 4000Kms that I have ridden, I have faced no problems till date. Before buying I had surveyed its competitors, this e-scooter has the best technology and the best features among all. I would request everyone to buy this scooter because it saves the fuel costs while also being environment friendly. It is the Perfect Choice.



Yeh Sahi Hai | **OKINAWA** Power the Change

NATARAJAN
Tamil Nadu

A proud owner of **Okinawa Praise Pro**

Okinawa Autotech provides good customer service, I am the first customer from Nagapattinam showroom, the conduct of the company is also very good. I own a PraisePro, it has amazing speed and the ride quality is also very good. I have zero complaints and I am very happy.

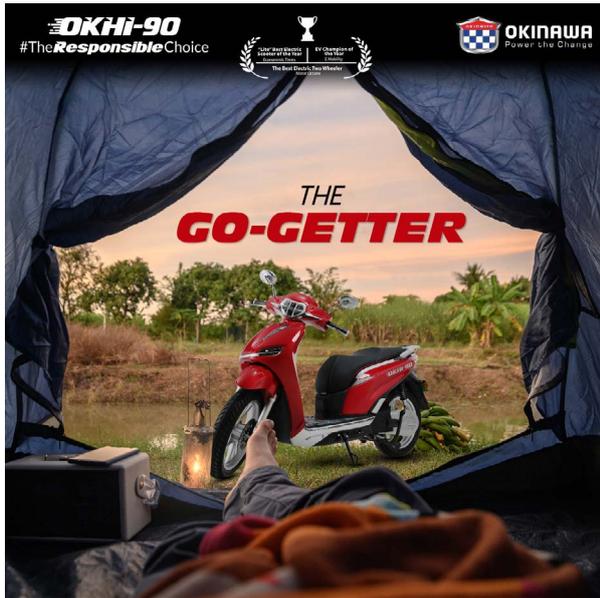


Yeh Sahi Hai | **OKINAWA** Power the Change

KRISHNAKANT CHAUHAN
Rajasthan

A proud owner of **Okinawa Praise Pro**

I own the Okinawa Praise Pro and I am very happy with the performance of the scooter. Service is also very good. Super impressed by the pickup on inclines. I ride on ECO mode so the range is also very nice. I suggest everyone to buy Okinawa for its storage space, performance and service.



Mileage Ka Maharaja - An Okinawa Service Initiative
By the Dealers, Through the Dealers, By empowering our Customers



“ It gives us a sense of pride to witness such a grandeur of the campaign “Mileage Ka Maharaja”, an initiative to create awareness about Electric-2-Wheelers by empowering our customers through Free Vehicle Health Check-ups and educating them about maintenance of Electric-2-wheelers. This activity shows the commitment and trust bestowed by our dealers and customers on the Company. This enforces the alignment of our motto “WE DELIVER WHAT WE PROMISE”. ”



May your ride be filled with blessings and prosperity



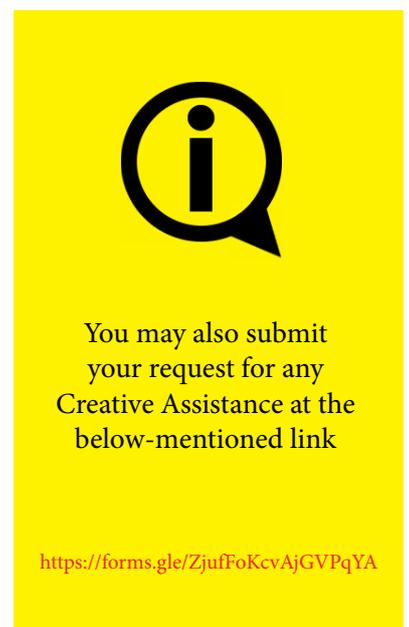
Happy Baisakhi



May your life be filled with power, peace and prosperity!
Happy Durga Ashtami



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
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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