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# OKINAWA

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# TIMES

“WE  
DELIVER  
WHAT  
WE  
PROMISE”



# Okinawa a new revolutionary in the Electric – 2 -Wheeler segment, with the vision - Made in India, Made for India

Okinawa Autotech was born with a “vision to create a greener and cleaner environment for present and future generations.” Creativity, passion and inventiveness are an intrinsic part of the Okinawa DNA.

Okinawa is spearheading remarkable changes in the creation of a complete EV ecosystem in India. A veteran in the automobile industry and Inspired by what he had witnessed during his visit to Okinawa Island in Japan, Mr. Jeetender Sharma, MD/Founder, together with his wife Dr Rupali Sharma, Chairperson and Co-founder of Okinawa Autotech, began their journey of revolutionizing EV mobility in India by setting up Okinawa's corporate base in Gurugram, with a manufacturing unit in Bhiwadi, Rajasthan.

“We started offering products varying from low-speed to high-speed electric scooters. Over the years, we widened our range and shifted from lead-acid to 100% lithium-ion battery-equipped variants. At our facility, we make electric two-wheelers equipped with indigenously-developed components – with more than 95% localised parts like li-on battery pack, chassis, plastic parts, permanent magnet BLDC motors. Other features such as mobile charging, keyless start and app connectivity, AI/IOT enabled makes our scooters the intelligent one. We manufacture and sell our products through our network of over 400 dealers across India and our business strategy revolves around innovating our products to offer maximum localisation and high quality,” Jeetender Sharma explains.

Driving innovation within the company, Dr. Rupali Sharma has jointly been at the helm of the company's achievements. “The company started with only 2 people and now we are a family of 450, thanks to the trust and confidence of our people in us.

As Chairperson of Okinawa Autotech, Rupali, who is an avid reader with a keen interest in cross-cultural diversity, is of the belief that a customer-centric approach will be key in promoting products, services and solutions that are environment friendly and pollution free.

Jeetender Sharma ensures that the engineering teams constantly modernize to produce top resonating vehicles. “India is the fastest growing economy in the world, however it needs to progress at a much faster rate. The next generation buyers (millennials) put more emphasis on innovation and need a machine that can match the pace and excitement of their generation. Moreover, every ride should be comfortable and enjoyable while enabling them to do their bit for nature as well. So, each day at Okinawa is spent in innovating ways to build machines that leave a mark. Because a quality innovation is one that increases the joy, decreases the effort and minimises the emission. We are proud that our state of the art technology does not compromise on quality, that our machines are not just smart enough to fit in to today's fast-paced lifestyle but will also set a benchmark for the entire two-wheeler category. We call ourself an honest company, we deliver what we promise, keeping our core values – of being customer-centric and innovative, of having ownership trust, mutual respect, integrity and teamwork – integral to our core value system” says Mr. Sharma.

## Product innovation

For Okinawa, product innovation is at the core of what it does in its day to day business. The company is in the process of launching two new electric two-wheelers this year. The first one is the Oki 90 that will be rolled out next month, the two wheeler will hit the showrooms recently. Thus, I believe we are on a strong foot when it comes to the product mix.”

One of the key factors for its success is the affordability which the company attributes to strong local supply chains and R&D efforts. “The sustained endeavor has been helping us manufacture affordable, high quality products, which are appreciated by our customers,” says Sharma.

Moreover, as the company scales up production, Sharma expects unit economics will start playing its part and help people afford our products to an even greater extent.

“When it comes to quality, our two wheelers are very much at par with internal combustion (IC) engines. We offer the most competitive prices, along with various retail finance options through our partners. Our extensive service network makes sure that customers always have easy access to maintenance and other after sales services,”

## Expansion strategy

As part of the expansion strategy, Okinawa is coming up with a new manufacturing facility in Rajasthan near its existing plant at Alwar.

The company is also planning to expand its dealer network from the current 400 to 500 and then 1000 over the next three years.

As of now, the company is seeing good traction on its product portfolio. However, in order to achieve the vision that Okinawa has set out, we will be upscaling our core operations as well as R&D and retail networks. “This requires a constant stream of funding at different junctures. We are leveraging our relationships with financial institutions and private equity firms who understand our competitive edge in this high potential industry,” he reveals.

## EV market growth prospects

While India’s electric two-wheelers segment has become very competitive over the last few years with the entry of several start-ups and legacy companies, Sharma says there is enough space for everyone to compete.

He attributes this to exponential growth that the electric vehicle market in India is expected to go through over the next five years. This, he explains, is due to many factors including the need for a futuristic transportation system that runs on many components such as clean energy, the government’s focus on local manufacturing, interest from traditional as well as new age automobile manufacturers which is duly supported by investors, growth of charging infrastructure, and many more.

# Okinawa powers the change to drive the present towards a sustainable future, with the vision – Made in India, Made for India

The success of Okinawa Scooters, one of the highest-selling electric two-wheeler brands in India, has put all the arguments of the feasibility of electric two-wheelers in India to rest

Okinawa Autotech was born with a "vision to create a greener and cleaner environment for present and future generations." The company was founded by Jeetender Sharma in 2015 with a mission to drive India's present towards a sustainable future by taking the best from the past and applying it to present requirements to recreate the future. This creativity, passion and inventiveness are an intrinsic part of the Okinawa DNA. Okinawa Autotech is the first electric two-wheeler (EV) company to get FAME-II approval from the government under the Make in India campaign.

Okinawa is spearheading remarkable changes in the creation of a complete EV ecosystem in India. A veteran in the automobile industry with extensive experience in quality and new product development, process management and supplier development, the MD and Founder of Okinawa Autotech is a mechanical engineer whose leadership and vision in shaping the Indian electric two-wheeler manufacturing industry is widely recognised. Responsible for driving the vision, strategy and growth at Okinawa Autotech, Sharma's career began in 1996 with LML India, from where he went on to work with Honda 2 Wheelers during its inception and worked in the different verticals of quality, new model development and also worked closely with R&D for new products, heading the supplier quality assurance operations of all the plants of Honda 2 Wheelers in India. He was also responsible for the development of the supplier base in South East Asia.

Inspired by what he had witnessed during his visit to Okinawa Island in Japan and realising that the chief reason behind the longevity of the people of that region was because of low pollution levels, Sharma returned to India with the dream of making India a carbon neutral or carbon negative nation. His belief was that if this could happen in other parts of the world then why not in our own country. Together with his wife Dr Rupali Sharma, Chairperson and Co-founder of Okinawa Autotech, who switched her profession from medicine to being an entrepreneur, the duo began their journey of revolutionising EV mobility in India by setting up Okinawa's corporate base in Gurugram, with a manufacturing unit in Bhiwadi, Rajasthan. The first two years were spent on market research, understanding customer requirements and challenges, developing the entire supplier base, forming a prototype, testing the vehicle's endurance and

taking care of other parameters. The first prototype was tested for 25,000 kilometres on different road conditions. Based on the results, Okinawa improved its prototype and launched its first product, a high-speed scooter – RIDGE - in 2017.

"The first step we took was to break the several prevalent myths about electric two-wheelers among consumers and other stakeholders," says Jeetender Sharma. "Some of these myths were around the possible speed of electric vehicles. 'Cycle waala bhi mere se uagey nikal jaata hai' (even a cyclist overtakes me)," was what a teenager in a village in Haryana told Sharma. Other questions included, "the range anxiety – *uaapas ghar pahuch payenge?* (will we be able to get home? in short, how far does it travel on a recharge cycle), the performance of the product (weight-carrying capacity, travelling on rough Indian roads), and if when approaching a fly-over does the billion rider have to get down from the scooter in order for it to ascend the flyover? These were several issues faced by us during our research days," says Sharma.

"With these insights, we came out with our first electric two-wheeler, which was India's first high-speed electric vehicle that could touch a maximum speed of 55 km/h, covering up to 90 kilometres on a charge cycle and offered a loading capacity of up to 150 kilograms," adds Rupali. With a keen eye for detail, Rupali has been on a constant mission to make affordable high quality EVs that are within the reach of every Indian. Nurturing a futuristic yet business-like approach, to scale their enterprise further and more effectively, has been an exciting roller coaster ride for this doctor turned entrepreneur.

"We started offering products varying from low-speed to high-speed electric scooters. Over the years, we widened our range and shifted from lead-acid to 100% lithium-ion battery-equipped variants. At our facility, we make electric two-wheelers equipped with indigenously-developed components – more than 95% localised parts like Li-on battery pack, chassis, plastic parts, permanent magnet BLDC motors and other features such as mobile charging, keyless start and app connectivity, which make our vehicles AI/IOT enabled. At present, we have our first high-speed electric motorcycle in the pipeline. It will be a motorcycle which will be 100% made in India. We manufacture and sell our products through our network of

over 400 dealers across India and our business strategy revolves around innovating our products to offer maximum localisation and high quality," Jeetender Sharma explains.

"Driving innovation within the company, Rupali has jointly been at the helm of the company's achievements. "The company started with only two people and now we are a family of 450, thanks to the trust and confidence of our people in us. We are the only EV company in the world to conquer the Khardung La Pass where the scooter went to a height of more than 18,000 feet covering 1,350 kilometres in just 10 days! This was only possible with the lithium-ion detachable batteries that make charging Okinawa Scooters as easy as charging mobile phones," she says.

As Chairperson of Okinawa Autotech, Rupali, who is an avid reader with a keen interest in cross-cultural diversity, is of the belief that a customer-centric approach will be key in promoting products, services and solutions that are environment friendly and pollution free.

Jeetender Sharma ensures that the engineering teams constantly modernise to produce top resonating vehicles. "India is the fastest growing economy in the world, however it needs to progress at a much faster rate. The next generation buyers (millennials) put more emphasis on innovation and need a machine that can match the pace and excitement of their generation. Moreover, every ride should be comfortable and enjoyable while

enabling them to do their bit for nature as well. So, each day at Okinawa is spent in innovating ways to build machines that leave a mark. Because a quality innovation is one that increases the joy, decreases the effort and minimises the emission. We are proud that our state of the art technology does not compromise on quality, that our machines are not just smart enough to fit in to today's fast-paced lifestyle but will also set a benchmark for the entire two-wheeler category. We call ourselves an honest company, we deliver what we promise, keeping our core values – of being customer-centric and innovative, of having ownership trust, mutual respect, integrity and teamwork – an integral part of our value system," says Jeetender Sharma.

"I believe that every entrepreneur should be passionate towards his dreams and stalwartly work towards a focused target. People believe what they see, I see what I believe in"

**Jeetender Sharma**  
Founder and MD,  
Okinawa Autotech Pvt. Ltd.

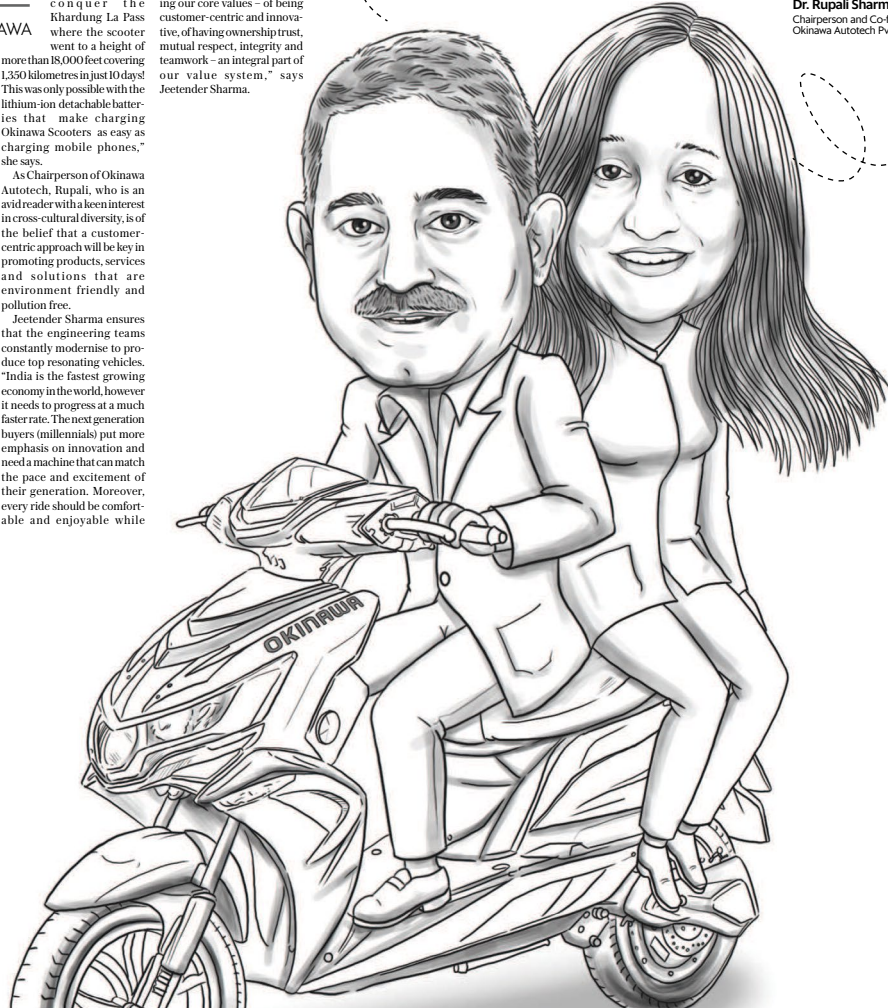
Okinawa became the first electric two-wheeler company to break all myths about electric two-wheelers. We were the first ones to conquer Khardung La Pass, a height of 18,000 feet covering 1,350 kilometres in just 10 days, building a prodigious conviction and confidence amidst customers of Okinawa

**Dr. Rupali Sharma**  
Chairperson and Co-founder,  
Okinawa Autotech Pvt. Ltd.

**mint**

**Brand Studio**

**OKINAWA**



### Okinawa: A vehicle for the masses

Determined to bring quality electric two-wheelers to the common man of India, Okinawa Autotech Pvt. Ltd., a 100% Indian electric two-wheeler manufacturing company, is steadfastly working towards achieving the future of a clean and green environment. Established with the goal of making India a major player in the electric two-wheeler market, the company is headed by MD and Founder, Jeetender Sharma and Chairperson and Co-founder Dr Rupali Sharma.

Reinforcing its commitment to the government's Atmanirbhar Bharat programme, Okinawa has positioned itself as a trusted name for Indian families as it is created for all age groups over every spectrum of society. It's a family brand and caters to the masses. Today Okinawa has more than 15 lakh vehicles already running successfully on Indian roads, this has only been possible due to the company's dedication and its customer's trust in the organisation.

### The enviable product range of electric two-wheelers

All Okinawa products go through stringent, durability and reliability tests. As a result, the customer gets a complete package, which includes quality, comfort, style, affordability and eco-friendliness, ensuring that people do not miss anything when they switch from IC engines to electric two-wheelers. All products are equipped with indigenously-developed components. At present, Okinawa has

six electric scooters in its portfolio, which are a mix of lithium-ion slow-speed and lithium-ion high-speed scooters. In the low-speed range, Okinawa Autotech offers Okinawa R30, Lite, and Dual. Its three high-speed products are Okinawa Ridge+, Praise Pro, and iPraise+. The company is also planning to launch two more new high-speed two-wheelers this year.

### Salient features that usher in change

- High-speed charging
- Detachable lithium-ion battery
- High-speed – up to 70 km/h
- Long distance range – up to 140km/charge
- Enhanced safety
- Cost-effective vehicles
- Low maintenance
- Wide power range
- ECO App/IOT-enabled – Intelligent Scooter\*

Illustration: Kamal Nayan Ganguly

# Heralding a new era of electric mobility- OKINAWA DESH KA EV

One of the front runners in zero-emission transportation, Okinawa Autotech leads the way with its two-wheeler range resonating with the needs and aspirations of Indian customers, with a vision MADE IN INDIA, MADE FOR INDIA



their first product - Ridge in Jan' 2017, which had the distinction of being the fastest (50km/hr) and longest-range (90km-plus) electric scooter at that point in India. Within this short span of time, the company has put more than 1.5 lacs 2-wheelers on Indian roads. In 2019, a pair of Okinawa Praise also became the first electric two-wheelers to complete a historic 1350km+ journey from Gurgaon to Khardungla Pass, the world's highest motorable road. With this performance, Okinawa is coming up with 2 more high-speed models this year - the first will be high-speed innovative scooter followed by a motorcycle.

"My marra is fairly simple," says Mr. Sharma. "Be passionate. Be dedicated. Be quick. Every entrepreneur should be passionate to dedicately and promptly work towards a focused target. Success is sure to follow. People believe what they see, I see what I believe in" said Mr. Sharma

Being an industry leader was not easy. It was a great challenge as electric 2-wheelers were just perceived as a gimmick by consumers. Also, issues such as range anxiety were a common deterrent for most. But it was a complete revolution brought in by Okinawa to break these myths and become a torch-bearer for the segment.

Okinawa Autotech was established with one aim - to make India a major player in the electric 2-wheeler market. Driven by its passion for innovation and making a difference in society, Mr. Jeetender Sharma MD and Founder with his wife Dr. Rupali Sharma, Chairperson and Co-Founder started Okinawa in 2015. Since then, this Indian electric 2-wheeler manufacturer

company has been living by the philosophy of "Made in India, Made for India" and placing India on the global EV manufacturing map. Okinawa positions itself as a trusted name for Indian families with scooters made for all age groups. Scooters for the masses as a company we believe that we have to understand the need of the customer & put ourselves in the shoes of customers & understand the need & then fulfill their need by delivering best of its class 2-wheelers in the market.

By investing in the development of cutting-edge auto technology, the company is changing the way India commutes. Okinawa has the widest range of eco-friendly scooters, with both high and low-speed usages. Its indigenous range such as RIDGE+, PRAISE PRO, PRAISE+, R30, LITE,

and Dual has proven to be a viable alternative to petrol-powered two-wheelers and in some cases even last-mile vehicles. Okinawa's retail footprint now boasts of over 400+ touchpoints across the country, making the brand accessible to millions of Indians. Okinawa Scooters became the first electric 2-wheeler company to get FAME-II approval from the Government of India under the "Make in India" campaign.

Moreover, to reinforce its commitment to the government's Atmanirbhar Bharat program, Okinawa is set to become 100 percent localized by the end of this year.

However, during the initial two years of the company, they spent their time and effort traveling to different parts of India to understand people's opinions and garner interest in electric vehicles. After thorough research, they launched



**THE OKINAWA EDGE**

Ever wondered what differentiates Okinawa from other electric scooters? All of its products go through stringent, durability and reliability tests. As a result, the customer gets a package that assures quality, comfort, style, affordability, and eco-friendliness. Okinawa scooters feature a long list of state-of-the-art technologies, which help make the switch from internal-combustion-engines to electric power seamless and enriching experience with the detachable lithium-ion battery which does not require any charging station & allow us to charge at our own convenience at home, office & even with any 2 pin electric point. So,

charging Okinawa scooter batteries is as convenient as "CHARGING A MOBILE PHONE".

**PRODUCT HIGHLIGHTS**

- High Speed Charging
- Detachable Lithium-Ion Battery
- High Speed - Up to 70km/hr
- Long distance range - up to 140 km/charge
- Enhanced Safety
- Cost Effective Vehicles
- Low Maintenance
- Wide Power Range
- Eco App/OT Enabled - Intelligent Scooter

When it comes to the company's operational excellence, it follows the ISO model which translates to three key pillars- Quality of the vehicle, Cost performance, and Delivery/after-sales experience. When it comes to quality, Okinawa's two-wheelers are at par with petrol-powered ones. It offers the most competitive prices, along with various retail finance options through its partners. The company's extensive service network makes sure that customers always have easy access to maintenance and other after-sales services.



**OKINAWA GALAXY**

In a bid to redefine customer experience, Okinawa set up its first-ever first-ever experience centre at the picturesque Behrampur city, in the state of Uttar Pradesh. The Galaxy stores are a novelty of the brand OKINAWA to engage our customers with the concept of Electric 2-Wheelers. Here, they would experience the products and the story behind its making. It is an awe-inspiring attempt to connect the customers with the brand, a maiden attempt to bring forth the whole new galaxy of electric 2-wheelers offered by OKINAWA. It's not just about the products, it's about the offering and the feeling behind its creation. In these states, the customers need to get to see and experience a whole new constellation of Electric 2-Wheelers for their immersion and engagement. Experience the feeling of Okinawa, in

its futuristic tech Galaxy center, from its very inception to its culmination. It's a lively, perceptible and interactive space, which aims to engage our customers by showcasing the experience of Okinawa as a Brand it's about conveying to the customers the working behind the offering called OKINAWA.

Major Attraction at the Galaxy stores is getting a chance to explore the product DNA which will give the customers a glimpse of the products inside out with its Technology. Innovation that matches the customer expectation in terms of performance as good as IC Engine. Also, Okinawa Galaxy store allows the customers to try out an entire range of accessories that would go well with riding an Okinawa scooter. Okinawa aims to open up 40 more such experience centers this year.

## The Okinawa Range

In the year 2017, we launched our first flagship product Ridge followed with praise in the same year. Considering the change in demand for high performance and range with convenience in charging we shifted from lead-acid to lithium-ion in the year 2018. Since then, we are only manufacturing lithium-ion products for our customers.

The Okinawa range is broadly divided into two categories - High Speed and Low Speed. High-Speed Okinawa scooters, as the name suggests, include scooters that are capable of going faster and address towards customers with a more aspirational lifestyle. The Scooters in this range are:



**● Praise+:** This is Okinawa's flagship product. It comes with a 3.3 kWh detachable Battery. It's BLDC motor has a rated power of 1000 watts and a peak power of 2500W. On a single charge which takes approximately 45 minutes to charge 80% of the battery and remaining charge in 2-3 hrs with their High-Speed Intelligent Charger. This scooter can clock as much as 140km/Charge. The top speed is capped at 58kph. A fully-digital instrument cluster with integrated GPS, it has a high 175mm of ground clearance making it capable of tackling bad roads too.

**● Praise Pro:** For those wanting a flagship-riding experience but at an even more affordable price, Okinawa offers Praise Pro. It has almost all the features of the scooter but comes equipped with a 2.0 kWh Lithium-ion battery. Delivering 100km on a full charge is more than what most other scooters do.

**● Ridge+:** Slightly smaller than the flagship, this more conventional-looking scooter comes with a 1.7 kWh battery with a rated power of 800W and peak power of 1700W. Ideal for those who would like to sit a bit lower, it has a range of 65km and a charge time of just 2-3 hours. Its top speed is capped at 45kph but its loading capacity is still a benchmark 150kg. Extremely practical with a 17-litre boot Space it also comes equipped with an Okinawa EDD app with optional GPS.

For those looking for exceptional value and more utilitarian EVs, Okinawa also has a "slow-speed" range. The scooters here are:

**● Lite:** Just as its name suggests, this bike is a cut-looking, handy two-wheeler ideal for city driving. The top speed is capped at 25kph but it has a range of 60km. It comes with a 250W motor with a 1.25kWh battery. An LCD display with LED head and tail lamps, this sports a new-retro design that's quite eye-catching. Despite its smaller built, and battery size it still is capable of a 150kg loading capacity.

**● R30:** More conventional-looking scooter than the Lite, but with a taller seat height, this one is an ideal everyday companion. This too comes with a torque 250W motor and 1.34kWh battery that can be charged in 2-3 hours. Electronic ABS makes it a safer ride while front hydraulic telescopic suspension coupled with rear shocks with dual-tube technology helps make it a comfortable one too.



**● Dual:** With this scooter, Okinawa caters to last-mile delivery businesses. This hardy-looking two-wheeler has a range of 120-125km, making it ideal for commercial usage. It has a 250W motor with a 48V/55Ah detachable battery. Top speed is capped at 25kph. This too comes with a 200kg loading capacity so can be used to deliver varied goods of varying weights. As is evident, Okinawa is one of the few EV makers in India with such a diverse range that caters to the masses as well as lifestyle riders. With more high-speed vehicles to join the range soon, customers can continue to expect cutting-edge products from the Indian EV and technology specialist, OKINAWA.

## Times Auto - BOARDROOM

**Q HOW HAS 2021 BEEN FOR THE BRAND AND THE EV TWO-WHEELER SEGMENT?**

**A** The industry experienced a lot of growth and industrial advantage, especially with a lot of incentives provided by the government. From a business point, it was a wonderful year for us. We had a lot of developments and the sales were fantastic. We are excited about our new facility coming up, which will have a capacity of around 300k. After a fruitful 2021, we are now definitely geared up towards a successful year ahead.



**● JEETENDER SHARMA, MD & Founder tells us about his electric vehicle journey and the way ahead for Okinawa Autotech**

**Q THE GOVERNMENT HAS DRIVEN A LOT OF INITIATIVES LAST YEAR TO PROMOTE EV ADOPTION. WHICH HAS HELPED THE BUSINESS?**

**A** Over the past few years efforts towards reducing climate change has led governments of different countries to focus on the development of 'green' technologies. This has posed a great challenge for the automobile sector, especially in the booming economies. The government has driven lots of initiatives for boosting the EV industry, such as FAME II incentives were increased from 10,00,000 to 15,00,000 and source-state incentive reduced the up-front cost of EVs. The process of transition is slower than expected since there is still a lack of awareness. The masses have to be educated more, especially in Tier 2 and Tier 3 cities. But with the help of state policies, we already have 1.5 lakh vehicles on the roads and the rising fuel cost have made them shift towards EV. We are living in the 21st century using natural resources to the utmost level without having any considerations about the setbacks of the same. We are very pleased to know that youngsters realize this and are ready to join hands with us in building a sustainable future for generations to come. These customers are not just looking out for the advantages of the product we are offering but the future of the environment, with a vision of Made in India, Made for India. Okinawa has a full range of high-speed and low-speed electric 2-wheelers that offer

**● BATTERY TECHNOLOGY IN 2022 FOR MASS SCOOTERS? WHAT ARE THE EMERGING TRENDS?**

**A** Yes, Okinawa is coming with its own new-battery plant. We are spearheading remarkable changes in the creation of a complete EV ecosystem. Currently, we are using NMC chemistry, with hardware-based battery-management system (BMS). But in our new models, we are coming up with all connected vehicles with software-based BMS with robust thermal management. We are also working on new battery chemistry.

The new battery technology uses a lithium metal anode that could make the battery lighter while being more energy-dense. This means a longer driving range for the vehicles utilizing the battery. As we consider the safety of our customers as the most important factor, we will use solid material rather than liquid electrolytes. The problem with liquid electrolytes is that it's highly flammable.

**● WHAT MEASURE HAVE YOU TAKEN TO DIGITIZE YOUR BUSINESS?**

**A** We launched our commercial website through which customers can request a test drive, purchase a new Okinawa or even book a service at their door step. Our business is largely on the website. We have digitised our system by integrating software at all levels for better and smooth functioning of our operations.

**● YOU HAVE A WIDE RANGE OF SCOOTERS. DO YOU SEE SCOPE FOR CREATING NEW NICHES OR SEGMENTS?**

**A** The electric two-wheeler industry is booming, and 2022 promises to be an exciting year for the electric-two-wheeler segment. Soon Okinawa is coming up with two niche products - a high-speed scooter and a high-speed motorcycle - which will create quite a stir in the industry.

*As told to Girish Karkera (Consulting Editor - Times Auto)*

**Q WHAT ARE THE CORE VALUES THAT HELPED MAKE OKINAWA A SUSTAINABLE ENTERPRISE?**

**A** Okinawa is a family brand, which caters to the masses. Okinawa is not just a brand that we are building here. We are preparing and preserving the future. Our ultimate vision is to provide the best to our customers and it involves around the well-being of our society and upcoming generations. Our core values are direct and on point with our vision. We, here at Okinawa, believe in having a customer-centric approach, innovation, ownership, accountability, trust, mutual respect, integrity and teamwork. These key values have helped us reach here, and we are confident that these values are only going to make us achieve greater heights.

**Q ARE YOU EXPECTING ANY TECHNOLOGICAL-BREAKTHROUGHS IN**





## Okini Hai

to Launch High Speed  
to Launch Detachable Li-ion Batteries  
to Get FAME-II Approval  
to Get IATF-16949 Certificate

Marking Presence in 400+ Cities Across India

To book your Okinawa online, visit [www.okinawascooters.com](http://www.okinawascooters.com) | Follow us on [@okinawa](#)



13 years warranty on battery as per the warranty policy \*13 Years warranty on power-train, not applicable on consumables. The Scooter shown is only for representative purpose. The company reserves the right to change specification, colour and price without any prior notice.



## EXCELLENCE THROUGH MANUFACTURING

Okinawa Autotech has emerged as a front runner in the battery-powered 2-wheeler segment in India. And it has done so by producing cutting-edge technology that's accessible to the masses

**M**anish Sharma, the MD & Founder of Okinawa Autotech, decided to embark on the path of manufacturing mass electric vehicles at a time when they were far from being considered mainstream. A sports-orientated scooter with many fly-by-night operators making most of the electric scooter business didn't bode well for his image. Most of these were imported kits assembled in India and

powered by lead-acid batteries, which are an all too well-known deal for mobility. While Okinawa Autotech was set-up in 2015, its seeds were sown in the mind of its founder Mr. Manish Sharma, much earlier. A mechanical engineer with nearly 14 years of experience in mainstream two-wheeler business, he worked across different verticals including quality management, market intelligence and research and development. During this stint working for a large corporate, a visit to the premises of Okinawa in August highlighted him on the virtues of living in a people-oriented environment such as theirs. He thus decided to set-up Okinawa Autotech that will not only build world-class two-wheelers but will also be an employer of choice.

"The first step we took was to understand the needs of customers and simultaneously break several prevalent myths about EVs among them and other stakeholders," says Mr. Sharma as he and his wife and

co-founder of the company Dr. Rajesh Sharma spent the initial 18 months of their company formation travelling across the length and breadth of India. "With these insights, we came out with our first EV, which was India's first high-speed electric vehicle that could touch the maximum speed of 60 km/h, covering up to 80 km on a charge cycle, in a total weight capacity of up to 150 kilograms," says Mr. Sharma.

Okinawa launched its first product in 2017 and now, in a small period of time, it claims to have emerged as one of the top two high-speed electric two-wheeler brands in India. "We sold more than 1.5 Lakh in India within the wheelie market. In its current product line, Okinawa has scooters from the price range of Rs. 60,000 to Rs. 1,00 lakh with a variety of six electric scooters. The company clocked annual growth of Rs 10 crore in FY 2021 with an aim to increase this by 300



Mr. Manish Sharma, MD & Founder, Okinawa Autotech

percent in FY 2022. "We believe to achieve this target with strong innovation, exceptional, unapologetic expansion, and rising awareness about opting for e-vehicles in the country," says Mr. Sharma.

"To up the game, one of the primary focus areas has been manufacturing. Okinawa was the first company to get FAME II approval from the Government of India for its manufacturing facility in Ghumna, Rajasthan. The company has many advanced manufacturing technologies like robotic welding, automatic CNC, automatic molding, and robotic paint shop to name a few. Dedicated suppliers produce components as per Okinawa's design requirements to make the final product a world-class one.

Okinawa also complies with the IATF requirements the hallmark of quality control. "We also ensure that Okinawa suppliers are ISO 9001, TS-16949 or IATF certified," says Mr. Sharma.

Over the last few years of its first scooter, Okinawa also switched to more efficient and safer lithium-ion batteries (48V, 60V & 72V) for its entire range of scooters. To make it more practical, it also made it detachable without maintaining two spaces at Okinawa.

Mr. Sharma points out that their manufacturing facility is supported by an extensive R&D and engineering department with a very young aspect of the bike before signing it off for production. "We have developed our own technology of EV and our own power train for motor, controller and lithium-ion battery battery management system."

### TIMES AUTO INITIATIVE



**HOW IS OKINAWA DIFFERENT?**

Ever wondered what differentiates an Okinawa from other electric scooters? With industry benchmark tests for durability and reliability, customer can expect a package which ensures world class quality, comfort, style, affordability and genuine eco-friendliness. Plus, a long list of state-of-the-art technology features make the switch from internal-combustion engines to electric power a seamless and exciting experience for riders.

To maintain the brand's operational excellence, Okinawa follows a QC20 model which translates to its three key pillars - Quality of the vehicle, Cost competence, and Delivery after-sales experience. Quality of Okinawa's two-wheelers is at par with those of manufacturers of the best of petrol-powered kind. It offers competitive prices along with various finance options through its extensive network of partners. The company's nation-wide service network makes sure that customer will always have easy access to maintenance and other after-sales services.

### PRODUCT HIGHLIGHTS

- High-Speed charging
- Detachable Lithium-ion battery
- Top Speed - upto 70km/h
- Long-distance range - upto 140 km/charge
- Enhanced safety
- Cost-Effective Vehicles
- Low-maintenance
- Wide power range
- Eco-ppp/ITB Enabled - Intelligent scooter

## The Okinawa Range

In the year 2017, we launched our first flagship product Range followed by a series in the next year. Considering the demand for high performance and range with convenience in charging we shifted from lead-acid to lithium-ion in the year 2019. Since then, we are only manufacturing lithium-ion products for our customers. The Okinawa range is broadly divided into two categories - High Speed and Low Speed. High-Speed Okinawa scooters, as the

High-Speed Intelligent Charger. This scooter can clock as much as 140km/Charge. The top speed is capped at 60 km/h. A fully-featured instrument cluster with integrated LED display with LED head and tail lamps, this sports a new retro design that's quite eye-catching. Despite its smaller build, this scooter is still capable of 170km. More conventional-looking scooter comes with a 2.0 kWh Lithium-ion battery with a rated power of 2000W and a peak power of 2500W. On a single charge which takes approximately 42 minutes to charge 80% of the battery and recharging charge in 3 hrs with their

capacity is with a benchmark 150km. Extremely practical with a 17.8km boot space it also comes with a 250W motor and 15L tank with optional GPS. For those looking for exceptional range and more utilization EVs, Okinawa also has a "silver" range. The scooters here are:

- **Lite:** With its name suggests, this bike is a cut-back, handy two-wheeler ideal for city driving.

and 1.3kWh battery that can be charged in 2.5 hours. Electric ABS makes it a safer ride while the 15L tank is a handy feature. The scooter is coupled with rear shocks with dual-disc technology helps make it a comfortable one too.

- **Deal:** With this scooter, Okinawa caters to last-mile delivery businesses. This handy-looking two-wheeler has a range of 120-125km, making it ideal for commercial usage. It has a

### QUICK CHAT

**NOW HAS 2021 BEEN FOR THE BRAND AND THE EV TWO-WHEELER SEGMENT?**

The industry experienced a lot of growth and industrial advantage, especially with a lot of incentives provided by the government. From a business point, it was a wonderful year for us. We had a lot of developments and sales were fantastic. We are excited about our new facility coming up, which will have a capacity of around 300. After a difficult 2020, we have now definitely geared up towards a successful year ahead.

**THE GOVERNMENT HAS GIVEN A LOT OF INCENTIVES LAST YEAR TO BOOST EV ADOPTION. HOW MUCH HAS THAT HELPED THE BUSINESS?**

Over the past few years of EVs, we have seen a lot of government incentives. The government has given a lot of incentives for the EV industry, such as FAME II incentives were increased from 10,00,000 INR to 15,00,000 INR and the source of transition is slower than expected. The EVs are still in the early stages. The EVs are still in the early stages. The EVs are still in the early stages.



Mr. Manish Sharma, MD & Founder, Okinawa Autotech



name suggests, include scooters that are capable of going faster and added towards customers with more conventional scooters. The scooters in this range are:

- **ProBike:** This is Okinawa's flagship product. It comes with a 3 kWh detachable battery. It's RLD motor has a rated power of 1800 watt and a peak power of 2500W. On a single charge which takes approximately 42 minutes to charge 80% of the battery and recharging charge in 3 hrs with their

comes equipped with a 2.0 kWh Lithium-ion battery. Delivering 100km on a full charge is more than what most other scooters do.

- **Ridge:** Slightly smaller than the flagship, this more conventional-looking scooter comes with a 1.7 kWh battery with a rated power of 2000W and a peak power of 2500W. On a single charge which takes approximately 42 minutes to charge 80% of the battery and recharging charge in 3 hrs with their

The top speed is capped at 25km/h but has a range of 60km. It comes with a 250W motor and 15L tank with optional GPS. For those looking for exceptional range and more utilization EVs, Okinawa also has a "silver" range. The scooters here are:

- **Deal:** With this scooter, Okinawa caters to last-mile delivery businesses. This handy-looking two-wheeler has a range of 120-125km, making it ideal for commercial usage. It has a

250W motor with a 400/55ah detachable battery. Top speed is capped at 25km/h. This scooter is coupled with 15L tank with optional GPS. For those looking for exceptional range and more utilization EVs, Okinawa also has a "silver" range. The scooters here are:

- **Deal:** With this scooter, Okinawa caters to last-mile delivery businesses. This handy-looking two-wheeler has a range of 120-125km, making it ideal for commercial usage. It has a



## Okinawa Galaxy

With the digital age remains a major advantage for the sale of the vehicle, Okinawa is amongst the few brands that hasn't discussed conventional dealership yet. To clear the air, we thought it best to shed and embarked on creating flagship stores - starting with the first one in Lucknow that will allow customers to bridge with the brand on a personal level and check out the various features and offers. It will also give them a chance to see first-hand all the accessories and options that will help enhance their ownership and riding experience.

### WHAT ARE THE CORE VALUES THAT HELPED MAKE OKINAWA A SUSTAINABLE ENTERPRISE?

Okinawa is a family brand, which caters to the masses. Okinawa is not just a brand that we are building here. We are creating and preserving the future. Our ultimate vision is to provide the best to our customers and it revolves around the wellbeing of our society and upcoming generations. Our core values are direct and on point with our vision. We, like all others, believe in having a customer-centric approach. The product, innovation, ownership, after-sales service, and most importantly, integrity and teamwork. These values have helped us reach here, and we are confident that these values will help us to make our vision a reality.

### ARE YOU EXPECTING ANY TECHNOLOGICAL BREAKTHROUGHS IN BATTERY TECHNOLOGY IN 2022 FOR MASS ADOPTION?

Yes, Okinawa is coming with its own new battery plant. We are spearheading remarkable changes in the creation of a complete EV ecosystem. Currently, we use NMC chemistry, with hardware-based battery management system (BMS). But in our new models, we are coming up with all-weather-ready software-based BMS with robust thermal management. We are also working on new battery chemistry.

### DO YOU HAVE A WIDE RANGE OF SCOOTERS DO YOU SEE SCOOTERS FOR CREATING NEW NICHES OR SEGMENTS?

The electric two-wheeler industry is booming, and 2022 promises to be our best year for the electric two-wheeler ecosystem. Soon Okinawa is coming with a lithium metal anode that could make the battery lighter while being more energy-dense. This is a major step towards creating a niche in the industry.

### WHO WERE THE EARLY ADOPTERS OF EV SCOOTERS BY INDIA? WHAT WERE THEY LOOKING FOR?

We have seen the most traction in EV adoption for Okinawa by millennials. Behind one of the major reasons for this is the benefits to the environment. People are now more conscious about their environment. That and the rising fuel cost have made them shift towards EV. We are looking for 21st century users natural resource to reduce fuel cost without having any considerations about the outdoors of the city. We are very pleased to know that youngsters realize this and are

### WHAT MEASURES HAVE YOU TAKEN TO DIGITIZE YOUR BUSINESS?

We launched our virtual website through which customers can request a test drive, purchase a new Okinawa or even book a service at their doorstep. Our business is largely on the website. We have digitized our system by integrating software at all levels for better and smooth functionality of our operations.

### DO YOU HAVE A WIDE RANGE OF SCOOTERS DO YOU SEE SCOOTERS FOR CREATING NEW NICHES OR SEGMENTS?

The electric two-wheeler industry is booming, and 2022 promises to be our best year for the electric two-wheeler ecosystem. Soon Okinawa is coming with a lithium metal anode that could make the battery lighter while being more energy-dense. This is a major step towards creating a niche in the industry.

# Women in Mobility

There is a very promising future for Women in Mobility

Women were empowered, are empowered and will always be empowered.



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**WOMEN IN MOBILITY**  
Celebrating Women – Empowered, Everyday!

An Initiative By

**MOBILITY OUTLOOK**

In Conversation With

**Deepangshu Dev Sarmah**  
Editor, Mobility Outlook

**Dr. Rupali Sharma**  
Chairperson & Co-Founder,  
Okinawa Autotech

Watch the exclusive interview at below link

<https://www.youtube.com/watch?v=F0a-ninv3WY>

Watch our MD & Founder, Mr. Jeetender Sharma Live, at CNBC Awaaz



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**CNBC**  
**आवाज़**  
वक़्त से पहले  
किस्मत से ज़्यादा

**Mr. Jeetender Sharma**  
MD & Founder,  
Okinawa Autotech

<https://youtu.be/RPk86tsZZso>



**MOBILITY  
OUTLOOK**

MOBILITY CONVERSATIONS

*with*

**Mr. Jeetender Sharma**  
MD/Founder, Okinawa Autotech

News Link: <https://rb.gy/nljfoa>





## Publications and Trade Magazines

Janta se Rishta

<https://rb.gy/whg5fk>

The India Print

<https://rb.gy/q7kjb1>

Gadgets 360

<https://rb.gy/xl4lxh>

Technosports

<https://rb.gy/djv5pq>

Indore Talk

<https://rb.gy/modzsd>

Jagran

<https://rb.gy/w0drhk>

Jagran

<https://rb.gy/ltqmc0>

Divya Bhaskar

<https://rb.gy/dgpnli>

TV9 Marathi

<https://rb.gy/ldqxbo>

News Nation

<https://rb.gy/zmczgi>

Jagran

<https://rb.gy/qv9bjm>

INC 42

<https://rb.gy/pp9whf>

BGR

<https://rb.gy/znn3ml>

Evening News

<https://rb.gy/fbmfyw>

Tamil Samayam

<https://rb.gy/12i5ch>

Hindustan

<https://rb.gy/p6sn8h>

Do Took News

<https://rb.gy/ro6bbv>

Top Speed

<https://rb.gy/ksbft0>

News NCR

<https://rb.gy/xtkkia>

Digit News

<https://rb.gy/bfrv3y>

The News Caravan

<https://rb.gy/58njnf>

Net India News

<https://rb.gy/hr04yb>

timesbull

<https://rb.gy/2bmnsy>

tv9hindi

<https://rb.gy/3qnk3f>

Indo Tok News

<https://rb.gy/g4tt3e>

Drivespark

<https://rb.gy/9vzbnd>

ABP Live

<https://rb.gy/wq6nmp>

## Media Spying Okinawa



Okinawa, the Gurugram-based, EV manufacturer is gearing up for the introduction of its new Oki90 electric scooter in the country. The scooter is said to be launching in India in the first quarter of 2022.

Now, HT Auto has spotted a new electric scooter amidst road tests and it is likely to be the same model from Okinawa.

As the spy images delineate, the prototype seems to be in the final development stages, and aesthetically most of the body panels appear to be ready. While the paint details have been smartly hidden under a camouflage sheet, bits like longer and extended seats, large chunky alloy wheels, silver-finished rear grab rail, and dual spring suspension at the back are clearly visible. The use of larger alloy wheels is also certain to aid the overall riding dynamics of the scooter. The wheels look nearly 14-inches, which for the record, is larger than most of the wheels sizes available in other electric scooters in India.

As per the previous details, the scooter will come with a removable lithium-ion battery and a fast charger. Also, the images suggest that there will no hub mounted motor, instead the company has opted for a centrally mounted unit on the Oki90. As far as the battery and motor specifications go, expect the numbers to be close in the range of other premium models from Okinawa with a top speed of around 80 kmph and a full charge range of 150 km to 180 km.

Upon launch, expect the scooter to also get some connected features such as geo-fencing, navigation, diagnostics etc. It will come out to be a direct rival to the likes of the Ola Electric S1 and the Simple Energy One.

Expect the final price rollout of the scooter to take place sometime by April this year. It is likely to be priced somewhere in the range of ₹1 lakh to ₹1.2 lakh (ex-showroom).

News Link: <https://rb.gy/5wxn1o>





It's encouraging to see that so many female entrepreneurs have shown to be just as ambitious as their male colleagues and have built a name for themselves. — it's been really intriguing , especially in the case of women.

Nothing could be more accomplishing for today's female entrepreneurs who are boldly and bravely charting new territory for themselves. It was really difficult for me initially , But I kept proceeding with zeal and unbridled enthusiasm to change the world around me by making a difference with my ideas, seeking solutions for the problems such as social issues and creating a mark for myself in this patriarchal field .

People often want to know my secret as a successful businesswoman. How I accomplished it. My success story, however, isn't the be-all and end-all of success. Every successful woman have their own formula, Furthermore, everyone has their own definition of success.

As far as my success is concerned, I owe it to Okinawa, it has always been a trusted partner, It is due to Okinawa and its services that has helped our bond with our customers get stronger, It was not an easy task for us initially, but Okinawa has always been by our side and kept our morale high in all facets.

**Ms Leena Paul, OM Infinity, Raipur**

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

Dealer Name	State	City
Daga Motors	Madhya Pradesh	Dewas
Tarun Motors	Andhra Pradesh	Rajam
Ramsons Motors	Jharkhand	Ranchi
Anutek Engineering	Maharashtra	Nashik
Autozen Ventures	Maharashtra	Solapur
Electric Zooms LLP	Gujarat	Vyara
Shree Balaji Trading Company	Haryana	Sonipat
Shakthi Motors	Telangana	Hyderabad
Moissanite Automobiles Pvt. Ltd.	Delhi	Delhi
Shree Krishna Enterprises	Haryana	Sohna
Jain Auto Traders	Uttar Pradesh	Baraut
Future EV Tech	Gujarat	Mehsana
Charbhuj E Wheels	Rajasthan	Rajsamand
Arya Electric Auto	Uttar Pradesh	Muzaffarnagar
Dwarkesh E Auto and Sale's	Gujarat	Patan
Anmol Electric Bikes	Tamilnadu	Chennai
Yogi E Bike	Gujarat	Surendranagar
Morvinandan Vehicles	Chhattisgarh	Bhilai
Radhey Automobiles	Uttar Pradesh	Modinagar
Arhat Greenwheels	Maharashtra	Ahmednagar
Radhey Automobiles	Rajasthan	Bikaner
Gupta Motors	Uttar Pradesh	Mainpuri
Okinawa Gayatri Motors	Maharashtra	Kalewadi (Pcmc)

## Sunrise Motors Guntur, Andhra Pradesh



## Mallikarjune E Motors Belgaum, Karnataka

### Display at ICICI Bank by Dealer



## A2Z Wheelz Tumkur, Karnataka



### Paper Ad

### Sales & Service Mela Activity by Dealer

## Bhavya Motors Chitradurga, Karnataka



## Shree Ganesh Ev Distributors, West Bengal



# #Yeh Sahi Hai

Print & TV Campaign

Digital Campaign





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 **Hindustan Times**  
THE TIMES OF INDIA

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## Total Quality Management(TQM)

TQM is a way of Working where complete organization work from Customer Point of View. Complete Organization work with Independent Spirit to achieve Organization Goal with Continuous Improvement(Kaizen).

TQM requires that an organization continually collect and analyze data in order to improve decision making accuracy, achieve consensus, and allow prediction based on past history.

TQM should be purpose driven. Be clear on the organization's vision for the future and stay focused on it. TQM can be a powerful technique for unleashing employee creativity and potential, reducing bureaucracy and costs, and improving service to clients and the community.

Total quality management (TQM) consists of organization-wide efforts to “install and make permanent climate where employees continuously improve their ability to provide on demand products and services that customers will find of particular value.” “Total” emphasizes that departments in addition to production (for example sales and marketing, accounting and finance, engineering and design) are obligated to improve their operations; “management” emphasizes that executives are obligated to actively manage quality through funding, training, staffing, and goal setting.





# New Year Celebration at Okinawa

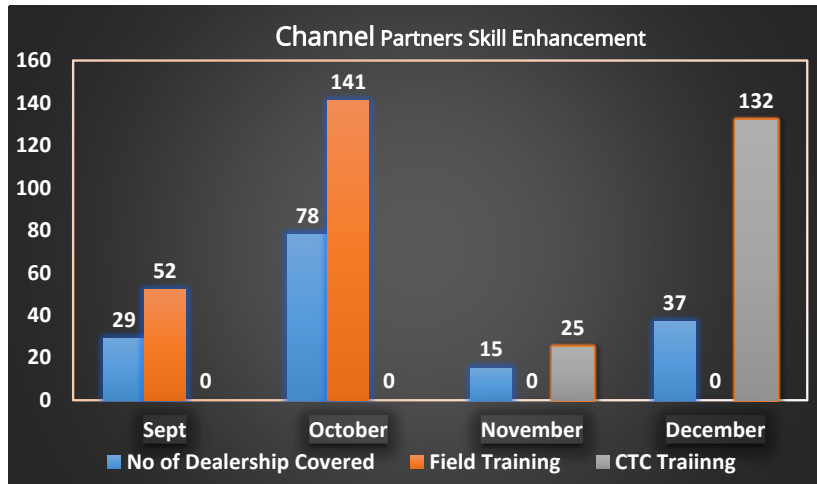
All work and no play makes every one dull , we at Okinawa believe in living life and maintaining a perfect balance at work , This can be clearly seen in the New celebration we had at office . And no matter how hard is life, you need to enjoy every second whenever you get a chance. What can be a better occasion to enjoy than New Year's at office . It's a universal festival. Regardless of the country or religion that a person belongs to, everyone enjoys New Year. Also, celebrations help to boost the overall morale of the office employees. Hence, a little celebration once in a while is important to keep things alive and vibrant.



## Achievements

- Launched “Okinawa Technical Helpdesk” in order to provide Technical assistance to Dealers/customers in Pan India
- Advocacy Score improved from 83% to 88% in this Month
- CSI rating improved from 4.1 to 4.4 in last Month
- New Product Technical Training has been started for Dealer Partner

## Training & Development



## Upcoming Activities

- Service on Wheels –May 22
- Automated CRM Solution- Jan22
- Service Centers from Lohum and Trontek- Jan-22





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HYBRID | **ELECTRIC** | PETROL



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**Grit**  
**Imaginative**  
**Radiant**  
**Loving**

#NationalGirlChildDay



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DRIVE THAT **EXTRA MILE** WITH A **MILE**



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HAPPY **Makar Sankranti**

Let sustainability soar high above the rest

Okinawa has extended creative support for all dealer partners, in designing creatives to have synergy all across the creatives including Promotion Material, Product pictures, Advertisement creatives, etc.



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For Booking : Anmol Electric Bikes,  
Contact Number : 8438288973

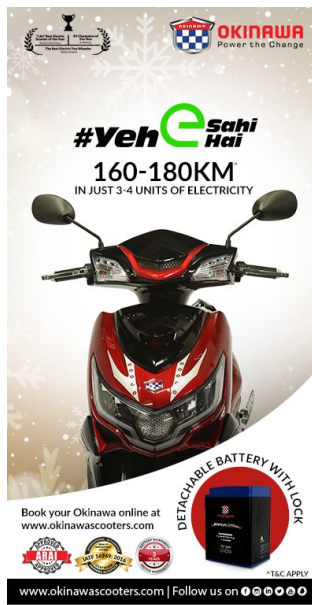


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You may also submit your request for any Creative Assistance at the below-mentioned link  
<https://forms.gle/ZjufFoKcvAjGVPqYA>



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# OKINAWA TIMES

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

[pr@okinawascooters.com](mailto:pr@okinawascooters.com)

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