

JULY 2022

# OKINAWA

An Official Archive of Okinawa Autotech

# TIMES

## WHAT IT TAKES TO BE





**I THINK THERE ARE 4 ELEMENTS NECESSARY TO ACHIEVE THE NUMBER ONE POSITION.**

First is Acumen. Interest is number two. Third is Hard Work and last but not the least it's the trust and love of your customers.

Being the best in the Industry requires a specific mindset to achieve the goals and the mindset is driving a perfectionist attitude, which prevents you from relaxing and enjoying it once you have attained the position. You want to achieve it again and again, it is that feeling which keeps you going all the time.

Rules which are crucial for a successful business. The first rule is to always do your best. Second, discipline and maintaining timelines.

Its not about the product all the time, its about a lot of other things that goes into the making of the product and the Brand. It just doesn't stop there, Services play a great role in retaining the customer satisfaction. A genuine desire to satisfy, if not pleasure, a customer can be seen in the voluntary act of providing customer service. We as company lay optimum emphasis on satisfying our customers through our various service initiatives time and again. Ultimately its important to inculcate trust amongst your stakeholders, that makes you the No-1 Player in the industry.



# What makes Okinawa, a Responsible Brand?

“We are here to do business, But Responsibly”. Yes of Course! numbers do matter , but what matters more to us is our Customers and Dealers.



We at Okinawa not only sell scooters , we believe in educating our customers and Dealers time and again. Customer awareness is strongly advocated by us. We advises our customers to be extremely vigilant and cautious when it comes to electric vehicles and batteries and its usage. We advises our users on various safety standards. Okinawa’s top priority is the safety of its customers. As a result, the company continues to raise awareness about battery usage through online and offline collaterals. The company has considered it an important corporate responsibility to further enhance customer safety and confidence in terms of using and maintaining the vehicle.



Now is the time of awakening, it's the time to adapt to changes, it's the time to adapt a revolution Responsibly.

It gives us a sense of pride and gratification to witness the grandeur of the various campaigns that we run at our dealerships “Mileage Ka Maharaja” a successful service initiative 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”.

We truly and heartily appreciate our dealers for organizing these camps. Educating our customer for Power Pack usages and its maintenance . These 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.

“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 .

# EV is a new futuristic technology for our Next Generation

& IC Engine is going to be the talk of the past. The next generation buyers today pay more emphasis on innovation and need a machine that can match the pace and excitement to grab the latest technology at the same time saves cost and is low on carbon Emission .



We at Okinawa thrive in not just providing smart enough Electric – 2- Wheelers that fit into today’s fast paced lifestyle but have also set a benchmark for the entire Electric – 2- Wheeler category, We understand that today customers need New & futuristic cutting edge technology which provides AI and IOTS enabled Vehicle.

All Okinawa products goes through a stringent, durability and reliability tests. As a result, the customer gets complete package which includes quality, comfort, style, affordability and eco-friendliness, bringing the following features in the Electric- 2 -wheeler segment is just the beginning of the advanced technology by Okinawa. Okinawa makes sure that people do not miss anything when they switch from IC Engines to Electric-2-Wheelers. We offer:



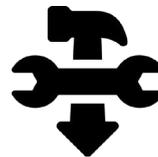
Reduced Charging Time



Long Distance Range



Wide Power Range



Low Maintenance



Enhanced Safety Standards



Cost Effectiveness



Eco App Connectivity  
AI/IOT ENABLED



Detachable  
Lithium-Ion Battery



OKHi-90

PRaiSE+

PRaiSE PRO

RiDGE+

R30

Lite

OKINAWA DUAL

With its headquarters in Gurgaon, Okinawa currently owns two manufacturing units, The very first one is in Bhiwadi, Rajasthan being the mother plant of capacity 90,000/year. The second manufacturing facility in Karoli, Rajasthan with the capacity of 3 lacs /year , with the production capacity of 4 Lacs /year, 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.

## 1st Facility

# CAPACITY

# 90K PER YEAR



Bhiwadi, Rajasthan, 2015

# 2nd Facility



# CAPACITY

# 300K PER YEAR

Karoli, Rajasthan, 2022



# 3rd Mega Facility



# CAPACITY 1M PER YEAR

Karoli, Rajasthan, 2023



## “From customer service to introducing new technologies.”

Okinawa's success is influenced by all the modest actions we take towards our stakeholders be it the customers or all our dealers. We are constantly on a mission towards excellence as we believe that successful operation depend on hard work, perseverance and transparency.

With a big aim in mind to be the most trusted Electric-2-Wheeler brand in India. This aim has made us achieve the goal towards success.

When you produce a high-quality product, others will try to imitate you. Because of this, the most prosperous businesses are constantly innovating like we do, We are aligned with our PM's ideology of 'Made in India and Made for India' to boost our nations success. We ensure effective use of technology with proper R&D and aim to eliminate all the threats to the natural surroundings by practicing more and more ways to develop

high end products with best performance capacity to obtain maximum results.



INDUSTRY PARTICIPATION

Our Founder/MD Mr. Jeetender Sharma  
The Think Tank of The Industry



JMK Research & Analytics

Supported By: NITI Aayog, SMEV, Infineon, CLIMATE TRENDS

Co-organised By: NITI Aayog, SMEV

Premium Sponsor: Infineon

Supported By: CLIMATE TRENDS

## INDIA EV MARKET CONCLAVE

Fast-tracking EV growth

**Mr. Jeetender Sharma**  
Okinawa Scooters  
Founder & MD

Thursday, July 28, 2022  
9:30 am - 5:00 pm  
@ The Leela, Ambience  
NHB, Gurugram, Haryana -122002

For Participation Contact:  
JMK RESEARCH  
E: contact@jmkresearch.com M: +91 7428306655 W: www.jmkresearch.com

Scan to Register Delegate




Mobility Outlook  
@MobilityOutlook

Jeetender Sharma, Managing Director, Okinawa Autotech: Awareness is the key parameter for EVs to proliferate.

@FounderOkinawa  
@OkinawaAutotech  
#e2WSummit  
#ElectricVehicle  
#Electric2Wheeler  
#TwoWheeler

1:25 PM · Jul 21, 2022 · Twitter Web App

4 Retweets 15 Likes

Shr... @Shree67612... · Jul 21  
Replying to @MobilityOutlook  
@OkinawaAutotech and @FounderOkinawa  
Can anyone tell me. How comfort is electric for people. Please help



BlueCircle Presents

## EVCON INDIA

Spotting the Challenges & Charting the Course

InstaCharged by LOG9

**JEETENDER SHARMA**  
Founder & MD  
Okinawa Scooters

29 JULY, 2022  
THE LEELA AMBIENCE, GURUGRAM

REGISTER

In Association with: HEROELECTRIC  
Knowledge Partner: [Logo]  
Investment Partner: [Logo]



ET Autotech summit '22

#ETAUTO5

ET Autotech summit '22  
Pushing boundaries for a cleaner, safer and sustainable future

Antotech summit '22

## Dealer Promotional Activities: PAN INDIA

Vibrant Motors, Rourkela



OKHI -90 launch event (Om Infinity Automobiles – by Chief Secretary State Transport Department and AIG transport Chhattisgarh.



H & F, Surat, OKHI-90 Launch Event



Ev Bazar, Durgapur, West Bengal



Our Dealers are the face of our company and are the strongest pillars. We as company constantly strive to understand their requirements better. It is our constant effort to strengthen this relationship with regular communication through our sales and Service teams. Our Dealers provide that personal relationship on behalf of the Brand that builds loyal customers and, ultimately, increases sales. Our dealers are incredibly important for our success and we can't thank them enough for this. They are the backbone of our company. We are very great full to all our dealers, they not only sell our products but are loyal advocates for our brand. We provide them with mutually beneficial tools and resources that help them become brand experts and better sellers.

Owing to this, we are happy to share that our dealers from all over India, have taken various initiatives to uphold our brand image and spread awareness through various promotional activities. We as a company keep an comprehensive track of all the initiatives and the company would like to appreciate and applaud the initiatives taken by our Dealers Partners to create awareness about our Brand and show responsiveness towards the customers and the society.

# Dealer Initiatives



NP Auto, Patna, Bihar



Pratap Motors, Ara, Bihar



Ghosh Okinawa, West Bengal



Evolution Motors, West Bengal



Vibrant, Rourkela



Konark Motors, Odisha



## Okinawa inaugurates yet another state-of-the-art Galaxy Showroom

**This time in Nerul, Navi Mumbai**

With the aim of providing a real-time customer experience with best-in-class looks, by exhibiting the product portfolio for touch and feel to the customers, These Stores are powered by innovation showcasing world Class technology offered by Okinawa.

The Galaxy stores are aimed to set a precedent for next-generation auto selling and improve customer engagement toward electric two-wheelers. These experience centers are staged in a way that offers customers and EV lovers an exclusive behind-the-scenes view and the inner workings of the manufacturing process. It is a one-of-a-kind setup, where sales become secondary – it's all about the experience that Okinawa offers to its Customers.

Commenting on the upcoming inauguration of the Galaxy Showroom in Nerul, Mr. Jeetender Sharma, Founder and MD, Okinawa Autotech, said, “We are ecstatic to announce the opening of our Futuristic Galaxy Showroom now in Nerul, Maharashtra. The idea behind opening an exclusive experience center in Maharashtra is to offer our customers a one-of-a-kind experience to soak in the essence of Okinawa as a brand. We always ensure our stores’ energy remains vibrant and engaging, improving customer experience to multi-folds.



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

DEALER NAME	State	City
Aruna Electro Motors	Tamil Nadu	Thiruvallur
Tikarya Automobiles	Madhya Pradesh	Chhatarpur
Greenwheels	Kerala	Cochin
Greencomm Automotives	Telangana	Warangal
Adiveer Automobiles	Maharashtra	Navi Mumbai
Goyal EBikes	Rajasthan	Baran
Sri Lakshmi Ev Motors	Karnataka	Kushalnagara
Dev Auto Electric	Rajasthan	Jaisalmer
K M Motors	Maharashtra	Pune
Shivansh Auto Riders	Maharashtra	Pune
EVnation	Rajasthan	Kota
Jaanvi Automobiles	Haryana	Jhajjar

Our Chairperson

Dr. Rupali Sharma

Covered by Hindustan Times

NEW DELHI/GURUGRAM  
SUNDAY  
JULY 24, 2022

Entertainment & Promotional Features

**HT Citylifestyle**

03



Rupali Sharma

## RUPALI SHARMA: RIDING HIGH ON OKINAWA

A dentist by profession and an engineer by heart, the co-founder and chairperson of Okinawa Autotech, Rupali Sharma, believes in offering EVs that are minus any range anxiety. Together with her husband, Jeetender Sharma, the MD and co-founder of the company, she is on her way to realising her dream

**M**ake in India is the adage we believe in and follow," says Rupali Sharma, the co-founder and chairperson of Okinawa Autotech. In an industry believed to be dominated by men, Rupali is a picture of confidence. Her diminutive frame and soft visage belie the inner steel that has seen her, together with her husband Jeetendra Sharma, take Okinawa Autotech to stellar heights. Rupali's journey right from her early years began with a dream — of becoming an engineer. But fate intervened and she found herself studying to be a dentist. Rupali completed her BDS (Bachelor of Dental Surgery) in 2000, but much to everyone's disappointment, she did not pursue her masters in dentistry. It was only a matter of time then that Rupali and Jeetender, an automobile engineer who was

working with LML scooters in Kanpur, met and got married in 2001. Soon, Jeetender shifted to Honda in Gurugram, and Rupali too started working there. After spending some years at a charitable clinic, she started running her own "flourishing" dental clinic. It was in the year 2015, Rupali says, that her husband decided to branch out on his own and create his own scooter company — Okinawa — of which he is the MD and co-founder, while she is the chairperson and co-founder. Right from the beginning, the two were determined to build an ecosystem that had electric scooters at its centre. "We wanted our creations to reflect our concern for the environment," she says. "The task was formidable, but we were prepared", and based on all their research, the first prototype of Okinawa's electric scooter was tested. "Our scooters were the need

of the hour as they were perfect for the environment," says Rupali, adding, "This was so because studies had revealed that it's not four-wheelers, as is generally believed, but two-wheelers that are the main culprits in our environment. They cause 60% of the pollution." It was this concern for the environment that has given the brand its unique moniker, Okinawa. It comes from a small Japanese island that's believed to be completely pollution-free and consequently has a life expectancy of around 105 years. Of course, battery-operated cars had already made their forays in India, "but there was still a lot to be desired in the area of scooters that were more like low-speed toys". Jeetender's vision was to fill that gap and launch high-speed scooters. The year 2017 saw the launch of the Okinawa Ridge with a range

anxiety of 70km per charge and the Okinawa Praise that offered a range of about 200km per charge. "We took this high-speed model on a 10-day ride all the way to the Khardung La pass in Ladakh with great results," she informs. In just three years since its launch, the response to the Okinawa brands has been encouraging and the company has started clocking in a revenue of about ₹100 crore. The year not only saw it get a FAME II subsidy — the first Indian tech company to do so — but also launch a formidable variety of scooters that were instrumental in making the company cross the 50,000-sales figure. Indeed, with a comprehensive range of scooters fast becoming part of its portfolio, Okinawa went on to receive the prestigious International Automotive Task Force (IATF) certification, the first EV

manufacturer in the country to do so. And with fuel prices skyrocketing, it comes as no surprise that each year is seeing a substantial rise in Okinawa scooter sales not just here but even abroad. And now, together with an Italian company, Okinawa will also offer a high-end bike. Amid all this, ask her about her specific role in the company and she smiles. "I'm everywhere, part of every department. With my background in dentistry, I ensure precision and perfection in all of them." Indeed, Rupali is a perfect picture of balance both on the work and home fronts. "Just as much as I enjoy work (we are hoping to close the financial year with a record ₹800 crore revenue), I also love spending time with my son Adethya, and yes, cooking for both him and my husband," she signs off. HT



Jeetender and Rupali Sharma  
PHOTOS: HTCS

IN DEPTH / AUTO

# Making Big Investments

**Electric two-wheeler manufacturer Okinawa Autotech is getting ready to capitalise on its growth momentum with major expansion plans and capture a dominant share of the market which, it believes, will grow to five million electric scooters by 2025**

**By Ashish Sinha**

**A**CHURN IS already under way in India's nascent but happening electric scooter market. Not only is the segment seeing a healthy 10 per cent month-on-month growth — in June, the eight players currently in the field together sold 38,693 units, compared to 35,212 units they sold in May — the pecking order itself is in a state of flux.

In June, Okinawa Autotech topped the sales, beating better known names like Hero Electric and Ola Electric in monthly electric scooter sales. In fact, Ampere Vehicles was placed second above Hero and Ola. Okinawa, which was launched in 2015, is upbeat and making plans to expand operations, with an investment of Rs 1,200-1,500 crore, including setting up a 'mega factory' in Rajasthan.

"This mega factory will be spread across 30 acres of land and will provide employment to more than 5,000 people," says Jeetender Sharma, Founder and Managing Director, Okinawa Autotech. The new plant will have an in-house automatic robotic battery manufacturing unit along with a motor and controller plant. The plant will be fully operational from October 2023. There will be robotic automation of plastic body parts moulding and a paint shop to facilitate the localisation in the production process, Sharma adds.

Going ahead, manufacturing of the entire range of scooters and motorcycles will be done in a joint venture with Italian EV manufacturer Tacita. All the units will now be catered to from the new plant. "As the market leader in the electric two-wheeler segment, we are committed to addressing the most significant issues faced by the sector. The research and development facilities planned in the mega factory will be futuristic to ensure we meet the sector's demand ahead," says Sharma.

What has fuelled the company's growth? Okinawa launched its first product in India in 2017. Till date it has more than 200,000 products on road across India. "May-June sales are a testament to our commitment to manufacturing products that change the entire perception of electric two-wheelers in the industry. We have a defined customer-centric approach, which focuses on providing a great customer experience, be it in terms of our extensive dealership network or providing roadside assistance, EMI options, app connectivity, etc.," says Sharma exuding confidence. "We aim to continue our growth with a strong vigour with our world-class manufacturing facilities which have state-of-the-art technology and a complete ecosystem of electric two-wheeler in the country," he adds.

#### **Manufacturing Push**

The company will now have now three manufacturing facili-



**JEETENDER SHARMA,**  
Founder & MD, Okinawa Autotech

ties in Rajasthan. The first facility has a production capacity of 90,000 units per year, while it is 300,000 units per year for the second facility, which began operations earlier this year in February. The third plant is slated to be the largest, fully integrated electric two-wheeler plant ever in India. According to the JV with Tacita which has two product lines, scooters and motorcycles, both meant for domestic as well as international markets, the manufacturing of the entire range will be rolled out from the third plant, informs Sharma.

What about rest of the current financial year? "We are charging ahead with an aggressive investment plan and seek to make the most out of the burgeoning demand for electric two-wheelers in India. We will be investing Rs 1,200 crore to Rs 1,500 crore in the next two years and this includes the Rs 1,000 crore in the JV with Tacita," says Sharma.

The first model of the JV will include a high-end performance motorcycle which will be rolled out in 2023. Sharma says Okinawa Autotech will be introducing the Okhi-100 electric motorcycle, one of the products it is working on as part of the JV with Tacita. "It will be rolled out either towards the end of FY22 or the beginning of FY23. In my opinion, five years from now, electric scooters will be 20 per cent of the ICE scooter market. The overall market in 2025 will be around 26 million scooters, of which five million will

be electric scooters," he adds.

### Treading Responsibly

Has there been any decline in customers' enthusiasm following the recent fire incidents related to EV scooters and battery? How has the company addressed the customer concerns? "We have not witnessed any impact or drop in consumer sentiment as the company has undertaken robust steps to address the customer concerns on priority," says Sharma. He points to the sales in May and June as a testament to the company's commitment to building products that change the entire perception of electric two-wheelers for the customers.

What about safety measures? "As a responsible brand, we have introduced several service campaigns like Mileage Ka Maharaja and Power Pack check-up camps to make our customers aware and responsive to owning and maintaining electric two-wheelers," he adds.

The company, according to Sharma, is accelerating its efforts to educate the customers on maintaining their vehicles and the battery packs. "We educate the customers that electric vehicles need periodic maintenance and upkeep." After all, safety comes first! 

*ashish.sinha@businessworld.in; @Ashish\_BW*

## Okinawa Autotech opens another Galaxy Store in Mumbai

The new stores aim to amplify the EV purchasing experience for customers in Maharashtra

ETAuto

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BW Autoworld

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Online Media Cafe

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CarBike360

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## Business News Week

[https://businessnewsweek.in/business/okinawa-autotech-gears-up-to-inaugurate-yet-another-state-of-the-art-galaxy-store-now-in-nerul-navi-mumbai/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=okinawa-autotech-gears-up-to-inaugurate-yet-another-state-of-the-art-galaxy-store-now-in-nerul-navi-mumbai](https://businessnewsweek.in/business/okinawa-autotech-gears-up-to-inaugurate-yet-another-state-of-the-art-galaxy-store-now-in-nerul-navi-mumbai/?utm_source=rss&utm_medium=rss&utm_campaign=okinawa-autotech-gears-up-to-inaugurate-yet-another-state-of-the-art-galaxy-store-now-in-nerul-navi-mumbai)

## Bikespaw

<https://bikespaw.com/2022/07/26/okinawa-electrical-scooters-to-be-displayed-at-new-showroom-in-mumbai/>



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<https://sthairya.com/okinawa-autotech-launches-state-of-the-art-galaxy-store-in-navi-mumbai/>

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<https://contentmediasolution.com/business/okinawa-autotech-gears-up-to-inaugurate-yet-another-state-of-the-art-galaxy-store-now-in-nerul-navi-mumbai/>

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<https://onlinemediacafe.com/business/okinawa-autotech-gears-up-to-inaugurate-yet-another-state-of-the-art-galaxy-store-now-in-nerul-navi-mumbai/>



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<https://biznewsdesk.com/business/okinawa-autotech-gears-up-to-inaugurate-yet-another-state-of-the-art-galaxy-store-now-in-nerul-navi-mumbai/>

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## Techgup

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## Turnodspeed

<https://www.turnofspeed.in/news/okinawa-autotech-gears-up-to-inaugurate-yet-another-state-of-the-art-galaxy-store-now-in-nerul-navi-mumbai/>

## ओकिनावा ऑटोटेक ने नवी मुंबई में खोला अत्याधुनिक गैलेक्सी स्टोर

नया स्टोर के माध्यम से महाराष्ट्र में ग्राहकों के लिये इलेक्ट्रिक वाहनों (ईवी) की खरीदारी के अनुभव को और बेहतर बनाने की कोशिश की जाएगी

दबंग रिपोर्टर >> मुंबई

इलेक्ट्रिक टू-व्हीलर बनाने वाली देश की सबसे बड़ी कंपनियों में से एक, ओकिनावा ऑटोटेक ने इस बार नेरुल, नवी मुंबई में एक और अत्याधुनिक गैलेक्सी शोरूम का उद्घाटन किया है। यह गैलेक्सी स्टोर्स श्रेणी में सर्वश्रेष्ठ लुक के साथ ग्राहकों को रियल-टाइम अनुभव प्रदान करते हैं। ग्राहक स्टोर में आकर कंपनी के विभिन्न उत्पादों को छूकर देख सकते हैं और उन्हें फील कर सकते हैं। इन स्टोर्स को ओकिनावा द्वारा पेश की जाने वाली विश्व स्तरीय टेक्नोलॉजी दिखाने वाले नवाचार से ताकत मिलती है।

गैलेक्सी स्टोर्स अगली पीढ़ी की ऑटो बिक्री के लिये एक मिसाल



स्थापित करना चाहते हैं और इनका लक्ष्य इलेक्ट्रिक टू-व्हीलर्स में ग्राहक के जुड़ाव को बेहतर बनाना है। इन एक्सपीरियेंस सेंटरों को इस तरह से बनाया गया

है कि यह ग्राहकों और इलेक्ट्रिक वाहनों के प्रेमियों को पदों के पीछे का खास नजारा देते हैं और विनिर्माण प्रक्रिया का आंतरिक कामकाज दिखाते हैं। यह अपने

आप में अनोखा सेटअप है, जहाँ बिक्री को दूसरा दर्जा मिलता है, जबकि सबसे पहले ग्राहकों के लिये ओकिनावा के अनुभव की पेशकश पर ध्यान दिया जाता है। ओकिनावा ऑटोटेक के संस्थापक एवं एमडी श्री जितेंद्र शर्मा ने कहा, 'हम अब नेरुल, महाराष्ट्र में अपने फ्यूचरिस्टिक गैलेक्सी शोरूम के शुभारंभ की घोषणा करते हुए बहुत खुश हैं। महाराष्ट्र में एक एक्सक्लूसिव एक्सपीरियेंस सेंटर को खोलने के पीछे ग्राहकों के लिये एक अनोखे अनुभव की पेशकश करने का विचार है, जहाँ वे एक ब्राण्ड के तौर पर ओकिनावा को करीब से जानें। हम हमेशा सुनिश्चित करते हैं कि हमारे स्टोर्स जावंत और जुड़ाव पैदा करने वाले हों और ग्राहक के अनुभव को कई

गुना बेहतर बनाएं गैलेक्सी स्टोर्स ग्राहकों को उस इंजीनियरिंग का अनुभव देते हैं, जो इन बेहतरीन कलाकृतियों को बनाने में इस्तेमाल होती है। इसके लिये स्टोर्स पर कट-सेक्शन स्कूटर्स प्रदर्शित किये जाते हैं। ग्राहक महत्वपूर्ण कम्पोनेन्ट्स, जैसे बैटरी, मोटर और चेसिस को अच्छी तरह करीब से परख सकते हैं। इन अत्याधुनिक एक्सपीरियेंस सेंटरों का मुख्य आकर्षण है कस्टमाइजेशन जोन, जहाँ ग्राहक शर्तिया डिटेल्स के साथ अपने चुने हुए वाहन को रिवैम (नया) कर सकते हैं। यह फ्यूचरिस्टिक टेक एक्सपीरियेंस सेंटर एक जीवंत, महसूस करने लायक और इंटरैक्टिव जगह है, जहाँ ग्राहक शुरूआत से लेकर समापन तक ब्राण्ड का अनुभव लेते हैं।

Acti

## Okinawa beats Ola, Hero again in electric two-wheeler race

VARUN SINGH  
New Delhi, July 6

OKINAWA HAS EMERGED as the leading electric two-wheeler manufacturer in domestic sales for the second straight month with retail sales of 6,981 units in June, beating Ola Electric, Ampere, Hero Electric and Ather Energy, among others. The company had sold 9,302 units in May.

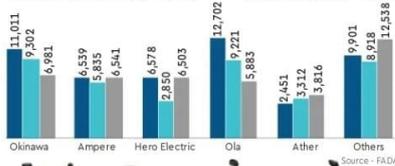
In June, Ampere retailed 6,541 units, Hero Electric 6,503 units, Ola 5,883 units and Ather 3,816 units. Other manufacturers operating in the segment cumulatively sold 12,538 units of electric two-wheelers during the month, according to data from the Federation of Automobile Dealers Associations (FADA).

At 42,262 units, electric models made up 3.78% of the overall two-wheeler retails, which stood at 1,119,096 units in June. Industry experts said though the fire incidents have resulted in higher customer queries on safety, they have not impacted the demand for electric two-wheelers much.

Besides, the industry has had to deal with supply-chain constraints owing to a shortage of semiconductors worldwide, exacerbated by the geopolitical situation. Many companies have even cut their production due to shortage of components, including semiconductors.

"May-June sales are a testament to our commitment to manufacturing products that change the entire perception of electric two-wheelers in the industry," Jee-tender Sharma, founder and MD, Okinawa, told FE. "We are focussing on

Electric two-wheeler retails



providing a great customer experience, be it in terms of our extensive dealership network, EMI options, app connectivity or roadside assistance," he added. The electric scooter portfolio of the company includes lithium-ion high-speed models like Okhi-90, IPraise+, Praisepro and Ridge+, and lithium-ion slow-speed models like R30, Lite and Daal.

To extend its leadership position, Okinawa has already announced an aggressive investment plan and is seeking to make the most of the burgeoning demand for electric two-wheelers. "We will be investing ₹1,200 crore to ₹1,500 crore in

the next two years and this includes ₹1,000 crore in the joint venture with Tactica," Sharma said.

Okinawa currently has two manufacturing facilities in Bhiwadi, Rajasthan. While the first facility has an annual installed production capacity of 90,000 units, it is 300,000 units for the second. The company will set up its third factory in Karolli.

"This factory (Karolli) will see a huge investment of ₹500 crore and it will be fully operational from October 2023 with a capacity of 1 million units per year," Sharma said.

## ओकिनावा ऑटोटेकद्वारे नवी मुंबईत अत्याधुनिक गॅलॅक्सी स्टोअरचा शुभारंभ

नवीन स्टोअरचा महाराष्ट्रातील ग्राहकांसाठी ईव्ही खरेदी अनुभवामध्ये वाढ करण्याचा मनसुबा

मुंबई: ओकिनावा ऑटोटेक, देशातील सर्वात मोठी इलेक्ट्रिक दुचाकी उत्पाक कंपनी यांनी नैरुल, नवी मुंबई येथे आताही एका अत्याधुनिक गॅलॅक्सी शोरूमचे उद्घाटन केले. हे गॅलॅक्सी स्टोअर ग्राहकांना रियल टाइम अत्याधुनिक अनुभव देते. याने ग्राहकांना नवी मुंबईत अत्याधुनिक गॅलॅक्सी स्टोअरचा शुभारंभ केले आहे. याने ग्राहकांना नवी मुंबईत अत्याधुनिक गॅलॅक्सी स्टोअरचा शुभारंभ केले आहे. याने ग्राहकांना नवी मुंबईत अत्याधुनिक गॅलॅक्सी स्टोअरचा शुभारंभ केले आहे.



दुचाकीवरील ग्राहक सध्याचा अनुभव देते आहे. याने ग्राहकांना नवी मुंबईत अत्याधुनिक गॅलॅक्सी स्टोअरचा शुभारंभ केले आहे. याने ग्राहकांना नवी मुंबईत अत्याधुनिक गॅलॅक्सी स्टोअरचा शुभारंभ केले आहे. याने ग्राहकांना नवी मुंबईत अत्याधुनिक गॅलॅक्सी स्टोअरचा शुभारंभ केले आहे.

स्टोअरमध्ये प्रदर्शित केलेल्या कट-सेक्शन स्कूटर्सद्वारे ही उच्च कलाकृती बनवण्याच्या रचनेचा अनुभव देतात. ग्राहक बैटरी, मोटर आणि चेसिस यासारख्या महत्त्वपूर्ण घटकांचे तपशीलवार परीक्षण करू शकतात. या अत्याधुनिक एक्सपीरियंस सेंटरचे उद्घाटन केले आहे. याने ग्राहकांना नवी मुंबईत अत्याधुनिक गॅलॅक्सी स्टोअरचा शुभारंभ केले आहे. याने ग्राहकांना नवी मुंबईत अत्याधुनिक गॅलॅक्सी स्टोअरचा शुभारंभ केले आहे.

## Okinawa: A Name You Can Rely On.



### Mr. BHARATHI a 59 years old

**customer**, residing at Kalavasal, Madurai and Working at Co-operative Bank, has been a loyal customer for about 8 months now .

Previously he owned a Honda Unicorn bought from Kalyani Honda , but he was not able to bear the petrol expenses for Unicorn. So he decided to buy an Electric Vehicle.

“I saw Okinawa’s rating on youtube , then I came to know that KALYANI is a dealer for it. They explained to me about the vehicle and the cost saving. So I got confident and decided to buy Okinawa Praise pro vehicle, for the past 8 months I have used okinawa praise pro vehicle, I have done almost 3 free services and 1 paid service. I have completed 6400 kilometers. I often use sports mode and I get 90-92 kilometer per charge.I have recommended it to my friends and relatives and two people have already bought it. I attended the free service campaigns called “Mileage ka Maharaja”, which was held at Kalyani by the Okinawa service team.I am very much happy with this vehicle and I want to buy another vehicle and waiting for the arrival of OKHI -90”.

“What a great experience! I have had so far, If you are looking to “try before you buy, and sustain it for long “this is the Brand to Choose. My experience so far with the Brand has been wonderful, not only in terms of product but services as well. I feel very upset when people complain, of their services but being a customer myself I would like to reinforce on the fact that Okinawa is the best Electric-2-Wheeler brand in India.



I am thankful to the Brand people who have been a great supported system for us all the time and who really know everything about the product and our problems, the company has always pointed out what is important to take care of and be safe and secure . There aren’t words to describe the emotion I feel. The dealer has also been very supportive of our needs and requirements.

# Service Initiative



**CSI Appreciation to our best dealers All India.**  
Your enthusiasm and dedication is truly appreciated .We wish you many years of great success in Future .





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.



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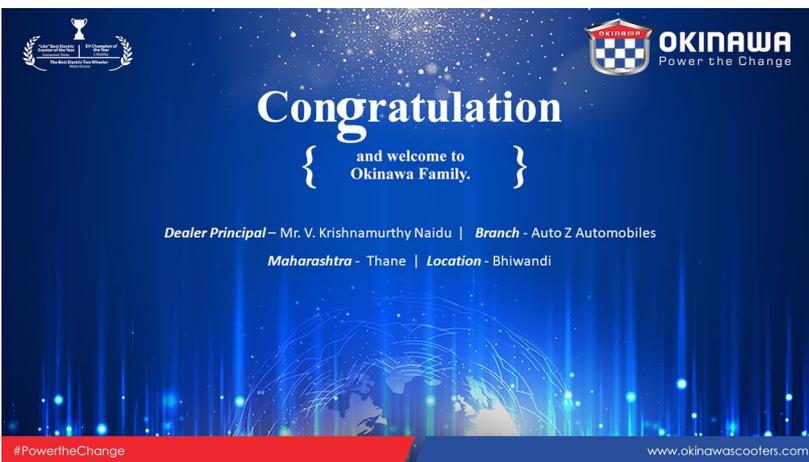
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Dealer Name \_\_\_\_\_  
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**i** You may also submit your request for any Creative Assistance at the below-mentioned link  
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# OKINAWA

TIMES

You may also send your entries to be the part of this newsletter.  
Please send your entries before 20th of every month at

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