

MAR 2023

OKINAWA

An Official Archive of Okinawa Autotech

CLOCKING MILESTONE TOGETHER!





Okinawa: Clocking Milestone Together!

I hope this message finds you in excellent health. I am thankful to all of you for devoting so much time and effort to make Okinawa the country's leading EV two-wheeler brand. I am extremely delighted to announce one of our phenomenal and significant milestones for Okinawa Autotech as we celebrate reaching 2.5 lakh sales in India.

Our company has rolled-out the 250,000th unit, the popular Praise Pro model from our state-of-the-art manufacturing plant in Rajasthan. This achievement highlights Okinawa as the first and only EV manufacturer in India to have accomplished this feat, and we are incredibly proud of the work our team has accomplished.



At Okinawa, we have always believed in the power of electric mobility to change the world for the better. Our mission is to make electric vehicles accessible and affordable for every citizen of India, and our sales milestone is a step forward in achieving that goal. By accelerating the adoption of electric mobility in India, we aim to contribute to a greener and more sustainable future for all.

However, it is important to note that the Indian automobile industry faces some macro issues that must be addressed. The rising fuel prices and increasing environmental concerns are leading consumers to look for cleaner and more efficient alternatives. The government's emphasis on electric mobility is also evident in its policies and incentives for EV manufacturers and consumers alike.

As an EV manufacturer, we are doing our part by offering a range of electric vehicles that are not only environmentally friendly but also cost-effective and efficient. Our advanced manufacturing plant in Rajasthan is equipped with state-of-the-art technology and infrastructure, allowing us to produce high-quality electric vehicles that meet the needs of our customers.

We believe that the electric mobility revolution is just getting started in India, and we are excited to be at the forefront of this change. With continued innovation and investment in research and development, we hope to bring even more affordable and efficient electric vehicles to Indian consumers in the coming years. Our commitment to electric mobility is unwavering, and we are confident that we can contribute to a cleaner and greener future for all."

OKINAWA AUTOTECH CELEBRATED

250000
MILESTONE

Okinawa Autotech added one more feather in its cap by becoming the first EV manufacturer who has reached to the target of selling 250,000 scooters. Okinawa celebrated this occasion with their employees at the plant by rolling out the best selling Praise Pro as the 250,000th model.

Our respected MD, Mr. Jeetendra Sharma & Chairperson, Dr. Rupali Sharma both congratulated the employees for achieving this milestone & motivated them with their powerful speech & reveal about their aim to achieve milestone of one million sales by 2025. MD san also appreciated the dealers for putting their all efforts in achieving this milestone.



Okinawa registered the highest sales from April 2022 till February 2023, by clocking whopping 58% growth from same period in corresponding year.

THE HINDU
businessline.

Electric two-wheeler sales vroom to 2.82 lakh units in last 11 months

S Ronendra Singh
New Delhi

Domestic wholesale (dispatches to dealers) of high-speed electric two-wheelers between April 2022 and February 2023 grew multifold to 2,82,297 units, compared to 91,860 units in the corresponding period the previous year. The top players in the segment include Okinawa Autotech, TVS Motor and Ather Energy.

Gurugram-based Okinawa reported 58 per cent growth in sales to 86,856 units in the 11-month period, compared to 55,071 units in the corresponding period the previous year, according to monthly data shared by the Society of Indian Automobile Manufacturers (SIAM).

According to data shared by the industry body, these

Domestic sales in AE2 segment (More than 250 W electric scooters)

Company/ Manufacturer	Apr-Feb 2022-23	Apr-Feb 2021-22	% Change
Okinawa Autotech	86,856	55,071	58
TVS Motor	81,290	8,974	806
Ather Energy	80,658	20,634	291
Bajaj Auto	28,359	7,181	295
Hero MotoCorp	744	—	NA
Chetak Technology	4,390	—	NA
Total	2,82,297	91,860	207

Source: SIAM

high-speed vehicles come under the AE2 segment (more than 250 W electric).

“We are aiming to achieve 1.20-1.25 lakh units this fiscal year. Overall, the demand has come from Tier-II and Tier-III cities, especially Tier-II cities, though demand is also growing in the metros ... brand awareness is better now compared to the past,” Jeetender Sharma,

Managing Director and Founder, Okinawa Autotech, told *businessline*.

DEALER NETWORK

Okinawa, with a 550-dealer network across India, has six products in the high-speed segment, including Okhi-90, IPraise+, PraisePro and Dual 100, with pricing starting at around ₹70,000 and going up to ₹1.86 lakh (ex-show-

room). Similarly, Tamil Nadu-based TVS Motor with just one brand – iQube – has sold 81,290 units during the period, 800 per cent higher than the 8,974 units sold in April-February 2021-22.

Ather Energy’s domestic sales also grew 291 per cent to 80,658 units (20,634). Bajaj Auto, which has re-entered the scooter market with the electric Chetak, sold 28,359 units (7,181).

According to analysts, FAME-II (Faster Adoption and Manufacturing of Hybrid and Electric Vehicles) has been very effective in driving electric two-wheeler sales in the last two years, and despite a temporary blip in sales numbers due to incidents of fire, timely policy action has helped EV sales recover. According to them, Uttar Pradesh, Maharashtra and Karnataka have reported highest EV sales.



OKINAWA
Power the Change

International *Women's* - Day -

Dr. Rupali Sharma
Chairperson & Co-founder, Okinawa

Follow us on

र आप बिना इजाजत जी बिज़नेस के किसी भी वीडियो

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SITI (Bihar & Jharkhand, WB)- 186 | DEN-355/356 | Hathway- 241 | GTPL- 259 | Fastway- 220 | UCN- 122

Our Chairperson

Dr. Rupali Sharma

was one of the panelist on Zee Business's weekly Auto Show "Zignation". She was a part of the story that the publication did on Women Leaders in Auto Sector. In this discussion, Dr. Sharma shared her journey and how she founded Okinawa.



The following activities by Okinawa Autotech helped the brand to generate positive news in the month of March:

Express Drive	https://www.financialexpress.com/auto/bike-news/okinawa-achieves-2-5-lakh-electric-scooter-sales-milestone-in-india/3008849/
Mobility Outlook	https://www.mobilityoutlook.com/news/okinawa-surpasses-25-lakh-units-sales-mark/
HT Auto	https://auto.hindustantimes.com/auto/electric-vehicles/okinawa-autotech-hits-a-sales-milestone-of-producing-2-5-lakh-electric-scooters-41678779933600.html
ET Auto	https://auto.economictimes.indiatimes.com/news/two-wheelers/okinawa-autotech-rolls-out-2-5-lakh-units-from-its-rajasthan-plant/98634294
Autocar Professional	https://www.autocarpro.in/news-national/okinawa-clocks-250000-sales-plans-network-expansion-and-electric-cruiser-bike-114390?amp=1
Nav Bharat Times	https://navbharattimes.indiatimes.com/auto/car-bikes/okinawa-achieves-250000-sales-milestone-rolls-out-the-best-selling-praise-pro-electric-scooter-from-rajasthan-plant/articleshow/98632880.cms
Car&Bike	https://www.carandbike.com/news/okinawa-ev-production-cross-25-lakh-mark-in-india-3206174
Hindustan	https://www.livehindustan.com/auto/story-okinawa-autotech-hits-a-sales-milestone-of-producing-2-5-lakh-electric-scooters-7892306.html
Zee News	https://zeenews.india.com/electric-vehicles/okinawa-reaches-2-5-lakh-units-production-mark-only-ev-maker-to-achieve-this-milestone-2583537.html
Zee Business	https://www.zeebiz.com/automobile/news-okinawa-crosses-25-lakh-cumulative-sales-milestone-225864
Punjab Kesari	https://www.punjabkesari.in/automobile/news/okinawa-achieves-250000-sales-milestone-1787153
India Today	https://www.indiatoday.in/auto/latest-auto-news/story/okinawa-crosses-sales-milestone-of-250000-units-targets-1-million-units-by-2025-2346528-2023-03-14
News 18	https://hindi.news18.com/news/auto/okinawa-electric-scooter-sell-record-on-road-price-specification-range-threat-to-ola-s1-ather-chetak-hero-vida-5555021.html
BW Auto World	https://bwautoworld.businessworld.in/article/Okinawa-Touches-The-Milestone-Of-2-5-Lakh-Sales/16-03-2023-469240/
Shifting Gears	https://shifting-gears.com/okinawa-has-sold-over-2-5-lakh-electric-vehicles-in-india/
Drive Spark Tamil	https://tamil.drivespark.com/two-wheelers/2023/okinawa-autotech-crosses-2-5-lakh-sales-milestone-035260.html
Drive Spark Malayalam	https://malayalam.drivespark.com/two-wheelers/2023/okinawa-attains-2-5-lakh-unit-production-milestone-in-india-029686.html
Sakshi	https://www.sakshi.com/telugu-news/business/okinawa-production-records-milestone-1550371
Indian Auto Blog	https://indianautosblog.com/electric-two-wheeler-maker-okinawa-achieves-25-lakh-sales-milestone-p325762
Electrikez	https://www.electrikez.com/okinawa-surpasses-the-2-5-lakh-sales-milestone/

Digit News	https://digitnews.in/okinawa-sets-record-for-selling-2-5-lakh-electric-two-wheelers-bumper-sale-of-praise-pro-electric-scooter/
Latestly	https://www.latestly.com/agency-news/latest-news-okinawa-crosses-2-5-lakh-cumulative-sales-milestone-4947102.html
E Mobility Plus	https://emobilityplus.com/2023/03/14/okinawa-autotech-crosses-2-5-lakh-sales-milestone-in-india/
HTDS	https://www.htsyndication.com/united-news-of-india/article/okinawa-autotech-passes-2.5-lakh-sales-milestone/69652645
Konexio Network	https://konexionetwork.com/NewsDetails.aspx?newsid=f697b670-a19e-426c-9dbf-e3b0dee47289
Passionate in Marketing	https://www.passionateinmarketing.com/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Ev Mechanica	https://www.evmechanica.com/okinawa-reaches-2-5-lakhs-ev-sales-milestone/
Test Drive Guru	https://www.testdriveguru.in/bike/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
The News Wire	https://thenewswire.online/business/business-and-finance/okinawa-reaches-2-5-lakh-units-production-mark-only-ev-maker-to-achieve-this-milestone/
Success Insight India	https://successinsightsindia.com/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Rush Lane	https://www.rushlane.com/okinawa-records-2-5-lakh-production-milestone-at-rajasthan-plant-12463504.html
News Day Express	https://www.newsdayexpress.com/automobile/okinawa-sets-record-for-selling-2-5-lakh-electric-two-wheelers-bumper-sale-of-praise-pro-electric-scooter/
Passionate in Marketing	https://www.passionateinmarketing.com/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Mix Point	https://mixpoint.in/press-release/2023/03/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Educrat web	https://educratsweb.com/3037-content.htm
India 07	https://india07.in/okinawa-records-2-5-lakh-production-milestone-at-rajasthan-plant/
Modern Shrines	https://modernshrines.in/2023/03/15/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Business Micro	https://businessmicro.in/business/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Media Express	https://mediaexpress24.com/business/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Online News 9	https://onlinenews9.in/business/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Quick Biz News	https://quickbiznews.com/business/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Biz Rapidx	https://bizrapidx.com/business/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Biz Industry	https://www.bizindustry.in/post/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone

Dais World	https://www.dais.world/news/okinawa_strengthens_its_leadership_position,_surpasses_2.5_lakh_sales_milestone/1240372
News Drum	https://www.newsdrum.in/business/okinawa-crosses-25-lakh-cumulative-sales-milestone
Bharat Times	https://eng.bharattimes.co.in/okinawa-reaches-2-5-lakh-units-production-mark-only-ev-maker-to-achieve-this-milestone/
Asian News	https://asiannewsvideo.com/okinawa-achieves-2-5-lakh-electric-scooter-sales-milestone-in-india-video/?uspl=mlian01tw&utm_source=dlvr.it&utm_medium=twitter
All EV Talks	https://www.allevtalks.com/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
Auto Ev Times	https://autoevtimes.com/okinawa-surpasses-2-5-lakh-sales-milestone/
Top car News	https://topcarnews.net/okinawa-records-2-5-lakh-production-milestone-at-rajasthan-plant-s219719.html
Gaadi Wale	https://gaadiwale.com/okinawa-sets-new-record-sells-2-5-lakh-electric-scooters/
EV Indias	https://evindias.com/2023/03/okinawa-achieved-2-5-lakh-electric-scooters-sale-milestone-in-march-2023/
24 X 7 CG	https://24x7cg.com/?p=151026
B4U Media	https://www.b4umedia.in/?p=287058
EV India	https://evindias.com/2023/03/okinawa-achieved-2-5-lakh-electric-scooters-sale-milestone-in-march-2023/
Orissa Dairy	https://orissadairy.com/okinawa-strengthens-its-leadership-position-surpasses-2-5-lakh-sales-milestone/
UNI	http://www.uniindia.com/~okinawa-autotech-passes-2-5-lakh-sales-milestone/Business%20Economy/news/2933039.html
PTI	https://www.ptinews.com/news/business/okinawa-crosses-2.5-lakh-cumulative-sales-milestone/531339.html
UNI Varta	http://www.univarta.com/news/business/story/2932972.html

Influencer Engagement



 **journoankit**  • Follow
Okhi-90

 **journoankit**  Top 5 Things - Okinawa Okhi-90 Electric Scooter.

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#okinawaokhi90
#okhi90electricscooter #okinawa
#auto #automobile #electricscooters
#journoankit

3d

Ankit Dubey - Instagram	https://www.instagram.com/reel/CqIapl2D9tF/?igshid=YmMyMTA2M2Y=
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A strong network of dealers is our strength that have been playing a vital role in our successful journey. We are delighted to welcome all respected dealers. We wish the entire team at Dealerships all the very best and hope they will help us take our vision of green mobility ahead.

STATE	CITY	DEALER NAME
Maharashtra	Pune	Inergy E-Wheels
Karnataka	Mysore	Srivari Enterprises
Karnataka	Bangalore	Aadhya Motors
Karnataka	Davangere	Shri Nidhi Enterprises
Telangana	Karimnagar	Parameshwara Motors
Tamil Nadu	Tenkasi	Ajj Electric Scooters
Gujarat	Gandhidham	Caltex EV
Assam	Dibrugarh	Brahma Enterprises



OUT OF THE BOX THINKING

Sunrise Motors:

One of our esteemed dealers in Guntur (AP), Sunrise Motors organized an activity in Vignan University at Tenali. A setup was created with our products including Lite, Praise family, Ridge. Huge number of students & staff members shown interest in the company & the products.

Dealer with their team members also provided the technical information to the students & the staff along with offering test rides to them. That helped in increasing the vehicle knowledge among customers and generated enquiries.

Dealer also provide special discounts on different products on on-spot bookings.



SRK e-Ventures:

Another Dealer, SRK e-Ventures also organized an activity on the occasion of Women's day. Our esteemed dealer promoted the event with the slogan of “#BetiChalaoBetiKamao (Beti Bhi Chalaegi, Beti Bhi Kamaegi)” that symbolizes Empowering the Women in our society. The dealer organised all women rally that witnessed participation of over 100 proud owners of Okinawa scooters. Respected MLA Corporator of Mira Road Mrs. Geeta Jain supported this great initiative with SRK e-Ventures.

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





Sunrise Motors



Sri Bharath Ev



Sri Bharath Ev



Sunrise Motors



Cr Traders



Alia Motors



Gt Motors



Ev Bazar



Vtc India



Gk Automobiles



Parmila Motors



Mahi Motors



Eco Electric Vahan



Saket Autowheels Pvt Ltd



Moissanite Automobiles Pvt Ltd



EV Autolink



Navin Autolink



Navin Autolink Itp



Dealer Initiative



Aum Automobile



Chetana Automobiles



Madhav E-Vehicles



Yogi E-Bikes



EV Autolink



Bolt Motors



Yogi Scooters



Autozen Ventures



Shree Sai Vehicles



Prateek E Motors



Anutek Engineering



Kashvi Motors



Nector Autocorp



Bansal Motors



Shiv Auto E-Riders



King Star Motors



Bolt Motors



Chitransh Motors



Navin Autolink



EV Bazar



Karnal Auto Store



Spark Motors



Anutek Engineering



Bhavya Motors



King Star Motors



Okinawa Autotech & Kosher climate combined efforts:

Okinawa Autotech was started with a vision of providing safer and cleaner tomorrow for future generations and the brand's journey has been in-line with it. The company has produces more than 2,50,000 EV two-wheelers since the time of its inception, that has saved approximately Rs. 12.5 Billion as petrol cost and 300.3 million* kilograms of Carbon Dioxide.

Kosher Climate is a group of multidisciplinary experts committed to creating carbon mitigation and sustainability solutions. The company provides a complete suite of solutions to businesses and project developers to achieve their net zero ambitions. Both come together to aware the people about benefits of EV to reduce carbon emission. Such activities executed in different cities, at different dealer points with the help of our sales & service team.



Holi Celebration at HO & Plant:

At Okinawa, we celebrate every month like a festival, and March was no different. March brings a lot of colors to our HO and Plant with the Holi festival. Employees played with colors & enjoy the time by participating in different activities. Different acts performed by employees. Some sang songs, some made the day special with their poems. At last, all employees hit the floor by their dance moves. Event came at the end with distribution of mouthwatering sweets & snacks. Holi festival celebrated the victory of Good over Bad & to add colors to the everyone's life. We wished the same to everyone & made this day memorable by celebrating it altogether.



Birthday Celebration:

We celebrated February birthdays of our employees both at the HO and the plant on the last working day of the month. It was an engaging activity where we had cut the cake and had mouth-watering snacks. This was followed by fun activities including singing and dancing. As an HR initiative we will continue to follow this activity on every last working day of the month.



International Women's Day Celebration:

8th March is celebrated as International Women's Day globally. It is a day when women are recognized for their achievements without regard to divisions, whether national, ethnic, linguistic, cultural, economic, or political. Okinawa also celebrated International Women's Day by acknowledging the great efforts of all gorgeous women. This day was celebrated by cake cutting ceremony in the presence of our Chairperson, Dr. Rupali Sharma. Beautiful glimpses of all women employees were played in the form of video to show different phases of their life. This event became more special when the chairperson handover the Greeting cards to all women employees for their dedication towards the company & for their outstanding performance at the office as well as at their homes.



Safety Month:

At Okinawa, March month is celebrated as safety month. The main aim to celebrate safety month is to highlight safety measures and ensure that people are aware of them and follow them to avoid workplace accidents. Okinawa tried to raise awareness about road safety, human health safety, and environmental safety protocols by celebrating this month.

•Oath Taking Ceremony

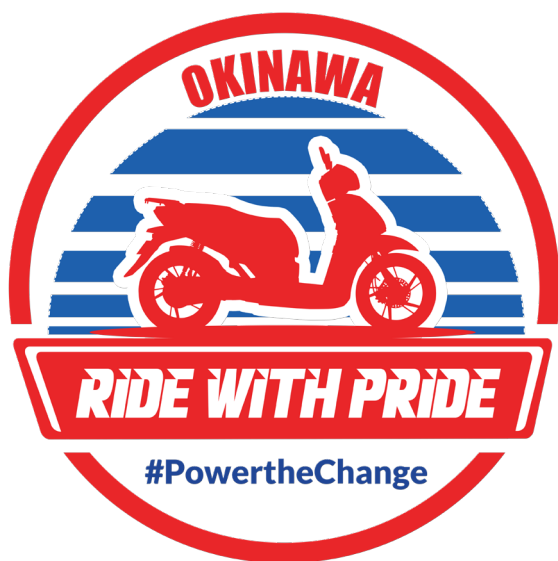
All the employees took the Oath to participate & follow all the rules regarding Safety. This type of activity creates a sense of responsibility towards work in the employees & ensure the safety of all.



•Badge Distribution:

Every Employee at the plant took oath to follow all the protocols regarding safety & to keep all safe at working place as well as outside the office. They wore the badge marking their contribution in this activity. It resulted in safety of all.

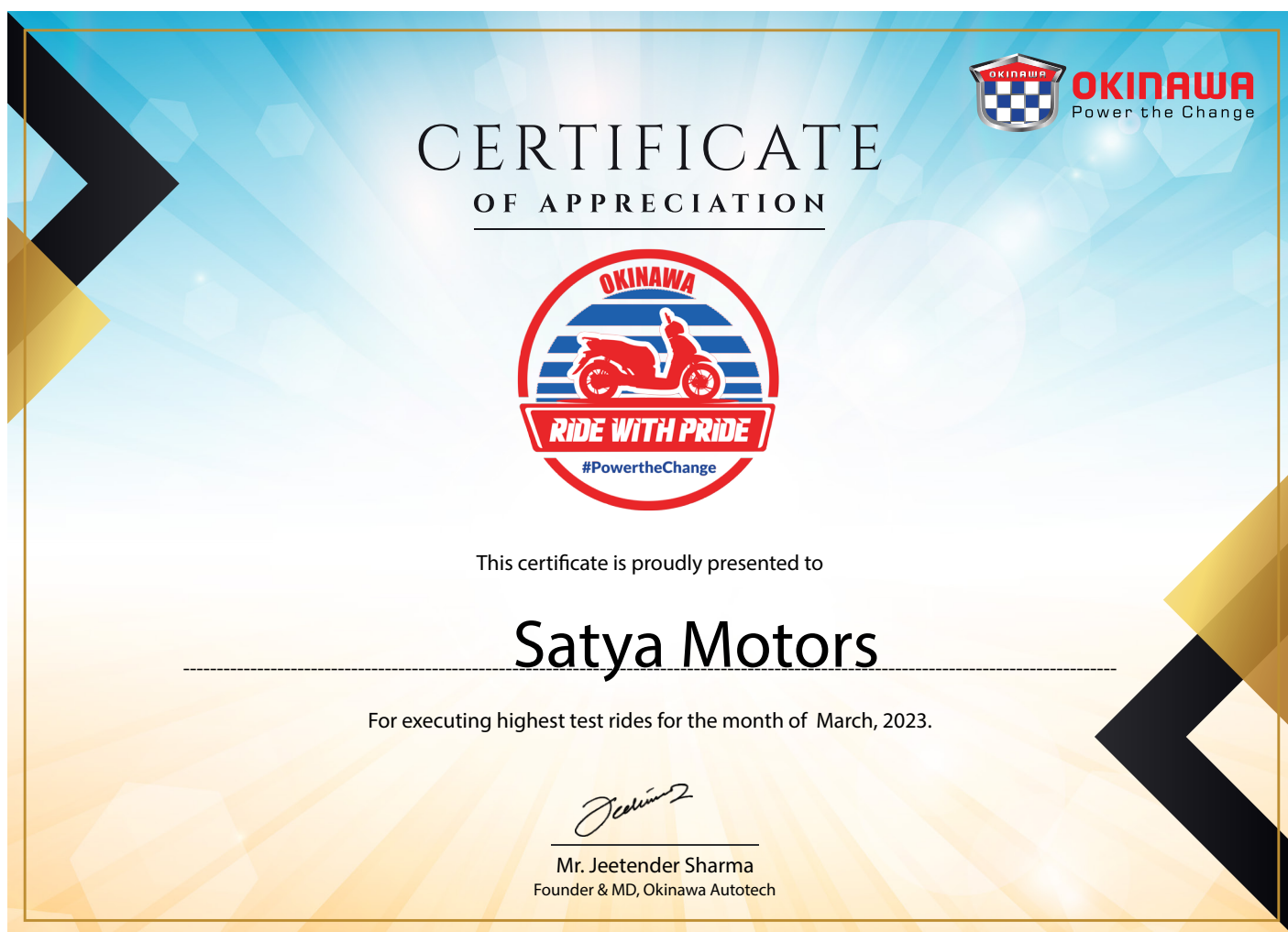




Congratulations

Congratulations to one of our esteemed dealer partners **Satya Motors** for clocking the highest number of test rides in the month of March under our customer centric campaign Ride WITH Pride. We are looking forward for our other dealer partners to break this record in coming months and emerge as winners.

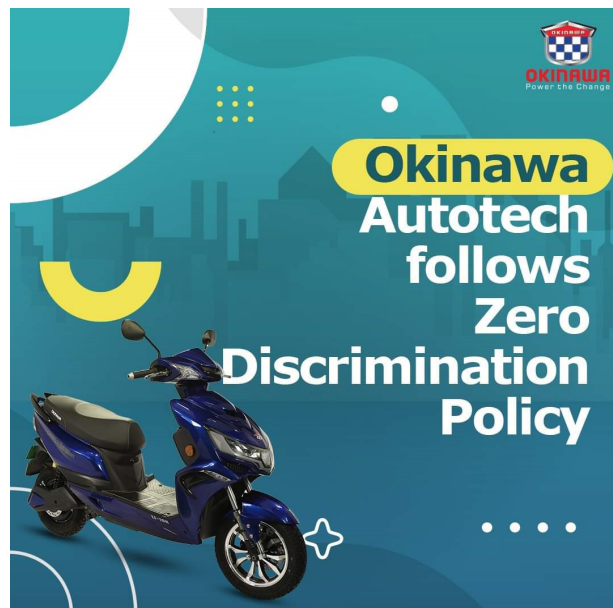
We appreciate the dedication of our dealer partners and their support in our collective success.






MAKE A RESPONSIBLE CHOICE

WORLD WILDLIFE DAY



Okinawa Autotech follows Zero Discrimination Policy



DELIVERING COLOURFUL HAPPINESS



WOMEN ARE THE DRIVING FORCE FOR CHANGE

HAPPY WOMEN'S DAY



ELECTRIFYING RIDE AT 14 PAISE/ KM

JOIN THE 230,000+ HAPPY FAMILIES



Unstoppable Unmissable

India's highest selling E-Scooter

PRAISE PRO



Okinawa has been supporting its dealer partners with similar creatives for every occasion that matches the brand's DNA. These designs give synergy to the entire promotional materials, product pictures, advertisement layouts etc



#YehEsaHi Hai
नवरात्रि की हार्दिक शुभकामनाएं
इस नवरात्रि घर लाए देश का सर्वाधिक बिकने वाला इलेक्ट्रिक स्कूटर
www.okinawascooters.com | Follow us on



#YehEsaHi Hai
ಓಕಿನಾವಾ ಎಲೆಕ್ಟ್ರಿಕ್ ಸ್ಕೂಟರ್‌ನೊಂದಿಗೆ ಈ ವರ್ಷವನ್ನು ಪ್ರಾರಂಭಿಸಿ
ಯುಗಾದಿಯ ಶುಭಾಶಯಗಳು
ದೇಶದಲ್ಲಿ ಹೆಚ್ಚು ಮಾರಾಟವಾಗುವ ಎಲೆಕ್ಟ್ರಿಕ್ ಸ್ಕೂಟರ್
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ఒకినావా ఎలక్ట్రిక్ స్కూటర్‌తో ఈ సంవత్సరం ప్రారంభించండి
దేశంలో అత్యధికంగా అమ్ముడివుతున్న ఎలక్ట్రిక్ స్కూటర్
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#YehEsaHi Hai
खुशियों के रंग ,Okinawa के संग
HAPPY
Holi
देश का सर्वाधिक बिकने वाला इलेक्ट्रिक स्कूटर
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OKINAWA
RIDE WITH PRIDE
Follow Okinawa's social media handles and tag us as you capture special moments today.
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#YehEsaHi Hai
या वर्षाची सुरुवात ओकिनावा इलेक्ट्रिक स्कूटरने करा
गुढीपाडव्याच्या शुभेच्छा
देशाचा सर्वाधिक बिकनेवाला इलेक्ट्रिक स्कूटर
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 You may also submit your request for any Creative Assistance at the below-mentioned link
<https://forms.gle/ZjufFoKcvAjGVPqYA>



OKINAWA
Power the Change

OKINAWA

TIMES

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

pr@okinawascooters.com

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CORPORATE OFFICE:

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

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Distt. Alwar-301707(Rajasthan)

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