

NOV 2023

OKINAWA

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TIMES



Okinawa Electric Scooters Shine at

IITF 2023



Charging Ahead: Celebrating Okinawa's Milestones and Vision for the Future



Dear Okinawa Community,

As we reflect on the past month, it's with a sense of pride and accomplishment that I share our journey and achievements at Okinawa Autotech. The electric two-wheeler industry is not just about business; it's about transforming the way we move and shaping a sustainable future. Our industry is at a pivotal moment, and Okinawa is leading this electric revolution with innovative solutions and a commitment to excellence.

Firstly, I want to extend my heartfelt gratitude to our dedicated employees. Your relentless efforts and innovative spirit have been instrumental in our success. We have grown rapidly, not just as a company but as a family committed to delivering the best electric vehicles. Your hard work and dedication are the cornerstones of our achievements.

This month, we made a strategic move in marketing by continuing as the title sponsor of News Nation's World Cup coverage and the presenting sponsor of Sports Tak's World Cup coverage. Aligning with such a significant

sporting event, followed by over a billion cricket enthusiasts globally, was not just a marketing decision but a celebration of our shared passions and values. It was an opportunity to connect with our audience, showcasing our brand on a grand stage and reinforcing our position in the industry.



The banner features a red background with a central illustration of Goddess Durga on a lotus flower. Text includes 'Festive FREEDOM', 'DRIVE HOME AN OKINAWA ELECTRIC TWO-WHEELER TODAY!', 'Join the electric revolution with Okinawa and Pine Labs this festive season.', 'HAPPY DHANTERAS', and 'Available in Other Exciting Colors Also' with a list of colors: Olive Green, Glossy Red/Black, Blue, Black, Sun Orange, Seafair Green, Mocha Brown, and White. Logos for 'Yeh Saahi Hai', 'OKINAWA Power the Change', and 'PRAISE PRO' are present. A bottom bar contains the website 'www.okinawascoters.com', social media icons, and financing details: 'Get instant loans with a flexible tenure of up to 24 months. Enjoy special offers. **Terms & Conditions Applicable'.

Our partnership with Pine Labs, initiated in September, has been another landmark achievement. It has revolutionized the way

customers own electric vehicles in Maharashtra. This collaboration, especially during the festive season, brought joy and ease to our customers. The 'Buy Now, Pay Later' offering, alongside instant loan facilities with flexible tenures, has significantly enhanced the customer experience. This strategic move not only simplifies EV ownership but also underscores our commitment to making electric mobility accessible and convenient.

Looking forward, we strive to deliver not just vehicles but a promise of a smarter, innovative, and sustainable future. Our vehicles are a blend of style, comfort, and efficiency, tailored to meet the evolving needs of our customers. As we continue to grow, our focus remains on providing high-quality, affordable electric vehicles, contributing to a greener planet and a brighter future for all.

In closing, I want to thank each one of you for being part of this incredible journey. Your trust and support fuel our passion to innovate and excel. Together, we are not just building vehicles; we are powering dreams and driving change.

Warm regards,

Jeetender Sharma
Managing Director, Okinawa Autotech

Hindustan Times

THE GIFT THAT KEEPS ON GIVING: TO A TRULY FESTIVE COLLABORATION

More than a campaign, the Hindustan Times' Festival of Gifts was a celebration of engagement, enlivening the festive season with raffles, quizzes and surprises — and an occasion that brought together readers and advertisers in the most innovative way

Millions received exciting prizes from advertiser...
Head, Marketing Communications, Anand Group; Gurvir Gupta, deputy general manager, Marketing, AFS; Hemant Kati; Jeevaninder Sharma, managing director, Okinawa; Dr Rajpal Sharma, chairman and co-founder, Okinawa; Sandeep Thakur, marketing, Siva Dheer

THE RECENTLY CONCLUDED Hindustan Times' Festival of Gifts campaign left a trail of joy and revelry among its readers and advertisers. Running from October 22 to November 30, across key HT markets including cities like Delhi, Mumbai and Chandigarh, the campaign elevated the festive season experience while engaging readers in conversation with advertiser partners.

Festival of Gifts prompted participants to answer interesting questions about advertisements in the newspaper and submitting entries via QR code. A daily raffle draw at the HT offices determined the winners, with advertisers crucially contributing to the transparency. The prizes, including smartwatches, Bluetooth speakers, and smartwatches, significantly heightened the excitement among readers. Across all cities, we received over 1.8 lakh entries and over 300 readers were rewarded with attractive gifts, underscoring the campaign's extensive impact. The advertisers praised the initiative for its focus on enhancing ad recall value and drawing a diverse audience back to print media. For readers, winning a prize from their favourite newspaper reinforced their connection with the medium.

WINNERS SPEAK...
 "It feels unbelievable to say the least as I had never won any prize before. I participated purely for the fun of it, with no real expectations, and I couldn't be happier with the outcome," said Hari Kiran, a 30-year-old Delhi-based government servant.

For Anish Dastar, a 23-year-old consultant from Ghaziabad, "engaging in the quiz brought in a rush of excitement from school days". "I recall participating in quizzes hosted by HT a few years ago, where I had the honor of seeing my name in print after a win," he added.

Some like Mumbai-based student, Trisha Mehta, just "loved their book after reading about the competition". "Participating for the first time and coming out victorious is an indescribable feeling," said the 20-year-old. Meanwhile, a Gurgaon (Haryana) resident, 29-year-old Kamlesh Kumar Saini shared: "HT motivated us to read the newspaper daily by giving such gifts. It provides accurate information and news, which is why I like to read from a daily book."

Even in Chandigarh, students like Bhargava Karan felt "special" on winning cool prizes in the contest. "I'm absolutely overjoyed and excited to have won in this campaign. Being a regular reader of HT, this was truly very intimate," said the 16-year-old. On the other hand, 24-year-old Sandeep Jain, a dispatch executive from Panjab, shared: "Content like these drive people to encourage them to read daily. I'm grateful for this experience and excited about my win."

In the digital era, the Festival of Gifts has been a significant step in revivifying the spirit of print newspapers, especially among younger readers. It also epitomizes Hindustan Times' commitment to innovation and its readers' trust, offering the enduring charm of print.

The New Indian Express

OKHI 90

Okinawa introduced the 2023 Okhi 90 with several new features. This updated model includes a colour digital driver's display and improved connectivity, and offers a range of 160km on a single charge with a peak speed of 80 to 90 miles per hour. Real-time features such as battery SOC monitoring, speed monitoring, and on/off notifications further enhance the scooter's utility. As India continues its journey toward a more sustainable and eco-friendly transportation future, the electric two-wheeler landscape is evolving rapidly. With these innovative and high-performance electric motorcycles and scooters hitting the market, riders now have more choices than ever, ensuring a brighter and cleaner future for India's urban mobility.



Okinawa Scooters Shine at the India International Trade Fair (IITF) 2023.

In a remarkable display of innovation and design, Okinawa Autotech made a significant impression at the prestigious India International Trade Fair (IITF) 2023. Held at Pragati Maidan, New Delhi, the event concluded on November 27, marking the end of a vibrant and dynamic 14-day showcase.

The Rajasthan pavilion became the centre of attention as Okinawa was the only electric two-wheeler brand given a special podium to showcase its range. This exclusive recognition at the Rajasthan government's pavilion is a testament to the brand's growing prominence in the Indian auto industry.

Okinawa's showcase models, the Okhi-90 and Praise Pro, captivated visitors with their advanced features and sleek designs. These models stood out not only as innovative transportation solutions but also as symbols of Indian entrepreneurial spirit in the global auto market.

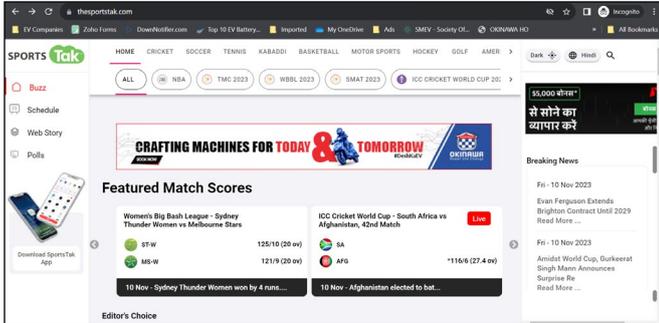
The IITF 2023, themed 'Vasudhaiva Kutumbakam - United by Trade,' served as an essential platform for various sectors, including Micro, Small, and Medium Enterprises (MSMEs), artisans, and self-help groups. The Rajasthan Pavilion, in particular, highlighted the state's art, culture, handicrafts, tourism, and new industrialization efforts, offering visitors a comprehensive view of Rajasthan's rich heritage and business potential.

The inclusion of Okinawa scooters in such a prestigious space highlights the brand's significant strides in the automotive sector. It also underscores the increasing importance of sustainable and innovative transportation solutions in India's evolving market.

As the fair concluded, Okinawa's participation in the IITF 2023 remains a notable achievement, showcasing the brand's commitment to quality, innovation, and the spirit of 'Make in India.'



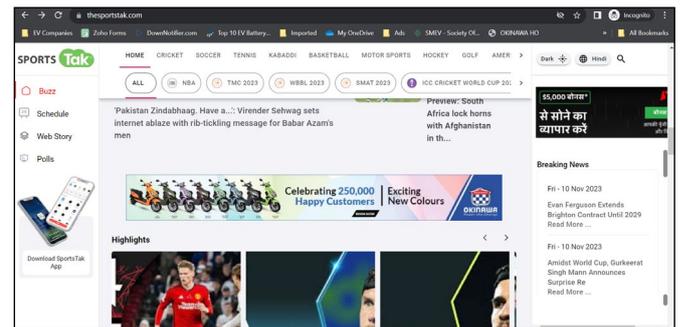
Celebrating Okinawa's Marketing Milestones in the World of Cricket



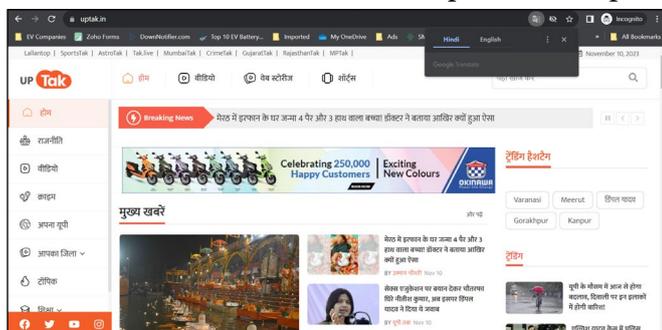
In the past month, Okinawa Autotech proudly took center stage in the world of sports marketing. We had the honor of being the title sponsor of News Nation's coverage of the World Cup and the presenting sponsor of Sports Tak's World Cup coverage. This strategic marketing move concluded in November, aligning our brand with the biggest sports event of the year in India.

The significance of this sponsorship cannot be overstated. The World Cup, a marquee event in the cricket calendar, attracts a global audience, and the 2023 edition was no exception. Our sponsorship of News Nation and Sports Tak's coverage meant that Okinawa's brand reached over a billion cricket fans across India and the world, including enthusiasts from all cricket-playing nations. This exposure was a remarkable achievement for our marketing team, showcasing Okinawa's vision and reach. Additionally, a display campaign was also successfully run on SportsTak and UPtak websites.

The 2023 ICC Men's Cricket World Cup, a highlight of the international sports calendar, saw intense competition among the world's best cricket teams. Hosted by India, the tournament commenced on October 5 and culminated in a thrilling finale on November 19, 2023. In a gripping final, Australia emerged victorious, defeating India to claim the title of the 13th edition of the Cricket World Cup. This quadrennial One Day International (ODI) cricket tournament, organized by the International Cricket Council (ICC), brought together the best of men's national cricket teams, offering a spectacle of skill and sportsmanship.



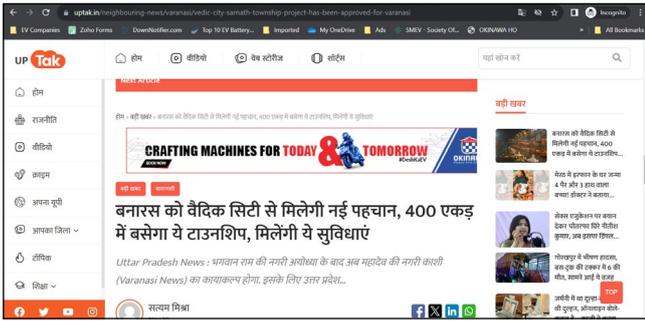
Our role as the title and presenting sponsor during this prestigious event underlined Okinawa's commitment to connecting with a diverse and passionate audience. This strategic initiative was more than just a marketing endeavor; it was a celebration of sportsmanship and a tribute to the spirit of cricket, which resonates deeply with fans around the globe.



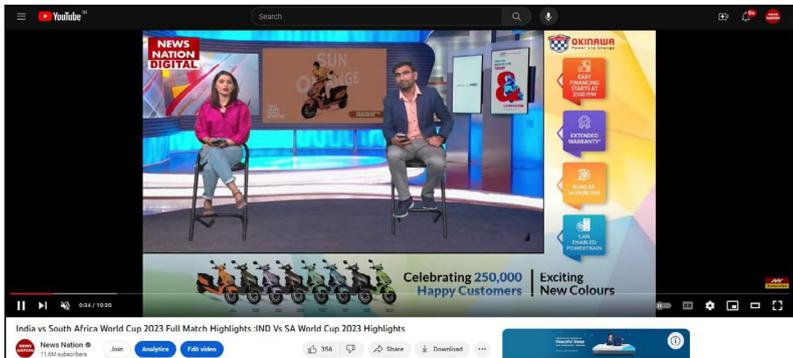
The conclusion of these campaigns in November marks a significant chapter in our marketing journey. It was a testament to our team's foresight in recognizing the power of sports in bringing people together and the impact of aligning our brand with events that capture the heart of the nation and the world.

As we move forward, we carry with us the lessons and successes of this endeavor, ready to explore new horizons and continue to position Okinawa Autotech as a brand synonymous with innovation, excellence, and a deep connection with our community.

Marketing Initiative



News Nation



Content	Views
Total	18,938,767
IND vs PAK Pitch Report World Cup 2023: Narendra Mo...	607,813 3.2%
IND vs AUS Final World Cup Pitch Report: Narendra Mo...	593,332 3.1%
IND vs PAK World Cup 2023 Highlights : India vs Pakist...	459,653 2.4%
IND vs NZ Pitch Report World Cup 2023: HPCA Stadiu...	403,131 2.1%
IND vs NZ Pitch Report Semi Final World Cup 2023: Wa...	368,891 2.0%
IND vs AUS World Cup 2023 Pitch Report: M Chidamba...	334,922 1.8%
India vs New Zealand World Cup 2023 Highlights: IND ...	334,227 1.8%
IND vs SA Pitch Report World Cup 2023: Eden Gardena...	305,762 1.6%
IND vs SL Pitch Report World Cup 2023: Wankhede Sta...	300,008 1.6%
IND vs BAN Pitch Report World Cup 2023: MCA Stadiu...	292,300 1.5%
India vs New Zealand Semifinal Highlights : IND vs NZ ...	291,990 1.5%

NEWS NATION

ICC WORLD CUP 2023 स्पेशल **WEB STORIES**

BREAKING licy case: कोर्ट से बाहर निकलते वक्त र

महामुकाबला

शेवचेंको ने खाचानोव को हराकर सेमीफाइनल में प्रवेश किया

शेवचेंको ने खाचानोव को हराकर सेमीफाइनल में प्रवेश किया

(source : IANS) (Photo Credit: (source : IANS))

IANS | Edited By : IANS | Updated on: 10 Nov 2023, 12:55:01 PM

AA newsnationtv.com

NEWS NATION

CRAFTING MACHINES FOR TODAY & TOMORROW

ICC WORLD CUP 2023 महामुकाबला

विश्व कप

AFG vs SA : अफगानिस्तान ने टॉस जीतकर चुनी अल्लखानी, आक्रामक दौड़-रो में 2 बड़े कप्तान

IND vs SA : अफगानिस्तान की जवाबदारी बढ़ी, 5 विकेट को ब्रीक करी थी खान

Rashid Raza/India : 25 की उम्र में हीन फॉर्म में फिर भी बल्लेबाज, जो हिंदुस्तान भी नहीं कर पाए

बिज्ञान

Celebrating 250,000 Happy Customers

Exciting New Colours

और खबरें -

NEWS NATION

रूढ़ धरत जल से जल

सूदर धरत के लिए 1.70 करोड़ से अधिक जरूरत महसूस

ICC WORLD CUP 2023 महामुकाबला

हिरो मोटोकॉर्प के CMD पर ED का रिक्तता, 25 करोड़ की 3 संसर्ति जप्त

Hero MotoCorp Ltd

Dhanteras 2023, धर्मोत्सव पर इन वस्तु खरीदने में काफ़ी सावधानी रखें... जो रक्षा की वस्तु हैं

Bank Holidays: आज से सप्ताह 3 दिन बंद रहने के हैं, बंद रहने की तिथि

Gold Price on Dhanteras: धर्मोत्सव पर सबसे ऊँचे सोने, चांदी, चांदी के नौकरी की कीमतें बढ़ी हैं

बिज्ञान

गिरा जल में 1600 करोड़ का निवेश

आज की खबरें

DON'T MISS

सिंधिया विधायी को का रे का मा का में पित्त-रैती की ड्रेक अकाली ने नीति को किया धातुक

NEWS NATION

ICC World Cup 2023 : New Zealand बनाम Sri Lanka के मैच में जाने कौसा होगा पिच का हाल?

Updated : 08 November 2023, 06:07 PM

SEAFOAM GREEN

बिज्ञान

ICC World Cup 2023 : Bangladesh के विन्यासवादी स्टोडियम में 9 मिनट को New Zealand और Sri Lanka के बीच मैच खेला जाएगा, इस मैच को लेकर दर्शकों में जोरदार तैयारी कर रही है, मैच से पहले जर्सी Bangladesh के विन्यासवादी स्टोडियम के पिच का हाल

बिज्ञान

Rashmeem Jayte : Middle East का जलम ड्रेम फूड, आसानी का मा में डेर है

Jammu-Kashmir Attack : ...

Festive Spirit: Okinawa and Pine Labs light up EV Market



Yeh Sahi Hai

OKINAWA
Power the Change

JOIN THE ELECTRIC REVOLUTION
WITH OKINAWA AND PINE LABS THIS FESTIVE SEASON.

Eco-Friendly
Diwali Rides
DRIVE HOME AN
OKINAWA ELECTRIC
TWO-WHEELER TODAY!

Happy Diwali

Enhanced Ergonomics with comfortable Foot Space

Easy Financing Starts @ Rs.2,500 PM

Extended 5 Years Warranty*

Runs @ 17Paisa/KM

Available in Other Exciting Colors Also

Olive Green	Glossy Red Black	Blue	Black	Sun Orange	Seafoam Green	Mocha Brown	White
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PRAISE PRO

PRAISE+

www.okinawascooters.com | Follow us on 

Get instant loans with a flexible tenure of up to 24 months. Enjoy special offers.

**Terms & Conditions Applicable

In September, we at Okinawa Autotech, a frontrunner in the electric vehicle sector in India, had marked a significant milestone in our journey. We had joined hands with Pine Labs, a leading merchant commerce Omnichannel platform, to revolutionize the electric mobility and fintech landscapes in India. This collaboration, coinciding with the festive celebrations of Diwali, Dhanteras, and Chhat Puja, brought forth innovative and customer-centric opportunities, especially in Maharashtra.

Our partnership, initiated in September, was aimed at simplifying the Electric Vehicle (EV) ownership experience in Maharashtra. We successfully eliminated traditional barriers such as down payments, hidden charges, hypothecation, and the need for physical documentation. This strategic move empowered our customers, who, from September onwards, began to enjoy the benefits of instant loans with flexible tenures of up to 24 months, ensuring a smooth and hassle-free path to EV ownership.

To enhance the festive shopping experience for EV enthusiasts, we introduced the 'Buy Now, Pay Later' offering in collaboration with Pine Labs. This innovative integration provided our customers with the convenience of accessing easy EMI options right at the point of sale, thereby offering greater financial flexibility and enhancing the overall purchasing experience.

Okinawa Autotech's Leap Forward in Digital Empowerment for Our Dealers

We have taken significant steps towards enhancing the digital presence of our dealers across the nation. Our recent focus on Hyperlocal Marketing and Google My Business (GMB) listings represents a major advancement in this initiative.

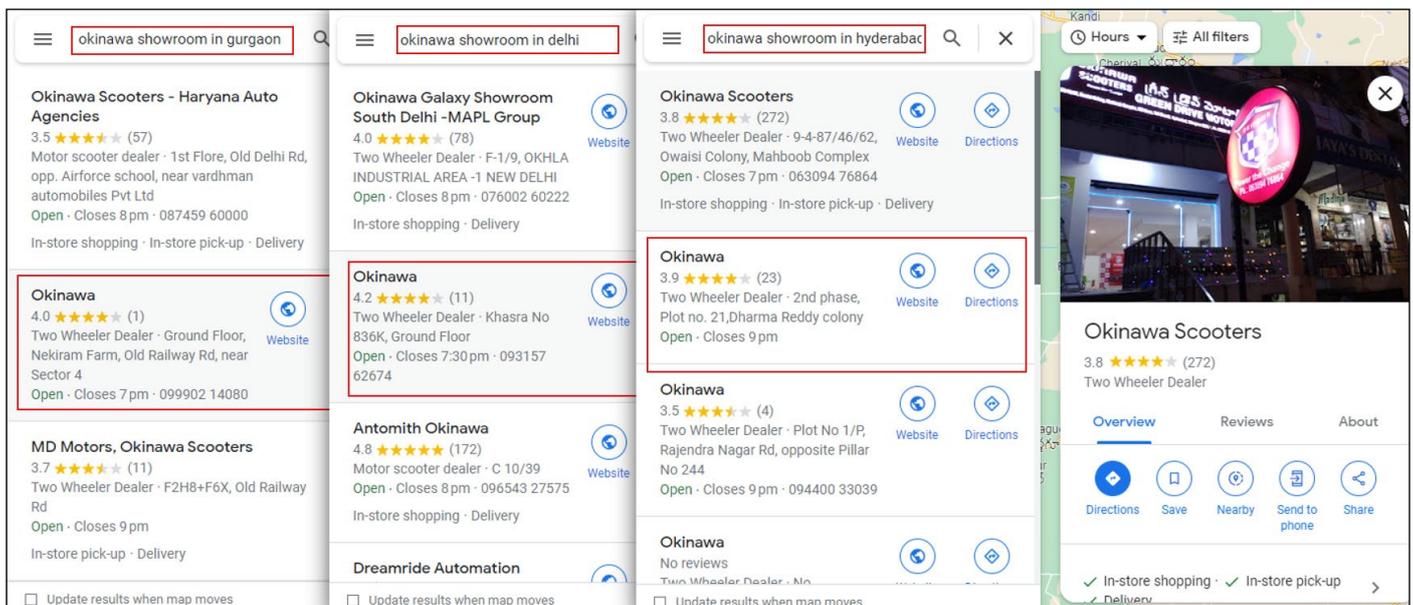
Empowering Dealers Through State-Wise Sessions

In the past few months, we've conducted a series of interactive sessions on Google Business and Hyperlocal Marketing. These sessions were aimed at providing our dealers with a thorough understanding of the benefits and functionality of GMB listings. We've covered a wide range of states, including Punjab, Himachal Pradesh, Chandigarh, Jammu & Kashmir, Madhya Pradesh, Chhattisgarh, Bihar, Odisha, West Bengal, Assam, Manipur, and Jharkhand, in our information drive.

Enhancements to Dealer Webpages on Our Site

A key achievement of this initiative is the significant enhancement of the individual webpages of our dealers on the Okinawa website and their respective GMB listings. These pages have been upgraded to offer more features, comprehensive information, and improved navigation, thus enhancing the online experience for our potential customers.

How Okinawa appears on Brand + Locality Search



Eco warrior awards, sponsored by Okinawa

India's first ever dedicated award show for Indian Forest Service officers, the Eco Warrior Awards 2023, was held on 3rd November, to honor exceptional individuals and initiatives that have made significant contributions to environmental conservation and sustainable practices.

Union Minister of Forest, Climate & Environment Change, Mr. Bhupender Yadav, was the Chief Guest and Minister of State, MoEFCC, Mr. Ashwini Kumar Choubey was the Guest of Honour. They were accompanied by DG Forests, Mr. CP Goyal, and Member Secretary, NTCA, Mr. S. P Yadav, who is also the President of the Indian Forest Service Officers' Association.

Eco Warrior Awards 2023 was organised jointly by Indian Masterminds and Indian Forest Service Association, and the awards were sponsored by HPCL – a Maharatna company in oil and gas sector; GAIL – India's leading Natural Gas Company; and Okinawa – Ye E Sahi Hai.

The event commenced with a National Conclave on Forest and Wildlife Conservation, where IFS officers - Suneesh Buxy, Vivek Saxena, Saurabh Sharma, Bishwajit Mishra, Dr. Mohan Ram, Amit Anand, Millo Tasser, Parveen Kaswan, SK Awasthi, Sudha Ramen - and MD of Jungle Lodges & Resorts Ltd, Bengaluru, Mr. Manoj Kumar, offered their valuable suggestions.



AWARDEES

The first award of the night was presented for the category 'Forest Protection' to Ms. Vasu Kanojia, DFO, North Seoni, Madhya Pradesh.

The second award was for 'Wildlife Conservation' and it was given to Dr. Mohan Ram for his exemplary work in wildlife conservation in Gir Forest, Gujarat.

The next award under the category of 'Wildlife Protection' went to Mr. Ritesh Sarothiya, Regional Deputy Director, NR, WCCB, Headquarters, MoEF&CC, Delhi.

The award for the 'Best Use of Technology for Conservation' went to Mr. Biswajit Mishra, currently serving as CCF, (CTI), in Bengaluru.

The last award for the evening was the 'Award for Community Connect' and it went to Mr. Millo Tassar, Conservator of Forests in Arunachal Pradesh.

MINISTER SPEAKS

Addressing the august gathering, Union Forest Minister Bhupender Yadav said that wildlife conservation is not just a service, it is a passion. "It is not just a service, it is a mission. Each one of you is a karmayogi. This is the Prime Minister's message for you all," he added.

The minister's presidential speech was followed by the vote of thanks from Indian Masterminds Editor Sharad Gupta, who underlined the organisation's journey and also elaborated on how the Eco Warrior Awards were conceived and realized.

He briefed the august gathering about the journey of the organisation since its birth during the pandemic in 2020. It was during the pandemic when Mr. Sharad Gupta and Mr. Prabhakar Singh, the Director of Indian Masterminds, decided to start Indian Masterminds to profile the bureaucrats and their good work, as a platform to celebrate excellence in Indian Bureaucracy by showcasing their inspiring stories and insights, and honouring the visionaries and changemakers. Mr. Gupta said, "We ended up doing around 300 plus stories on IFS officers alone, and it was then that we realised that there were no specific awards for them,"

He further said that the idea to constitute these awards was formed on April 5, while talking to IFS officer Mr. Saket Badola, the General Secretary of IFS Association. "He came up with this idea and we gave shape to it. And, 7-8 months of hard work has resulted in this," he said, referring to the awards function.

The show came to an end with an enthralling live performance by India's first international sand artist, Mr. Nitish Bharti.





We applaud the outstanding achievements of Sharma Rickshaw Industries, Chhattisgarh 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.

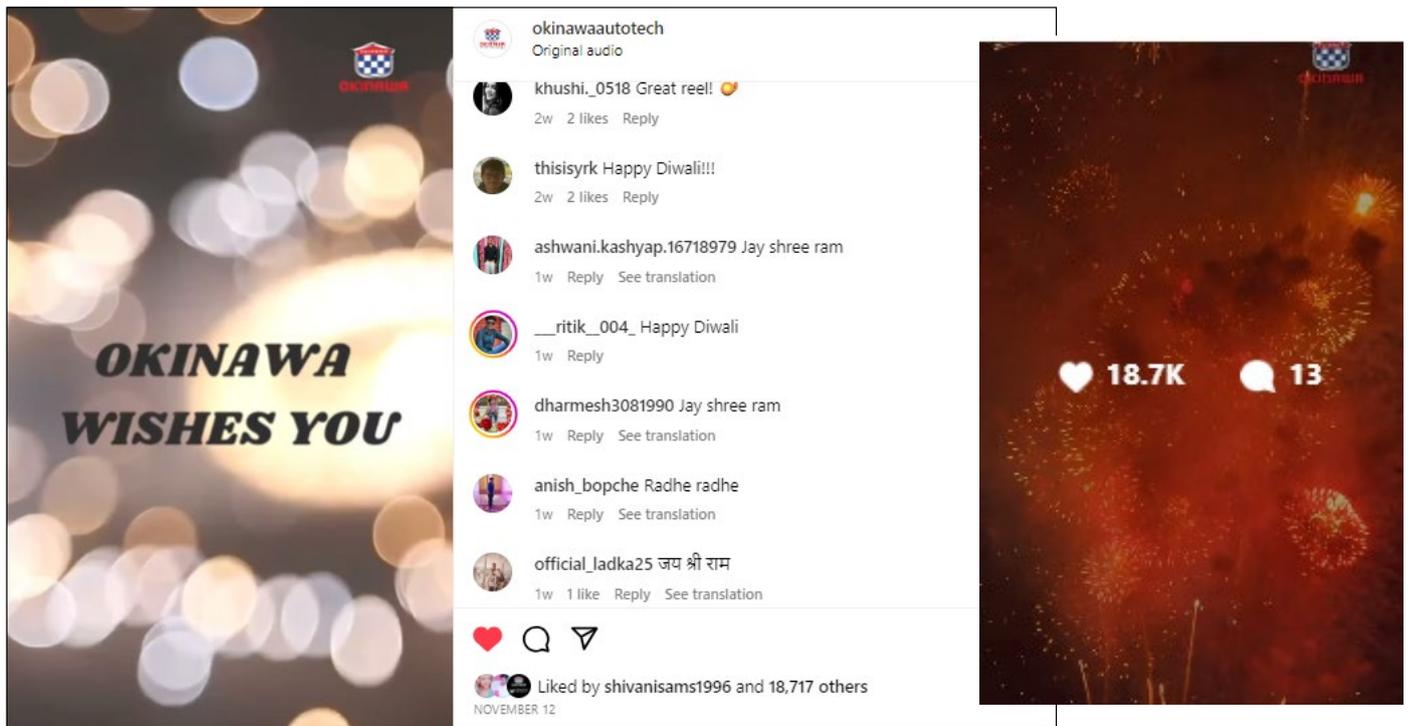
As we move forward, we encourage all our dealer partners to take inspiration and elevate their own test ride initiatives to new heights. Together, let's strive for excellence and create exceptional experiences for our customers.

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.



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!



okinawaautotech
Original audio

khushi_0518 Great reel! 🍷
2w 2 likes Reply

thisisyk Happy Diwali!!!
2w 2 likes Reply

ashwani.kashyap.16718979 Jay shree ram
1w Reply See translation

__ritik__004_ Happy Diwali
1w Reply

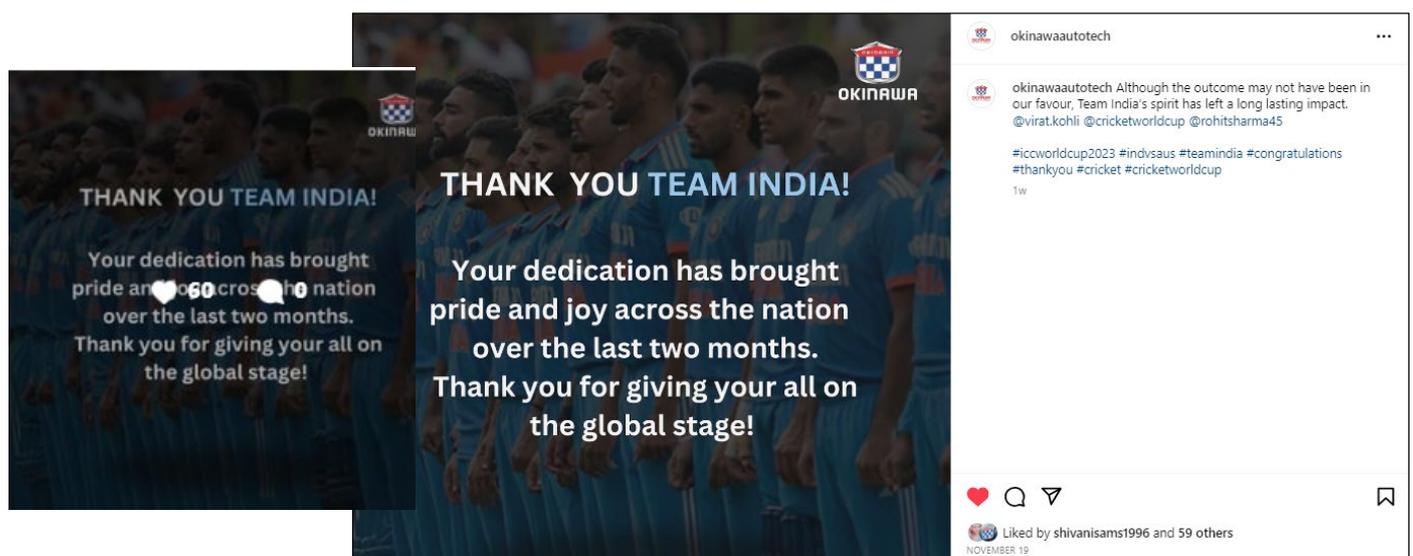
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anish_bopche Radhe radhe
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official_ladka25 जय श्री राम
1w 1 like Reply See translation

👍 18.7K 💬 13

Liked by shivanisams1996 and 18,717 others
NOVEMBER 12



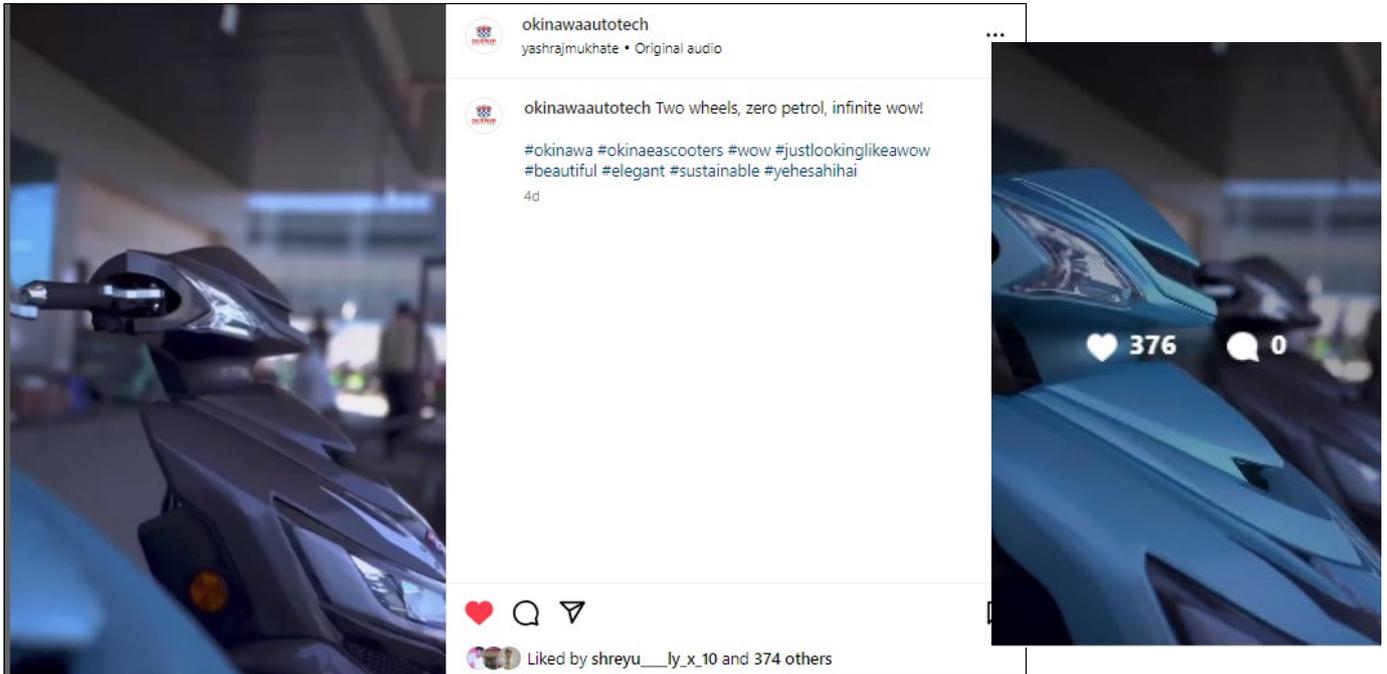
okinawaautotech

THANK YOU TEAM INDIA!
Your dedication has brought pride and joy across the nation over the last two months. Thank you for giving your all on the global stage!

THANK YOU TEAM INDIA!
Your dedication has brought pride and joy across the nation over the last two months. Thank you for giving your all on the global stage!

okinawaautotech Although the outcome may not have been in our favour, Team India's spirit has left a long lasting impact. @virat.kohli @cricketworldcup @rohitsharma45
#icworldcup2023 #indvsaus #teamindia #congratulations #thankyou #cricket #cricketworldcup
1w

Liked by shivanisams1996 and 59 others
NOVEMBER 19

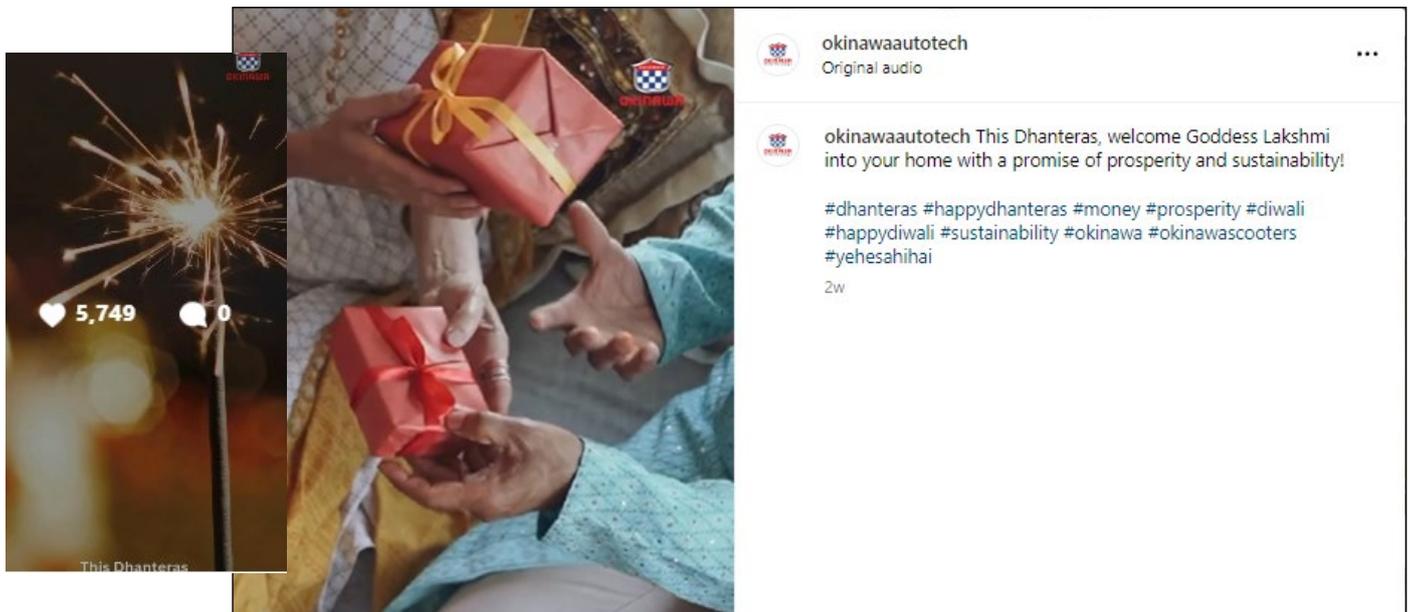


okinawaautotech
yashrajmukhate • Original audio

okinawaautotech Two wheels, zero petrol, infinite wow!
#okinawa #okinaeascooters #wow #justlookinglikeawow
#beautiful #elegant #sustainable #yehesahihai
4d

376 0

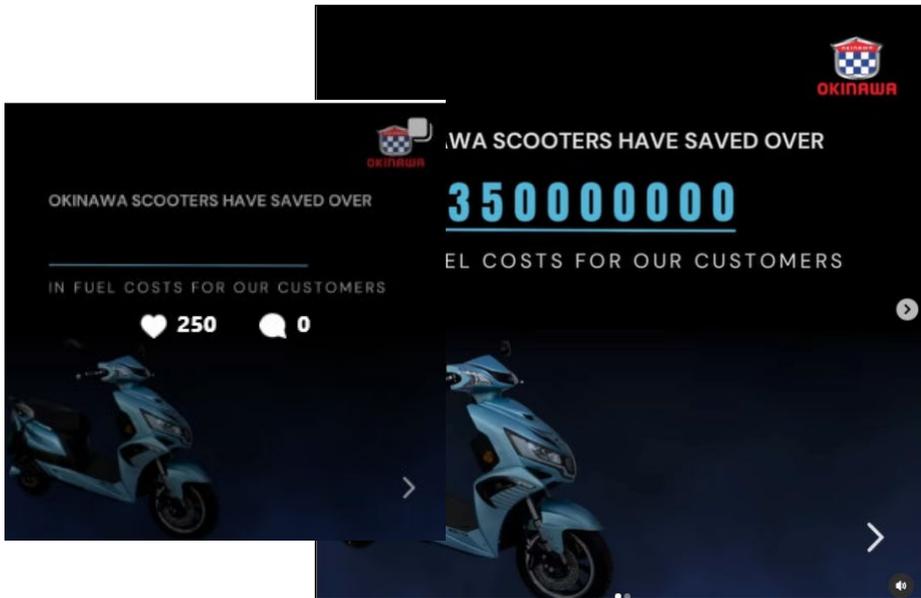
Liked by shreyu__ly_x_10 and 374 others



okinawaautotech
Original audio

okinawaautotech This Dhanteras, welcome Goddess Lakshmi into your home with a promise of prosperity and sustainability!
#dhanteras #happydhanteras #money #prosperity #diwali
#happydiwali #sustainability #okinawa #okinawascooters
#yehesahihai
2w

5,749 0



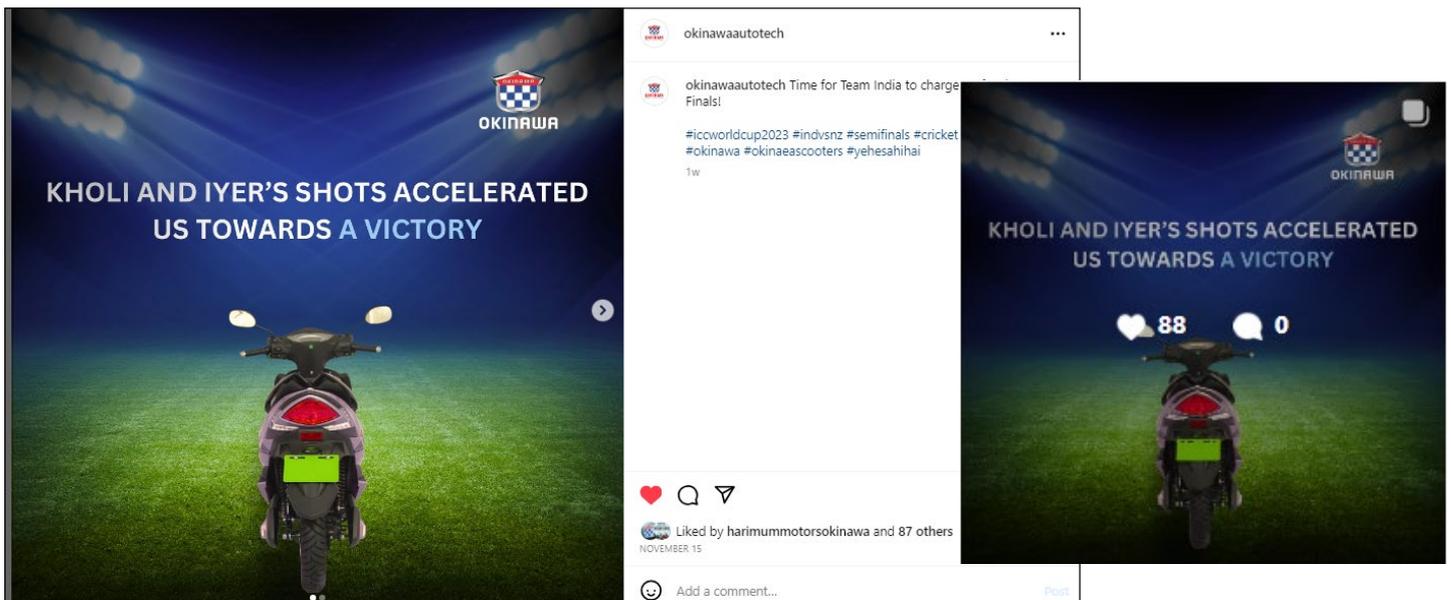
OKINAWA SCOOTERS HAVE SAVED OVER **350000000** IN FUEL COSTS FOR OUR CUSTOMERS

250 likes, 0 comments

okinawaautotech This festive season take a step towards prosperity and sustainability with Okinawa!
#okinawa #okinawascooters #diwali #dhanteras #prosperity #sustainability #savings #gogreen
2w

Liked by shivanisams1996 and 249 others
NOVEMBER 9

Add a comment...



KHOLI AND IYER'S SHOTS ACCELERATED US TOWARDS A VICTORY

88 likes, 0 comments

okinawaautotech Time for Team India to charge Finals!
#iccworldcup2023 #indvsnz #semifinals #cricket #okinawa #okinaaescoters #yehesahihai
1w

Liked by harimummotorsokinawa and 87 others
NOVEMBER 15

Add a comment...

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.



Yeh Sahi Hai OKINAWA Power the Change

JOIN THE ELECTRIC REVOLUTION WITH OKINAWA AND PINE LABS THIS FESTIVE SEASON.

Eco-Friendly Diwali Rides
DRIVE HOME AN OKINAWA ELECTRIC TWO-WHEELER TODAY!

Happy **Diwali**

Enhanced Ergonomics with comfortable Foot Space | Easy Financing Starts @ Rs.2,500 PM | Extended 5 Years Warranty* | Runs @ 17km/kWh

Available in Other Exciting Colors Also

PRAISE PRO | **IPRAISE+**



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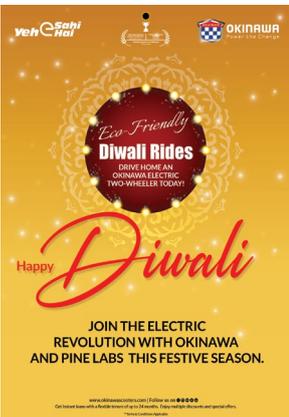
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Get instant loans with flexible tenure of up to 24 months. Enjoy multiple discounts and special offers.



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HAPPY DUSSEHRA

Festive FREEDOM
DRIVE HOME AN OKINAWA ELECTRIC TWO-WHEELER TODAY!

Join the electric revolution with Okinawa and Pine Labs this festive season.

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Available in Other Exciting Colors Also

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Yeh Sahi Hai OKINAWA Power the Change

HAPPY DHANTERAS

Festive FREEDOM
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Chhath Puja

Festive FREEDOM
DRIVE HOME AN OKINAWA ELECTRIC TWO-WHEELER TODAY!

Join the electric revolution with Okinawa and Pine Labs this festive season.

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PRAISE PRO

Dealer Name

PRAISE PRO



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.

Dealer Name	State	City
Tayal Okinawa	Chhattisgarh	Raipur





OUT OF THE BOX THINKING

Green Wheels at Kisan Samman: Shree Krishna Electric Bike's Innovative Approach



In a remarkable display of ingenuity and community engagement, Shree Krishna Electric Bike, one of our esteemed dealers in Raibareli, played a pivotal role in the “Kisan Samman Mahotsav-2023.” This initiative not only supported the event but also creatively showcased the potential of sustainable mobility.

During the Mahotsav, Shree Krishna Electric Bike set up an impressive stall, featuring our range of Okinawa Scooters. This strategic placement amidst a gathering dedicated to honoring the farming community was a thoughtful move, aligning our brand with the values of sustainability and progress.

Furthermore, the dealer enhanced visibility and awareness by advertising in prominent local newspapers, Dainik Jagaran and Amar Ujala, effectively drawing more attention to our eco-friendly transportation solutions. This approach resulted in a significant spike in interest among the attendees, many of whom expressed keen enthusiasm towards the Okinawa E-Scooter.

At Okinawa, we hold in high regard such innovative and socially conscious initiatives by our dealer partners. Shree Krishna Electric Bike's participation in the Kisan Samman Mahotsav-2023 not only exemplifies out-of-the-box thinking but also reflects a deep understanding of community values and environmental responsibility. We are inspired by this endeavor and look forward to witnessing and supporting similar initiatives from our other partners, reinforcing our commitment to sustainable mobility and societal progress.

Shree Krishna Electric Bike, Raebareli, Uttar Pradesh: Event inaugurated by Shri Mayankeshwar Sharan Singh, Cabinet Minister, U.P



Brahma Enterprises, Dibrugarh



Kashvi Motors, Indore



Seth Automobile, Unnao



Phutela Associates, Anupgarh



Reston Galaxy, Bhubaneswar



Rana Ecosafe Motors, Nangal



Shree Vinayak Motors, Dehradun



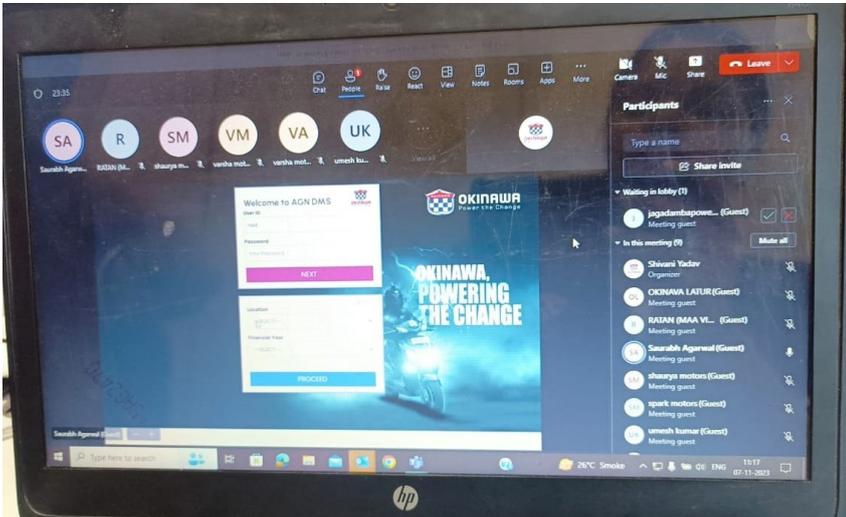
Shree Vinayak Motors, Dehradun



Sri Hari E Bikes, Bellary



Empowering Excellence: Training and Development Initiatives at Okinawa

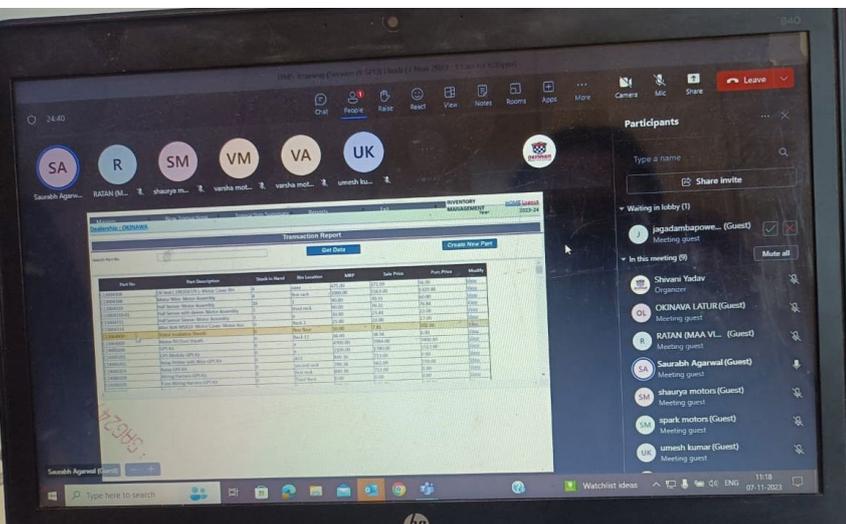
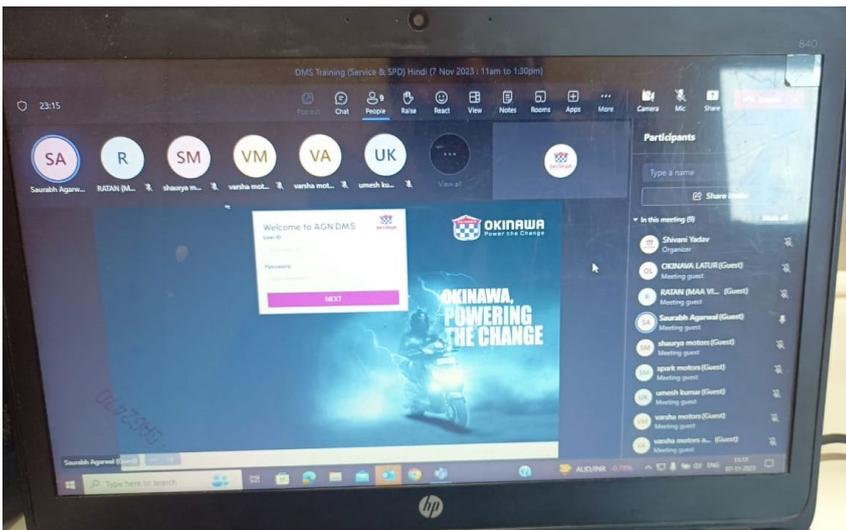


Last month, Okinawa proudly facilitated a series of enriching training and development activities as part of our commitment to excellence in service marketing for new and existing dealer staff like Service Managers, Service Advisors, and Owners.

These comprehensive workshops are aimed to equip participants with the knowledge and skills necessary to provide top-notch service and support to our valued customers.

Topics for training covered included:

- Warranty Claim Process
- DMS Usage
- Technical Product Training
- Vehicle Troubleshooting Training



Joyous Celebration of Employees' Birthdays!

Bringing delight to our employees' special moments, Okinawa Autotech organized a vibrant celebration for all those who celebrated their birthdays last month. 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.



Illuminating Unity: Diwali Festivities at Okinawa's Heart

The festival of lights, Diwali, brought a wave of joy and togetherness to Okinawa Autotech this November, as our employees at both the plant and the headquarters in Gurgaon engaged in vibrant celebrations. Organized meticulously by our HR Department, the festivities mirrored the ethos of unity and inclusiveness that Okinawa stands for.

In the true spirit of Diwali, the headquarters and the plant were adorned with lights and traditional decorations, creating an atmosphere of warmth and festivity. Employees from diverse backgrounds came together, embodying the essence of the festival – the triumph of light over darkness, and unity over isolation.

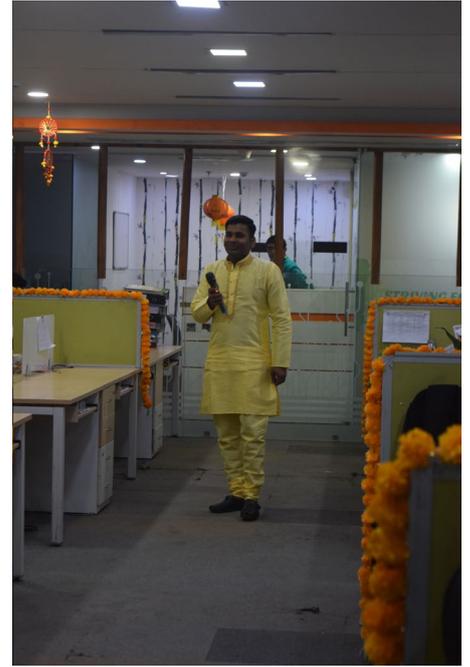
The celebrations were not just about decorations; they were a testament to the harmonious and inclusive work culture at Okinawa. Through these festivities, we reinforced our commitment to providing a workplace that respects and celebrates diversity, fostering a sense of belonging among all employees.

As Diwali symbolizes new beginnings and the renewal of life, it was heartening to see our team members embrace this spirit, sharing in the joy and camaraderie that this auspicious occasion brings. The event reflected our belief in the importance of nurturing a supportive and collaborative work environment, vital for the holistic growth and well-being of our team.

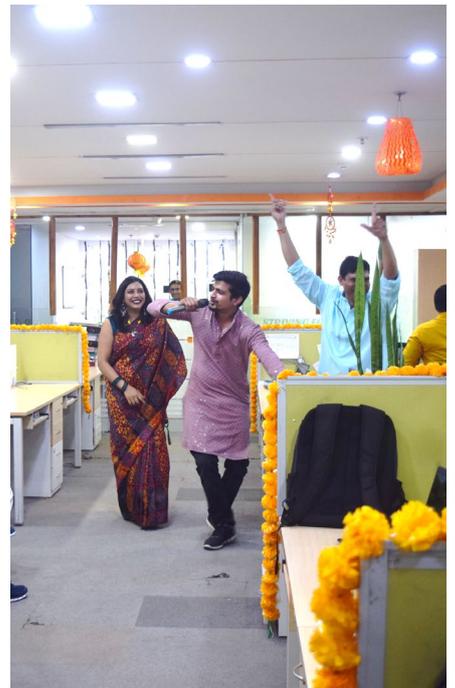
At Okinawa, we understand that such celebrations play a crucial role in bringing our team closer, creating an environment where everyone feels valued and connected. As we move forward, we carry the light of this joyous occasion in our hearts, inspired and united in our mission to drive innovation and excellence in the electric two-wheeler industry.



HR Initiatives



HR Initiatives





HR Initiatives





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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Road, Gurgaon (122018), Haryana, India.

MANUFACTURING FACILITY:

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

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