

MAY 2023

OKINAWA

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TIMES



**Praise Platform
Gets An Upgrade**



www.okinawascooters.com

Upgrading Our Product Range for Enhanced Riding Experience

Dear Team,

I want to express my deep gratitude to each one of you for contributing to our ongoing success. Your dedication and hard work are the driving force behind Okinawa Autotech's accomplishments.

As you all know, we have undertaken a significant upgrade to our entire product range, starting with our best-selling Praise platform. This upgrade is a testament to our commitment to providing our valued customers with the best-in-class technologies and an exceptional riding experience.

We have lowered the height of the down frame chassis by 40mm, allowing us to position the battery lower in the floorboard of the scooter. This reworked chassis not only improves the rider triangle but also offers improved foot space and overall comfort.

Our first two models to receive these upgrades are the iPraise+ and the Praise Pro. I am delighted to inform you that bookings for these upgraded e-scooters have already commenced at our authorized Okinawa dealerships across the country. Additionally, customers also have the freedom to choose from eight vibrant new colour options available for both the iPraise+ and Praise Pro, allowing them to showcase their individuality.



As we move forward, our goal is to continuously improve and exceed customer expectations. We remain dedicated to incorporating valuable feedback and leveraging cutting-edge technologies to enhance our product range further.

With the upgraded Praise platform, we are taking a significant step towards providing an even better riding experience and cementing our position as a leader in the electric two-wheeler market.

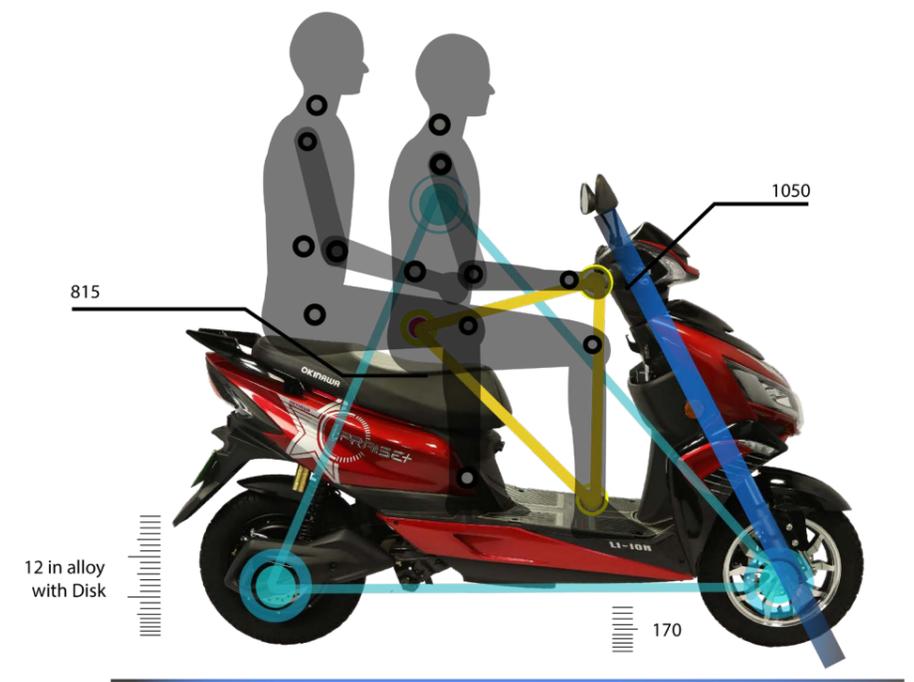
I would like to express my heartfelt gratitude to each and every one of you for your invaluable contributions. It is your relentless efforts and unwavering dedication that have made Okinawa Autotech the success it is today.

Together, we will continue to drive the future of sustainable mobility in India and build a greener and better future for our customers and the environment.

Thank you for your continued support and commitment.

Warm regards,

Jeetender Sharma,
MD and Founder, Okinawa Autotech



Publication: Tamilagam Voice

Okinawa Autotech Upgrades Praise Platform with Advanced Technology and Improved Ergonomics

Date: April 27, 2023

OKINAWA AUTOTECH UPGRADES PRAISE PLATFORM WITH ADVANCED TECHNOLOGY AND IMPROVED ERGONOMICS

Chennai : In alignment with its aggressive growth strategy, Okinawa Autotech, India's leading electric two-wheeler manufacturer, today announced the launch of all new and advanced version of its best-selling "Praise" platform, the Praise Pro and iPrase+.

Close on the heels of inaugurating the first



global R&D centre in collaboration with its JV partner Tacita (Italy), Okinawa had announced an upgrade its entire product line, starting with Praise Pro and iPrase+. The new and progressive, Okinawa Praise platform packs in a host of advanced offerings that represent the ideal combination of style and technology.

Publication: Evening Tamil Nadu

Okinawa Autotech Upgrades Praise Platform with Advanced Technology and Improved Ergonomics

Date: April 27, 2023

Okinawa Autotech upgrades praise platform with advanced Technology and Improved Ergonomics

IN alignment with its aggressive growth strategy, Okinawa Autotech, India's leading electric two-wheeler manufacturer, today announced the launch of all new and advanced version of its best-selling "Praise" platform, the Praise Pro and iPrase+.

Close on the heels of inaugurating the first global R&D centre in collaboration with its JV partner Tacita (Italy), Okinawa had announced an upgrade its entire product line, starting with Praise Pro and iPrase+.

The new and progressive, Okinawa Praise platform packs in a host of advanced offerings that represent the ideal combination of style and technology.

The electric scooters now come with a 40mm down frame (chassis) for better foot space, improved ergonomics, that make for a comfortable ride. The new Praise Pro and iPrase+ offer a premium riding experience with its CAN-compatible powertrain and a digital coloured speedometer.

The deliveries of the new Praise Pro and iPrase+ with the AIS-136 Amendment 3 battery pack and right new attractive colours have already commenced. Customers can book the e-scooters either from the website or from their nearest Okinawa dealerships across the country.

Jeyender Sharma, MD & Founder, Okinawa Autotech said, "At Okinawa, we have



always been focusing on customer satisfaction. We give highest priority to the feedback that we receive from our customers and incorporate improvements in our products accordingly. After getting into a joint venture with Tacita and setting up our first global R&D centre in Europe, we have decided to upgrade our entire product range with best-in-class technologies. The new

Praise platform is our first offering in that direction. The e-scooter now comes with a new platform with improved ergonomics for better riding position that provides additional comfort to the riders.

I am sure that our continuous efforts to develop the electric mobility ecosystem will help us achieve our vision of a sustainable future."

Ever since its launch in In-

dia, Praise platform has gained immense popularity among customers who want a reliable electric scooter with advanced technology and a better range. The company has sold 200,000+ units of Praise Pro and iPrase+ till day which is the testament of its success in Indian market.

Okinawa Autotech is one of the fastest growing and most disruptive electric two-wheel-

er manufacturers in India. It is the country's first EV Company to have a world-class Research and Development (R&D) Center in Europe in joint venture with Italy's Tacita S.p.A, focused on accelerating e-mobility growth and establishing the brand as 'Dedh ka EV' (the country's most-preferred EV).

With firm belief in innovation, technology and customer-centricity, it is the fastest Indian company to sell over 250,000 electric vehicles across a network of 540 dealers in the country. The brand is partnership with Assurant Inc. has integrated its Extended Warranty Program (EWP) across its entire range of electric vehicles.

Publication: Evening Samana

ओकिनावाची प्रेस नव्या ढंगात ॥ मुंबई : इलेक्ट्रिक दुचाकीची निर्मिती

Date: April 27, 2023

ओकिनावाची प्रेस नव्या ढंगात

■ मुंबई : इलेक्ट्रिक दुचाकीची निर्मिती करणाऱ्या ओकिनावा या कंपनीने आपल्या सर्वाधिक विक्रीच्या प्रेस प्लॅटफॉर्मच्या प्रेस प्रो आणि आयप्रेस प्लस ह्या दोन आवृत्त्या लॉच करण्याची घोषणा केली आहे. प्रेस प्रो मध्ये अधिक चांगली फूट स्पेस, अधिक आरामदायी राईडचा अनुभव मिळतो. तर आयप्रेस प्लसमध्ये डिजीटल कलर स्पीडोमीटरसह प्रीमियम राइडिंगचा अनुभव मिळतो. कंपनीने प्रेसचे आतापर्यंत २ लाखांहून अधिक युनिट विकले आहेत. तसाच प्रतिसाद या दोन्ही नव्या मॉडेलला मिळेल असा कंपनीला विश्वास आहे.

SOCIAL MEDIA COVERAGE

Okinawa Autotech Upgrades Praise Platform with Advanced Technology and Improved Ergonomics.

Electrikez - Daily EV News @Electrikez_EV · 34m
 Okinawa Autotech launches advanced version of its Praise electric scooters. electrikez.com/okinawa-autote...
 @OkinawaAutotech

electrikez.com
 Okinawa Autotech launches advanced version of its Praise electric s...
 Okinawa Praise Pro and iPraise+ models offer premium riding experience with advanced features and improved ergonomics.

TestDriveGuru @guru_drive · 15h
 Okinawa Autotech upgrades praise platform with advanced technology and improved ergonomics
testdriveguru.in/bike/okinawa-s...
 #ElectricScooter #ElectricTwoWheeler #iPraise @FounderOkinawa @OkinawaAutotech #JVpartnerTactis #PraisePro @guru_drive

Anjali Mishra @anjalmishra · 1h
 Okinawa Autotech Upgrades Praise Platform With Advanced Technology And Improved Ergonomics.
bit.ly/3LxKJ7v
 #ElectricVehicles #ElectricScooters @OkinawaAutotech

Advanced Technology And Improved Ergonomics

allevents.com
 Okinawa Autotech Upgrades Praise Platform With Advanced Techno...
 Okinawa Autotech Upgrades Praise Platform With Advanced Technology And Improved Ergonomics

AutoEV Times @autoevtimes · 42m
 @OkinawaAutotech, #India's leading #electric #two_wheeler #manufacturer announced the launch of all new and advanced version of its best-selling "Praise" platform, the Praise Pro and iPraise+.
 #ElectricVehicles #evnews

autoevtimes.com
 Okinawa Announced to Launch Praise Pro and iPraise+
 Okinawa India's leading electric two-wheeler manufacturer announced the launch of all new and advanced version of its best-...

SMEStreet @SMEStreet_In · 17h
 Okinawa Autotech Upgrades Praise Platform With Advanced Tech And Improved Ergonomics

smestreet.in
 Okinawa Autotech Upgrades Praise Platform With Improved Ergono...
 In alignment with its aggressive growth strategy, Okinawa Autotech, India's leading electric two-wheeler manufacturer, today announce...

Faiz Askari @faizaskari · 17h
 Okinawa Autotech Upgrades Praise Platform With Advanced Tech And Improved Ergonomics

reviewstreet.in
 Okinawa Autotech Upgrades Praise Platform With Advanced Tech
 The new Praise Pro and iPraise+ offer a premium riding experience with its CAN-compatible powertrain and a digital coloured ...

Neel Achary @neel5 · 56m
 New post: Okinawa Autotech upgrades praise platform with advanced technology businessnewsthisweek.com/business/okina...
 #businessnews #businessnewsthisweek

TOI Auto @TOIAuto · 23h
 @OkinawaAutotech introduced the new version of the Praise platform, the Praise Pro and iPraise Plus #Okinawa #OkinawaPraise #ElectricVehicles #scooters

timesofindia.indiatimes.com
 Okinawa Praise Pro, iPraise Plus now get digital speedometer and L...
 Electric Bike News: Okinawa Autotech today launched the new version of the "Praise" platform, the Praise Pro and iPraise+ ...

SMEStreet @SMEStreet_In · 17h
 Okinawa Autotech Upgrades Praise Platform With Advanced Tech And Improved Ergonomics

reviewstreet.in
 Okinawa Autotech Upgrades Praise Platform With Advanced Tech
 The new Praise Pro and iPraise+ offer a premium riding experience with its CAN-compatible powertrain and a digital coloured ...

Modern Shrines Publications @ModernShrines · 3h
 OKINAWA AUTOTECH UPGRADES PRAISE PLATFORM WITH ADVANCED TECHNOLOGY AND IMPROVED ERGONOMICS

modernshrines.in
 OKINAWA AUTOTECH UPGRADES PRAISE PLATF...
 In alignment with its aggressive growth strategy, Okinawa Autotech, India's leading electric two-...

Okinawa Autotech Upgrades Praise Platform with Advanced Technology and Improved Ergonomics

The Times of India	https://timesofindia.indiatimes.com/auto/electric-bikes/okinawa-praise-pro-ipraise-plus-now-get-digital-speedometer-and-improved-ergonomics/articleshow/99790488.cms
ET Auto	https://auto.economictimes.indiatimes.com/news/two-wheelers/okinawa-autotech-upgrades-praise-platform-with-new-technology-better-ergonomics/99785432
HT Auto	https://auto.hindustantimes.com/auto/electric-vehicles/okinawa-praise-pro-and-ipraise-plus-get-advanced-technology-and-improved-ergonomics-41682504913844.html
Autocar Professional	https://www.autocarpro.in/news/okinawa-autotech-upgrades-praise-platform-114850
91 Wheels	https://www.91wheels.com/news/okinawa-praise-e-scooter-gets-improved-ergonomics-read-details#openpopup
Orissa Diary	https://orissadiary.com/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
SME Street	https://smestreet.in/sectors/automotive/okinawa-autotech-upgrades-praise-platform-with-advanced-tech-and-improved-ergonomics/
Konexio Network	https://konexionetwork.com/NewsDetails.aspx?newsid=63f65d68-3fb0-4e0b-b34d-c93cef563aec
Review Street	https://reviewstreet.in/okinawa-autotech-upgrades-praise-platform-with-advanced-tech-and-improved-ergonomics/
Khabri	https://khabri.news/auto/okinawa-praise-pro-ipraise-plus-now-get-digital-speedometer-and-improved-ergonomics/
HTDS	https://www.htsyndication.com/ht-auto/article/okinawa-praise-pro-and-ipraise-plus-get-advanced-technology-and-improved-ergonomics/70903219
Success Insights India	https://successinsightsindia.com/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
The Automotive India	https://www.theautomotiveindia.com/forums/threads/okinawa-upgrades-praise-escooter-platform.39590/#post-610258
Testdrive Guru	https://www.testdriveguru.in/bike/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
Business News This Week	http://businessnewsthisweek.com/business/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
Media Bulletins	https://mediabulletins.com/business/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
Online Media Cafe	https://onlinemediacafe.com/business/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
Andhram	https://www.andhram.com/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
Content Media Solution	https://contentmediasolution.com/business/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/

Biz News Desk	https://biznewsdesk.com/business/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
Smart Business News	https://smartbusinessnews.com/business/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
All EV Talks	https://www.allevtalks.com/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
Auto Ev Times	https://autoevtimes.com/okinawa-announced-to-launch-praise-pro-and-ipraise/
Electrikez	electrikez.com/okinawa-autotech-launches-advanced-version-of-its-praise-electric-scooters/
Modern Shrines	https://modernshrines.in/2023/04/27/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
India Greetz	https://www.indiagreetz.com/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
Navjeevan Express	https://navjeevanexpress.com/okinawa-autotech-praise-pro-ipraise-get-advanced-technology-improved-ergonomics/
Passionate In Marketing	https://www.passionateinmarketing.com/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/
Naxon Tech	https://naxontech.com/hi/keeping-in-mind-the-customer-satisfaction-okinawa-has-upgraded-the-scooter-with-advanced-features-along-with-a-comfortable-ride/
EducratsWeb	https://educratsweb.blogspot.com/2023/04/okinawa-autotech-upgrades-praise.html
Media Brief	https://mediabrief.com/okinawa-autotech-enhances-praise-platform/
Emobility+	https://emobilityplus.com/2023/04/27/okinawa-autotech-upgrades-praise-platform-with-advanced-technology-and-improved-ergonomics/

Influencer Marketing drives Okinawa's success

In an exciting collaboration, we teamed up with popular Instagram influencer Hunny Sharma to introduce our latest range of new colours.

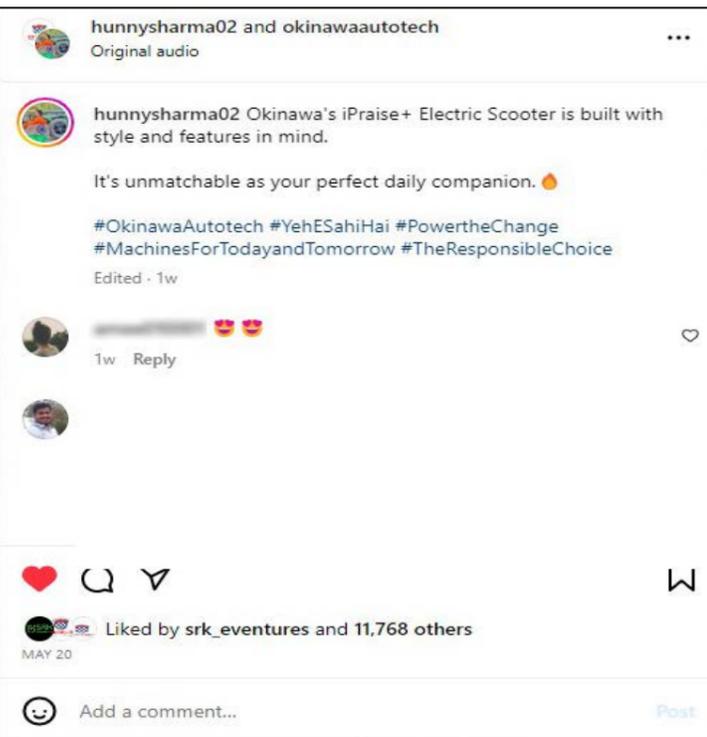
The popular Instagram influencer showcased the brand's new range of colours, which included four stunning colour options for the iPraise models. Hunny took a thrilling ride on the iPraise Plus, capturing the attention of their vast follower base.

The influencer was highly impressed with the features, colours, and riding comfort offered by the electric scooters. Hunny's experience, shot as a 60-second Instagram Reel, showcased the mesmerizing colours of the iPraise Plus and their visual impact.

The video created by Hunny received an overwhelmingly positive response from their respective audiences, generating significant engagement and creating a buzz around Okinawa's electric scooters. The collaboration successfully brought his audiences to Okinawa's official Instagram page, bolstering the brand's presence on social media platforms.

We are thrilled to have witnessed such remarkable engagement and positive feedback from the influencer marketing campaign. The partnership with Hunny Sharma proved to be a resounding success, effectively promoting Okinawa's electric scooters and capturing the attention of a wider audience.

Stay tuned for more updates as we continue to innovate and bring exciting products to our valued customers.



Okinawa Shines Bright in IPL Sponsorship on News Nation TV



Okinawa made waves in May with its impactful branding and awareness campaign during the popular IPL coverage program 'Champions Ki Jung' on News Nation TV.

As the proud sponsor of this exciting show, Okinawa's campaign reached a wide audience through both TV and digital channels.

This exciting branding and awareness campaign has captivated audiences on their digital channels, leaving a lasting impact on Okinawa's brand presence.

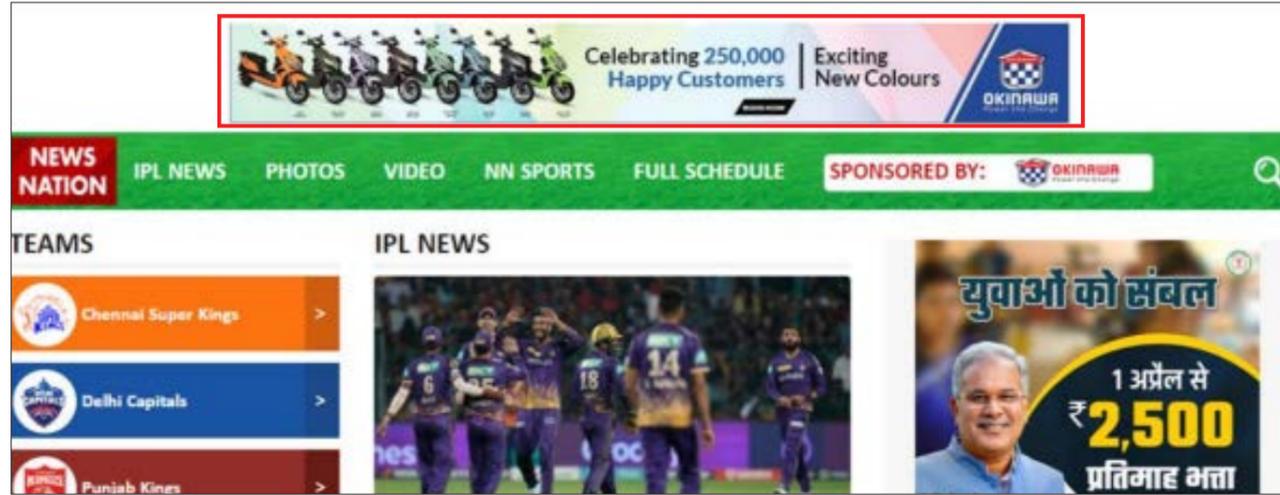
The campaign highlights the recently launched 8 new colours of the popular Praise Family, further enhancing awareness among electric vehicle enthusiasts.



The live post match feed can be accessed here: <https://www.youtube.com/@NewsNationTV>

Full Okinawa coverage playlist- https://www.youtube.com/watch?v=18hPWitqr74&list=PLEbGyaGL-Rl5Jpi-xDyATcgRReBD_vWNq

All the programs are also available on News Nation's Facebook, Twitter & Insta channels



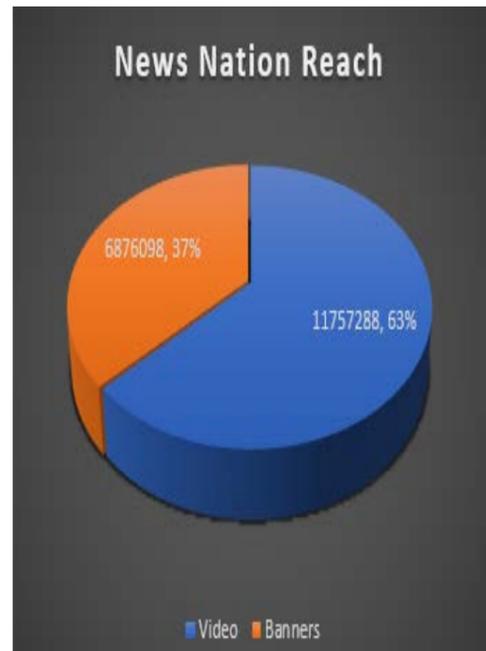
Okinawa Autotech gains visibility on top news, sports websites and mobile apps

We are thrilled to announce that our brand and products have gained visibility on several mobile apps, news and sports websites in 6 regional languages and English. This increased visibility will help enhance our brand recognition among potential customers. We look forward to building on this momentum.

India today



Indian express



Iamgujrati



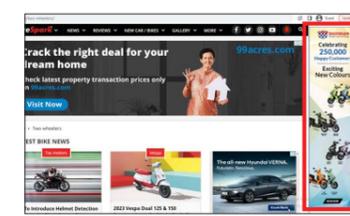
Deshdut



Malayalamnewsdaily



Drivespark



kannadaprabha



Maharashtratimes



Programmatic Rich Media ads (Interactive) across news, sports websites & mobile Apps.

10tv



Zee News



Tamiloneindia



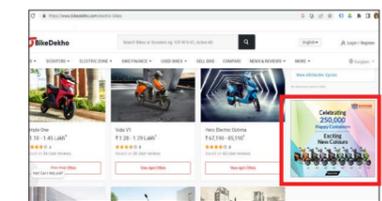
Danik Jagran



Amar Uajala



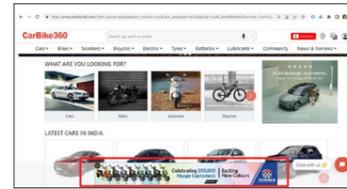
Bike Dekho



Vibrant New Colors and Radio Campaign Continue to Shine during IPL Coverage

We are excited to announce that our vibrant new colors for Okinawa Scooters, launched with a captivating radio campaign during IPL coverage on Radio Mirchi, are still making waves. As the IPL reaches its thrilling final stages, our campaign continues to captivate the interest and enthusiasm of our audience. Our carefully crafted ad, which seamlessly blends the excitement of IPL with the elegance of our colorful collection, has received an overwhelmingly positive response. We extend our heartfelt gratitude to all our team members and partners for their unwavering support. Keep an eye out for more exciting updates as Okinawa continues to lead the way in innovation and growth.

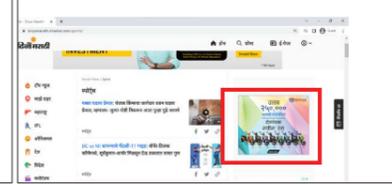
Car And Bike



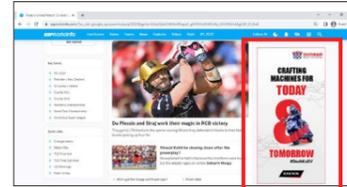
Dinakaran



Divya Marathi



ESPN CricInfo



Gujarat Samachar



Hindustan Times



NDTV



Malayala Manorama



Punjab Kesari



NDTV Sports



News 18



News 18

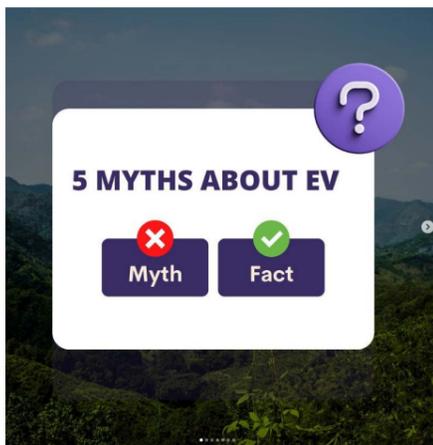


Zee News



Recap of Last Month's Social Posts

In case you missed out on any of our social media posts from last month, here's a quick recap to keep you updated on all the latest news, events, and initiatives from Okinawa Autotech. Our social media channels have been buzzing with activity. So, take a few minutes to catch up on all the action and stay tuned for more updates!



Okinawa's Creative Support for Dealer Partners

At Okinawa, we have been providing consistent creative support to our dealer partners for every occasion that aligns with our brand's DNA. These designs help create synergy throughout all promotional materials, product pictures, advertisement layouts, and more. We believe in providing comprehensive support to our partners to help them achieve success in their endeavors.



OKINAWA Power the Change

- EASY FINANCING STARTS AT 2500 P/M
- EXTENDED WARRANTY*
- RUNS AT 14 PAISE/KM
- CAN ENABLED POWERTRAIN

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





Igniting the Spirit of Test Rides: Ride with Pride Continues

We applaud the outstanding achievements of Navin Autolink LLP, one of our esteemed dealer partners, for achieving the highest number of test rides last month as part of our customer-centric campaign, Ride with Pride. Their relentless efforts have set a remarkable benchmark for the rest of our dealer network.

As we move forward, we encourage all our dealer partners to take inspiration from Navin Autolink's LLP success and elevate their own test ride initiatives to new heights. Together, let's strive for excellence and create exceptional experiences for our customers.

At Okinawa Electric, we extend our heartfelt appreciation to all our dealer partners for their unwavering dedication and support. Your commitment is instrumental in driving our collective success.



Introducing Our New Dealer Partner who joined the Okinawa family in May.

Shree Sidhwali Soar Urja Agency, Kasganj, Uttar Pradesh



OUT OF THE BOX THINKING

Ride Okinawa for a Greener Tomorrow: AutoScan's Safety Rally Sets the Stage

AutoScan, one of our esteemed dealer partners in Jeypore, Odisha, took the reins in spreading awareness for a greener future with their Safety Rally: Ride Okinawa for Greener Tomorrow. The rally aimed to raise awareness about the crucial role of Okinawa Electric Scooters in building a sustainable future.

With the enthusiastic participation of our customers and passionate supporters, the event succeeded in its mission. In addition, AutoScan organized an informative forum to educate attendees about the numerous benefits of Okinawa's electric scooters. We applaud our dealer partners' out-of-the-box thinking and eagerly anticipate similar initiatives from others in the future.

Join the movement for a greener tomorrow with Okinawa Autotech.



Anmol Electric Bikes Shines at Auto Moto Show, Chennai



Srivari Enterprises Participates in Mysore's Biggest Auto Exhibition



Exciting Activities that saw participation by Okinawa in May



Empowering Service Excellence through Training and Development.

The Service Team at Okinawa Autotech conducted comprehensive training and development sessions for the staff of new dealers as well as existing dealers, including Service Managers, Service Advisors, and Owners. The topics covered in these sessions included the warranty claim process, effective usage of the Dealer Management System (DMS), technical product training, and vehicle troubleshooting techniques. By equipping our service personnel with these valuable skills, we strive to deliver top-notch service to our valued customers.

MODEL	CHARGING VOLTAGE (V)	CHARGING CURRENT (A)	CHARGING CUT OFF CURRENT (A)	DISCHARGING VOLTAGE (V)	DISCHARGING CURRENT (A)
LITE	54.4 V	6 A	0.5 A	39 V	8 A
R-30	54.4 V	6 A	0.5 A	39 V	8A
RIDGE+	67 V	10 A	0.5 A	48 V	10 A
PRAISE PRO	84 V	10 A	0.5 A	60 V	10 A

Embracing Inner Harmony: Spiritual Month at Okinawa Autotech

In the month of May, Okinawa Autotech celebrated Spiritual Month, fostering positivity and enhancing productivity among employees. A rejuvenating yoga camp and the melodic chant of 'Om' helped everyone in relieving stress and instilling confidence. The event witnessed enthusiastic participation from our dedicated workforce.



Removing Obstacles, Embracing Prosperity: Sundarkand Paath at Okinawa Autotech

A Sundarkand Paath was organised at the head office in Gurgaon in May to mark the birthday of our esteemed founder and MD, Mr. Jeetendra Sharma. This sacred ritual removes obstacles, brings happiness, and attracts prosperity. The event received active participation from the top management and dedicated employees from Head Office.



Celebrating Birthdays with Joy: Okinawa Autotech's Monthly Bash

We celebrated the birthdays of our wonderful employees, including our esteemed founder and MD, Mr. Jeetendra Sharma, at both the Head Office and the plant. The festivities featured delightful cake-cutting moments and delectable snacks, fostering a joyful work environment. This HR initiative takes place on the last working day of every month.





OKINAWA
Power the Change

OKINAWA

TIMES

Please submit your entries to be a part of this newsletter by sending them to
okimarketing@okinawascooters.com
before the 20th of each month.

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CORPORATE OFFICE:

Unit No. 651-654, 6th Floor, JMD Megapolis, Sector 48, Sohna Road, Gurgaon (122018),
Haryana, India.

MANUFACTURING FACILITY:

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

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