

JUNE 2023

OKINAWA

An Official Archive of Okinawa Autotech

TIMES

India's
First Electric Scooter
that conquered
Khardungla Pass at
the height of **18,380 ft**

#Celebrating**5th**Anniversary

Celebrating Five Years of Praise de Himalayas Expedition

Dear All,

As I sit here reminiscing about the past, I can't help but feel a surge of pride and nostalgia. It has been five remarkable years since we embarked on a journey that would challenge conventions, break barriers, and leave an indelible mark on the electric two-wheeler industry. Today, I want to celebrate and share with you the incredible milestone of the 5th anniversary of the Praise de Himalayas expedition.

It feels like just yesterday when we made the audacious decision to take our electric scooters to the majestic Himalayas. Back then, we were determined to shatter the myths surrounding electric scooters and prove their mettle in the most demanding terrains. Little did we know that this adventure would become a defining moment for Okinawa Autotech and pave the way for a revolution.

Our journey commenced from Gurgaon, and it was nothing short of a grand affair. The expedition itself was an awe-inspiring saga of determination, resilience, and triumph. Our Okinawa Praise scooters, equipped with advanced Lithium-ion batteries, fearlessly tackled the harshest climates, treacherous terrains, and battered roads. They demonstrated the magnificent engineering and hardware quality that defines Okinawa.

Against all odds, we conquered the towering Himalayas, reaching the awe-inspiring heights of Leh. This historic achievement marked the first time an electric two-wheeler had ever dared to scale altitudes exceeding 18,000 feet. Our scooters showed little signs of wear and tear, even after conquering Khardung La, one of the highest motorable passes in India. It was a testament to the sheer excellence of Okinawa's creations.

The breathtaking landscapes, the camaraderie among our team, and the sense of accomplishment as we stood atop the world. We defied conventions, shattered expectations, and redefined what electric scooters were capable of.

Since that momentous expedition, Okinawa has grown by leaps and bounds. We have become a force to be reckoned

with in the electric two-wheeler industry, with a family of over 250,000 strong. Our relentless pursuit of excellence and unwavering commitment to quality have propelled us to the forefront of this rapidly evolving market.

Today, as we celebrate this fifth anniversary, let us not only reflect on our past achievements but also look towards an even brighter future. The Praise de Himalayas expedition was just the beginning, a catalyst that ignited a revolution. We have revolutionized the industry, and there is still so much more to accomplish.

I am immensely proud of what we have achieved together. The relentless passion, dedication, and perseverance exhibited by each one of you have been instrumental in our success. I extend my heartfelt gratitude to our dealers and employees who have been the pillars of support, driving us forward on this incredible journey.

In conclusion, I invite you all to take a moment to relive those fond memories of our Himalayan conquest. Let the spirit of adventure, innovation, and fearlessness continue to guide us as we march confidently towards an electrified future. Together, we will continue to redefine boundaries, challenge norms, and pave the way for a greener and brighter tomorrow.

Thank you for being a part of this incredible journey.

Warm regards,

Jeetender Sharma

Managing Director, Okinawa Autotech



Media Interaction

AUTOCAR
professional
Essential reading for the Automotive Industry

Electric two-wheelers set to get costlier, FAME II subsidy slashed to 15% from 40%,

With 10 months left for the FAME II Scheme to end, government reduces benefits for two-wheeled EVs to Rs 10,000/kWh from Rs 15,000/kWh and also revises cap on vehicle cost to 15% from previous 40%; prices set to rise by around Rs 25,000 to Rs 35,000.

By Amit Vijay M and Ketan Thakkar 22 May 2023 8984 Views

Share -    



Electric two-wheelers in India are set to get costlier from June 1, 2023 as the government of India has revised the subsidy on the FAME India (Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles in India) Scheme to Rs 10,000 per kilowatt per hour (kWh) as against Rs 15,000/ kWh. Furthermore, the cap for incentive has been brought down to 15% of the two-wheeled EV's ex-factory price as against 40% benefit extended earlier. That's a 37.5% cut, which will easily translate into higher vehicle prices.

According to Okinawa Autotech, despite efforts by the firm to minimise cost increases due to cost-saving initiatives and other productivity efficiency measures to keep prices in check, consumers will still be required to pay the difference. "Any decrease in the subsidy value will result in an increase in the customer's price. It is a proper move for the industry to become independent, even though there may be a short-term impact on the total volumes. Over the next year, we will prepare for a system without subsidies, said the spokesperson for Okinawa Autotech

Company sources said that "no decision has been taken on the price hikes and the team will be meeting on Monday (May 22) to take into account an appropriate decision on the pricing in light of the renewed situation."

Link - <https://www.autocarprofessional.in/news-national/electric-two-wheelers-set-to-get-costlier-fame-ii-subsidy-slashed-to-15-from-40-115147>

Media Interaction

BW BUSINESSWORLD



JEETENDER SHARMA,
Founder & MD, Okinawa
Autotech

"In the next 6-7 months,
it is likely that the number
of charging stations will
witness a surge across
cities and major
highways"

Okinawa Lite from Okinawa Autotech



Link - <https://anyflip.com/qqhq/ojls/>

Rethinking Urban Planning: Integrating E2W Into Sustainable Transport Systems

Follow

Link - <https://shorturl.at/>

Use of electric two-wheelers not only represents a pragmatic stride towards sustainable transportation but also signifies a significant stride towards safeguarding the health and well-being of urban dwellers

World Environment Day

**EXPRESS
DRIVES**

Link - <https://www.financialexpress.com/auto/electric-vehicles/world-environment-day-top-5-fastest-electric-scooters-in-india/3114369/>

The next on the list is the Okinawa Okhi, which has a top speed of 90kmph. The Okhi is powered by a 3.6 kWh battery pack which offers a range of 160km on a full charge. The Okhi is priced at Rs 1.85 lakh ex-showroom, making it the most expensive scooter on the list.

जनसत्ता



Link - <https://www.jansatta.com/automobile/top-5-fastest-electric-scooters-from-hero-vida-v1-to-ola-s1/2842822/>

ओकिनावा ओखी90

सूची में अगला ओकिनावा ओखी90 है, जिसकी अधिकतम गति 90 किमी प्रति घंटा है। ओखी में 3.6 kWh का बैटरी पैक है जो एक बार चार्ज करने पर 160 किमी की रेंज प्रदान करता है। ओखी की कीमत 1.85 लाख रुपये एक्स-शोरूम है, जो इसे सूची में सबसे महंगा स्कूटर बनाती है।

World Environment Day



Eyeing an e-scooter? Then check out Praise Pro and iPraise+; price, specs and more

Take a close look at these 2 e-scooters from Okinawa Autotech, Praise Pro and iPraise+.

By: HT TECH | Updated on: Jun 14 2023, 10:24 IST



Praise Pro is powered by a 2.08 kWh detachable lithium-ion battery. (Praise Pro)



Link - <https://shorturl.at/hstBL>

Fathers Day

INDIANtelevision

Okinawa Autotech:

By choosing an electric vehicle, like those offered by Okinawa Autotech, India's top electric two-wheeler manufacturer, you not only provide your father with an extraordinary experience but also contribute to reducing carbon emissions and promoting sustainable transportation. Believing in powering the change, the company manufactures scooters incorporated with the best in class technology and has recently launched the new and advanced version of its best-selling "Praise" platform, the Praise Pro and iPraise+.



Link - <https://www.indiantelevision.com/mam/marketing/mam/recognising-dads-unmatched-sacrifices-in-our-lives-230617>



Father's Day

MEDIABRIEF

Okinawa Autotech makes a case for an EV scooter as a gift for Father's Day

By NewsDesk - June 16, 2023



Link - <https://mediabrief.com/okinawa-autotech-on-international-fathers-day/>

MEDIABRIEF



OKINAWA
Power the Change



International Father's Day; Okinawa Autotech

By Passionate in Marketing - June 15, 2023



Link - <https://shorturl.at/IHJQW>



Link - <https://shorturl.at/abpAD>

Priced under ₹1 lakh, Okinawa Praise Pro is an interesting and popular electric scooter

Influencer Marketing drives Okinawa's success.



After teaming up with IG Influencer Hunny Sharma last month, we teamed up with popular social media influencer Harpreet Singh Bal to introduce our latest range of 8 new colours through his YouTube and Instagram social media channels.

Harpreet had the opportunity to experience the vibrant colour range of both iPraise Plus & Praise Pro firsthand, capturing the attention of his vast follower base.

He was highly impressed with the features, colours, and riding comfort offered by the electric scooters. Harpreet produced two engaging videos for Instagram and YouTube, sharing his firsthand experience and providing an insightful review of the colours, features, and overall performance.

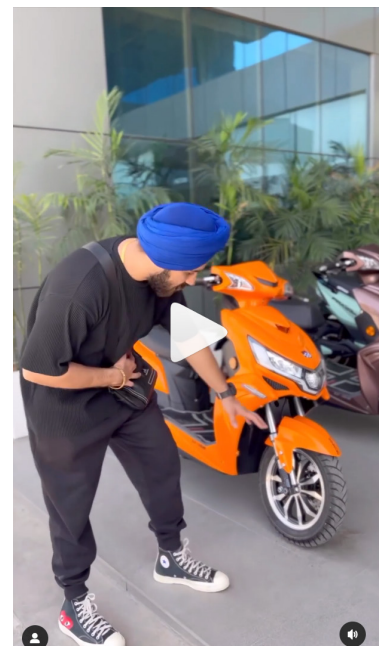
The videos created by Harpreet received an overwhelmingly positive response from his respective audiences, generating significant engagement and creating a buzz around Okinawa's electric scooters.



Harpreet's Instagram video generated 6,700 likes within the first 24 hours of uploading and his YouTube video on Okinawa's latest range of colours delivered 2500 likes and 43,000 views within the first 24 hours.

We are thrilled to have witnessed such remarkable engagement and positive feedback from the influencer marketing campaign. The partnership with Harpreet Singh Bal and Hunny Sharma over the last two months has 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.



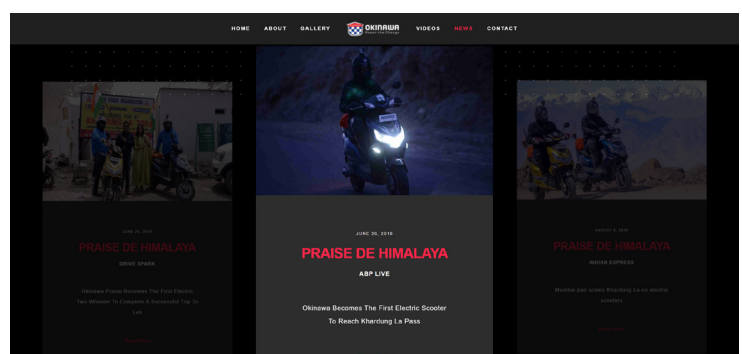
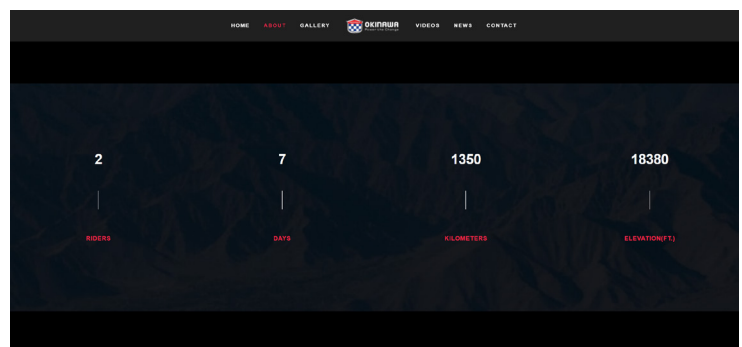
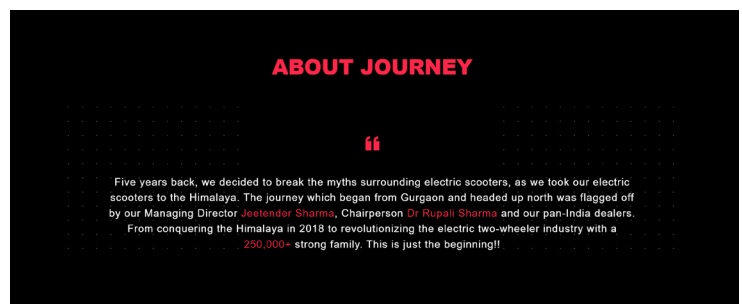
A special website to celebrate 5 years of Praise de Himalayas triumph.

Our community experienced the remarkable journey of the Praise de Himalayas expedition as we commemorated its 5th anniversary with a captivating website. Defying all challenges, we triumphed over the majestic Himalayas, conquering the breathtaking heights of Leh half a decade ago. This groundbreaking feat marked a momentous occasion, with our electric two-wheelers boldly venturing beyond 18,000 feet, a feat unprecedented in the industry.

Amidst the treacherous terrain, our scooters exhibited remarkable resilience, displaying minimal signs of wear and tear even after conquering the formidable Khardung La, one of India's highest motorable passes. This extraordinary achievement stands as a testament to the unrivaled excellence embedded in every creation by Okinawa.

The meticulously crafted website showcases an array of exclusive images, captivating journey videos, and direct links to compelling news stories. Immerse yourself in the triumphs and challenges faced during this remarkable expedition, and witness the indomitable spirit of Okinawa as we redefine the boundaries of electric mobility.

Join us on this immersive digital experience as we relive the historic Praise de Himalayas journey and continue to celebrate the relentless pursuit of innovation, adventure, and excellence. Visit the website now to embark on a remarkable adventure by clicking this link: <https://okinawascooters.com/5/PraiseDeHimalaya.html>



Okinawa's Dynamic Digital Out-of-Home Campaign Makes Waves at its JMD Megapolis Headquarters.

Okinawa has successfully ventured into digital out-of-home marketing with its latest campaign. The marketing team recently secured advertising slots on the LCD screens strategically positioned outside the lifts at JMD Megapolis, the central headquarters of Okinawa Autotech.

The campaign showcases Okinawa's captivating TV commercials, which are now being prominently displayed alongside other prominent brands on 11 LCD screens spread across various floors within the premises.

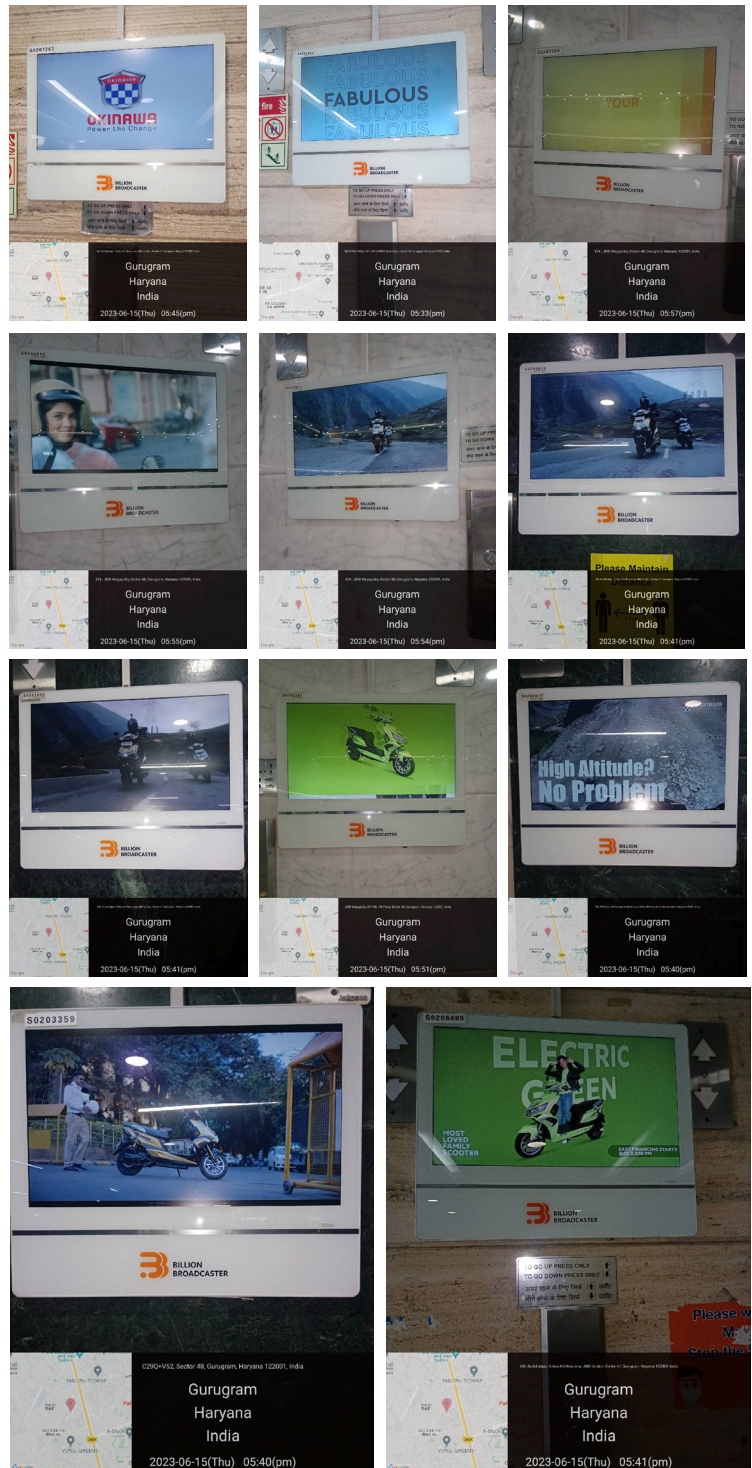
The strategic placement has garnered significant attention from the vast number of working professionals visiting JMD Megapolis.

The response to the campaign has been overwhelmingly positive, with viewers actively engaging with the dynamic content displayed on the screens.

By leveraging the power of digital out-of-home advertising, Okinawa is effectively reaching its target audience and building brand awareness among the bustling community of professionals.

This innovative marketing approach highlights Okinawa's commitment to staying at the forefront of advertising trends and effectively connecting with its customer base.

With its visually appealing TVCs showcased in prime locations, Okinawa is successfully making a lasting impression on the audience and solidifying its position as a leader in the electric two-wheeler industry.



Okinawa Shines Bright in World Test Championship Finale Sponsorship on News Nation TV.



Okinawa made waves in June with its impactful branding and awareness campaign during the popular World Test Championship coverage program 'Kaun Banega Test Champion' 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 playlist can be accessed here: <https://www.youtube.com/watch?v=ym92-4-I0O4&list=PLEbGyaGL-Rl6WIVumtkWXJlNgfRwLKA7A>

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

Okinawa Autotech Joins IMPAct4Nutrition Movement.

As part of our commitment to making India healthy and malnutrition-free, we have pledged to increase productivity through improved nutrition and the health of families through our association with the IMPAct4Nutrition (I4N) movement. As part of our commitment to making India healthy and malnutrition-free, we have pledged to increase productivity through improved nutrition and the health of families, including our customers and employees within our business eco-system.

The pledge is aligned with our vision of nation-building and working collaboratively with the 'POSHAN Abhiyaan' initiative to co-create a social movement that prevents malnutrition in children, women, and families. We firmly believe that by joining hands with IMPAct4Nutrition and our other pledge partners, we can lay a strong foundation for a stronger and healthier India.

Together let's make a positive impact on nutrition and create a healthier future for our nation.

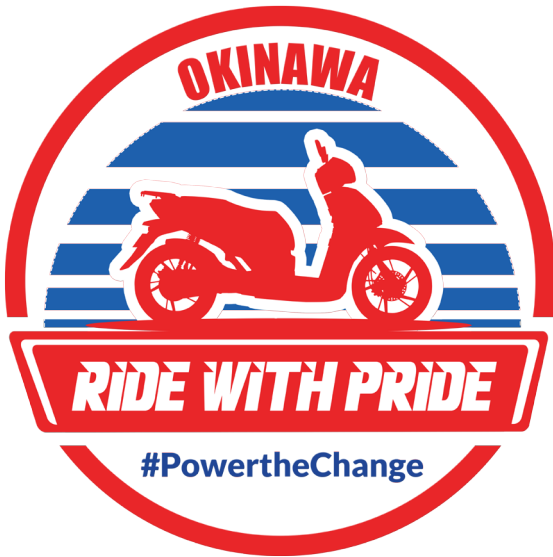



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We Welcome
OKINAWA
As Our
PLEDGED
PARTNER

Endeavoring to
make partners
more nutri-aware!

www.impact4nutrition.in



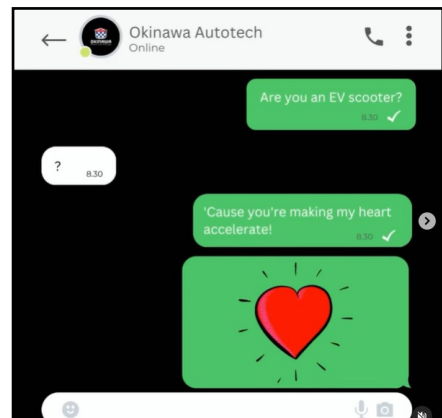
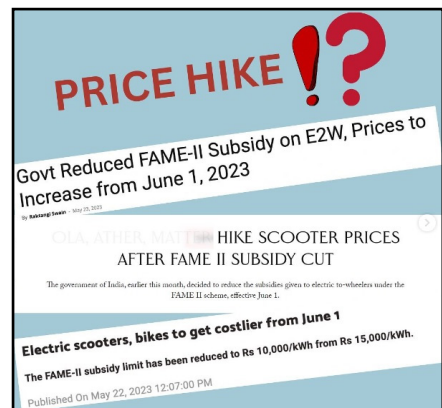
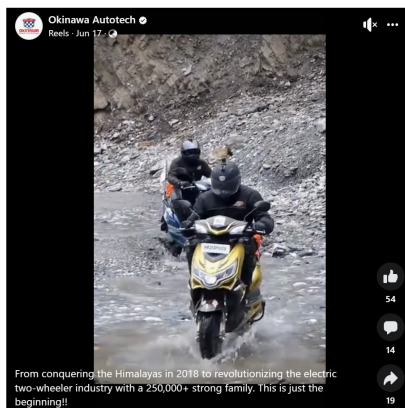
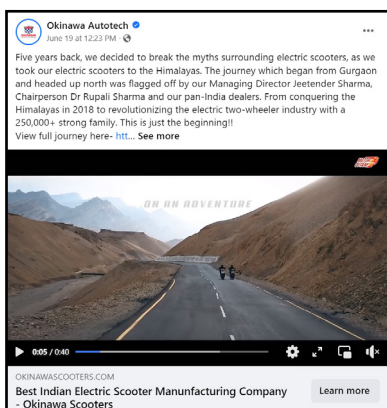
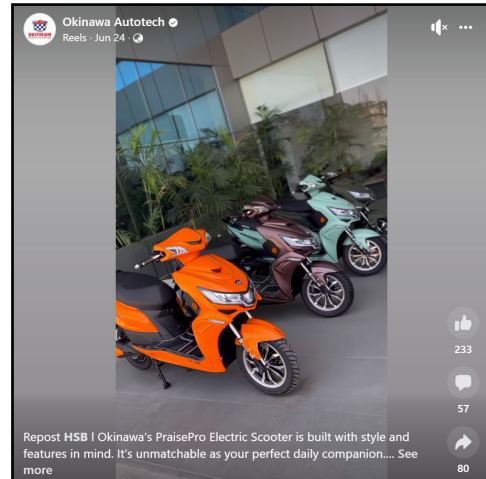
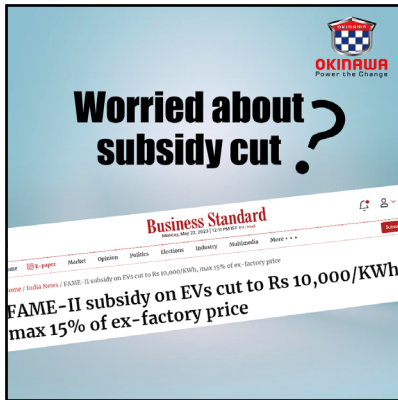
We applaud the outstanding achievements of Navin Autolink LLP one of our esteemed dealer partners, for achieving the highest number of test rides last month as part of our customer-centric campaign, Ride with Pride. Their relentless efforts have set a remarkable benchmark for the rest of our dealer network.

As we move forward, we encourage all our dealer partners to take inspiration 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.



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!



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.



You may also submit your request for any Creative Assistance at the below-mentioned link

<https://forms.gle/ZjufFoKcvAjGVPqYA>

Introducing our new Dealer Partners who joined the Okinawa family in June 2023

DEALER NAME	STATE	CITY
AMUTHAM E-BIKES	TAMIL NADU	ARANI
SHREE VINAYAK MOTORS	UTTARAKHAND	DEHRADUN
DASU RAM NAUTAN DASS	PUNJAB	PATIALA
DURGAPUR EV AUTOMOBILE PVT LTD	WEST BENGAL	DURGAPUR





OUT OF THE BOX THINKING

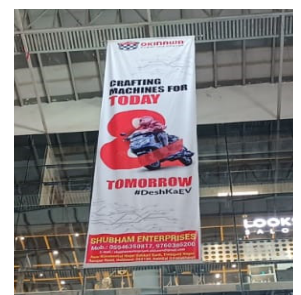
Shop & Win offer by Shubham Enterprises

Shubham Enterprises, One of our esteemed dealers in Haldwani, organized the unique shop and win offer from May 20-June 20 at Walkway Mall, Haldwani.

Customers shopping for Rs 5000 received a lucky draw coupon. Every customer opting for a test ride also received discount vouchers.

- 1st prize- Okinawa R30
- 2nd Prize- Refrigerator
- 3rd Prize- TV

At Okinawa, we appreciate out-of-the-box thinking by our dealer partners and look forward to many such initiatives by other partners as well.



Dealer Initiative



Yogi E-Bikes, Surendernagar, participated in Hemran Business Expo. The dealership later also organized a training session for Engineering students to enhance their knowledge about Electric Scooters.

Herman Business Expo-2023



Training session for Engineering students



SRK EVentures, Mumbai, celebrated World Environment Day



Shakthi Motors, Hyderabad, sponsored AdOnMo AdFiesta Summer Carnival



Valiant Motors, Mumbai, participated in the EV Expo



Navin Autolink LLP, Rajkot



Caltex EV, Gandhidham



Dealer Initiative



G.K.Automobile, Chapra



F M Automobiles, Ratnagiri

FG Motos, Delhi

Urban Motors, Chandigarh



Shreya E Motors, Pune



Rinku Motors, Jagdalpur



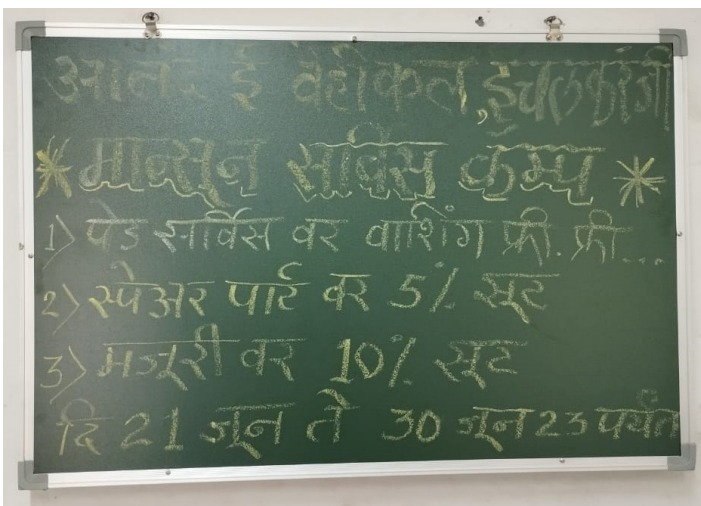
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Pre-Monsoon camp organised by Chetna Automobiles, Sangli

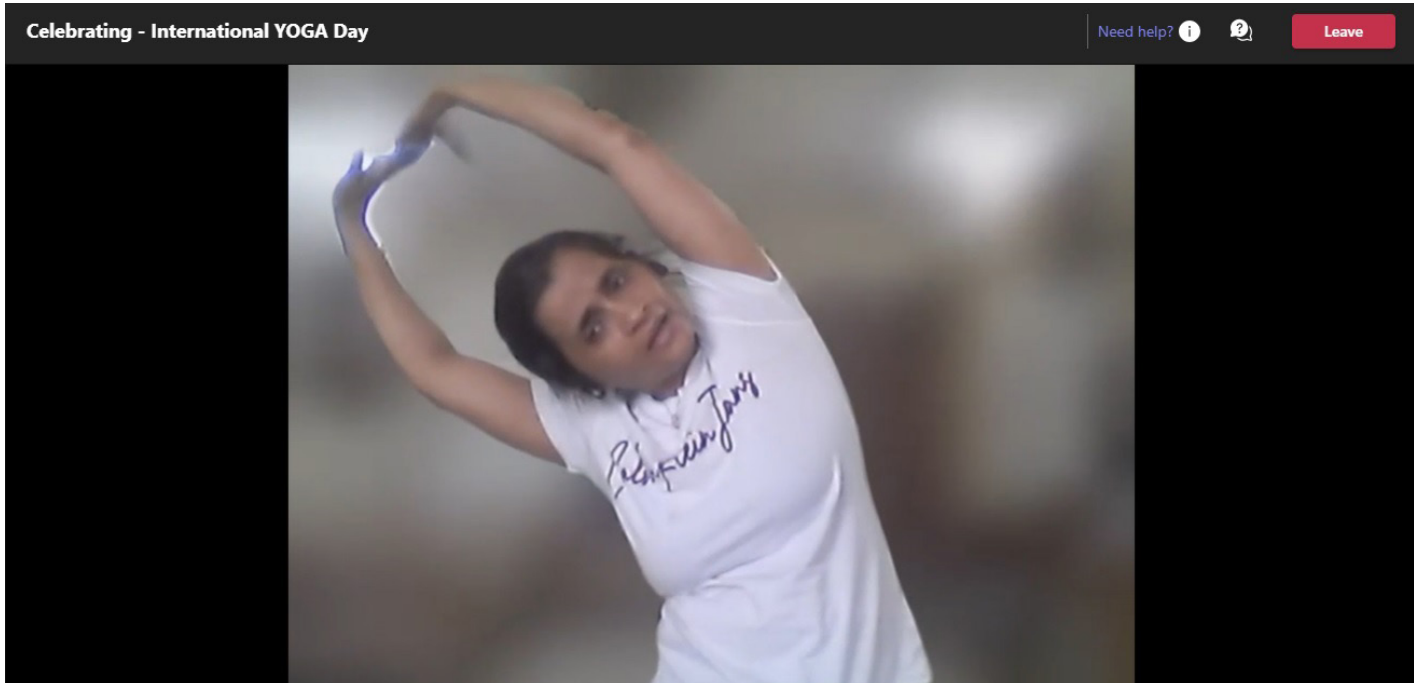


Service Camp organised by Anand Electric Vehicle, Kolhapur



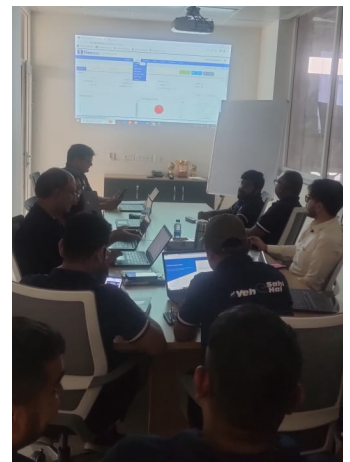
Embracing International Yoga Day for a Healthier You.

Achieve a harmonious balance between body and mind through the power of yoga. Okinawa Autotech commemorated International Yoga Day by organizing an enriching webinar session that enlightened participants on the benefits and practice of this incredible lifestyle for holistic well-being.



Empowering our Workforce with Automated Leave Management.

In a dedicated effort to streamline and enhance our leave management processes, Okinawa Autotech conducted a comprehensive training session on the Automated Leave Management System (ALMS). This training equipped our employees, both at the headquarters and the plant, with the necessary knowledge and skills to effectively manage attendance, leave requests, records, and other essential employee-related information. By embracing ALMS, we aim to ensure the welfare and convenience of our valued employees.



Joyous Celebration of June Birthdays!

Bringing delight to our employees' special moments, Okinawa Autotech organized a vibrant celebration for all those who celebrated their birthdays in June. Both the headquarters and the plant joined in the festivities, featuring a delectable cake-cutting ceremony and mouth-watering snacks. The event was filled with exciting activities, including spirited singing and dancing. As an HR initiative, we are committed to continuing this delightful tradition on the last working day of each month, fostering a joyful and inclusive work environment.



HAPPY
Birthday



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
marketing@okinawascooters.com

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