

# OKINAWA

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# TIMES



India's  
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**OKINAWA**  
Power the Change

## THE ECONOMY IS GROWING, THE ENVIRONMENT SHOULD NOT BE LEFT FAR BEHIND.

India has achieved an extraordinary feat this month - it has emerged as the fifth largest economy in the world. Every Indian's heart is swelling with pride, and each one of us is determined to make the Indian economy great. However, the moment people start talking about economic growth and industrialization, a picture of the depletion of natural resources comes to the fore. Economic development and the environment are often assumed to be sworn competitors. I believe this is the right opportunity for the Indian automobile sector to talk about environmental governance along with economic growth. That there's the possibility of economic growth without harming nature—and EV is the answer. The Indian automobile sector ranks fifth in the world and is expected to rise to third by 2030. Achieving this feat is not a pie in the sky but achieving this goal with a sustainable approach is going to be a different ballgame altogether. India is the world's largest producer of two-wheelers. Therefore, it is our responsibility to create a robust manufacturing and supply chain with enhanced technology and great performance capabilities. India has the potential to emerge as a global EV hub, and Okinawa Autotech is going to lead from the front as we are always reinventing our products and upgrading our processes.

Besides, there's one more platform that's constantly reinventing and innovating—the OTT platform. OTT platforms have brought a paradigm shift in the world of audio and video consumption. Digital entertainment has been at the forefront in the past couple of years, and we proudly presented the first HT OTTPlay awards as the title sponsor. It is a one-stop platform for brands, content creators, and the OTT fraternity to come together and collaborate and deep dive into this emerging entertainment ecosystem.

**Jeetender Sharma**

Founder & MD, Okinawa Autotech



## THE DEFINITION OF ENTERTAINMENT IS CHANGING WITH THESE 'NEW MULTIPLEXES'

Change is the only constant and we, at Okinawa, being the harbingers of change, believe that just like the mobility industry, the entertainment and content industries are changing too. As per a 2020 Live Mint report, at 4.45 hours of consumption daily, Gen Z beat millennials, who managed to binge only 3.66 hours of web content that year.

The numbers speak for themselves; OTT platforms are gaining popularity each passing day and have already attacked around 7 to 9 percent of the entertainment market's share and revenue. Who doesn't want to binge-watch in the comfort of their home? Also, the work-from-home model made everyone believe that everything can 'WORK' from home—even the big screens can be created at home with just a projector. Undoubtedly, OTT has emerged as a powerful tool to reach audiences, and through this association, we look to expand our focus and give more impetus to this collaboration of creativity and sustainability, with the message reaching out to a wider audience.



**Dr. Ruplai Sharma**  
Chairperson, Okinawa Autotech

## e-2-wheeler firms rev up festive offers

VARUN SINGH

New Delhi, September 6

WITH THE ELECTRIC two-wheeler sales showing gradual improvement after being hit due to supply chain constraints and fire incidents in the past few months, original equipment manufacturers (OEMs) are expecting a growth of as much as 30% during the festive season on the back of discounts and other offers they have lined up.

"We are expecting an increase of up to 30% in our sales during the festive season period, buoyed by the strong customer demand in the EV

"This growing momentum in production will ease the waiting period for deliveries," Phokela added.



We are expecting an increase of up to 30% in our sales during the festive season period, buoyed by the strong customer demand in the EV two-wheeler segment

**JEETENDER SHARMA**, FOUNDER AND MD, OKINAWA AUTOTECH

"We are expecting an increase of up to 30% in our sales during the festive season period, buoyed by the strong customer demand in the EV two-wheeler segment," Jeetender Sharma, founder and managing director, Okinawa Autotech, told FE.

OKINAWA, WHICH CURRENTLY SELLS high-speed electric models like Okhi-90, IPraise+, Ridge+ and Praisepro, is offering discounts of up to ₹7,000 across its product range to augment sales. To mark the beginning of the festive season, Hero Electric recently announced an Onam offer under which it will give a free electric scooter to every 100th customer in Kerala. Besides, the company is furnishing a cumulative five-year warranty, including a two-year extended warranty, on its models. Nyx, Optima and Photon are its popular electric scooters. Although Ather Energy is witnessing robust demand for its electric scooters like 450X Gen 3 and 450 Plus, the company is facing supply chain issues. Despite that, it registered the highest-ever monthly sales of 6,410 units in August and is anticipating a better performance in the festive season.

"The demand has always been strong, but we have been grappling with supply chain constraints. It is now that all the hard work on ramping up the supply chain is beginning to pay off and we see growth in our production numbers," said Ravneet S Phokela, chief business officer, Ather Energy.

#the burning question

## How is India's EV sector boosting the manufacturing segment?

The EV market in India is expected to grow at a CAGR of 36% by 2026, while the EV battery market is estimated to grow at a rate of 30% during the prescribed period, as per a report by the India Energy Storage Alliance. The growth of EV adoption is, thus, imminent with the concerted efforts of EV players and government policies.

The Indian government, through schemes like Faster Adoption and Manufacturing of Hybrid and Electric Vehicles Phase II (FAME II), is providing the necessary policy support to boost the manufacturing, sale and adoption of EVs. A critical objective of FAME II and the Product Linked Incentive (PLI) Scheme is to boost the manufacturing and supply chain development sector in EV, aiming to create Atma Nirbhar Bharat.

As a part of the PLI scheme, Advanced Chemistry Cell Battery

Manufacturing (ACC) was approved in May 2021. Under this, a few selected companies will receive a fund of around ₹18,000 crores to create a battery capacity of nearly 95GWh. These manufacturing units are to be set up over two years. This will provide the much-needed infrastructural support required by EVs in India. Given the efforts by the government and allied agencies, the sector is likely to witness significant growth.



**Jeetender Sharma**,  
Founder and managing director, Okinawa

# Glimpse of

India's

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# OKINAWA OTT Play Awards



# OTTPLAY AWARDS: CELEBRATING PAN-INDIA ENTERTAINMENT

Sponsors of the first-ever OTT Play Awards & Conclave 2022 express awe for the scale and reach of the gala night



Rappali Sharma, co-founder, Okinawa Anantech, Adeshya Sharma, Anantech, Rappali Sharma, founder-MD, Okinawa Anantech

Celebrating the trispirit of Pan-India entertainment, the first-ever OTT Play Awards & Conclave 2022 applauded and awarded the best of content and talent across streaming platforms. Quality content, surpassing the boundaries of language, was the focus of the night. From Mimal Marali to The Family Man, and Aa Bhaari to Heeramandi, the OTT Play Awards lauded best of streaming content. From guests to winners to presenters, it was a truly Pan-India evening. Acknowledging the intent and effort behind putting together the event, the sponsor of the evening were all praise for the scale and reach of the gala night. Anantech, founder and MD, Okinawa Anantech, said, "OTT platforms have brought a paradigm shift in the world of audio and video consumption. Digital entertainment has been at the forefront in the past couple of years and we, at Okinawa Anantech, are excited to be part of the OTT Play Awards. It is a new-age platform for brands, content creators and the OTT

amazing platform, giving an opportunity to artists from all languages." Ensuring that the esteemed guests for the night were in high spirits, sponsors Monkey Shoulder put on a great show at their bar, Sachin Mehta, country director (India), William Grant & Sons India Pvt. Ltd. said, "Monkey Shoulder stands for free-spirited, fun-loving and playful vibes just like the OTT Play Awards! It brought alive light-hearted, cheery banter among the audience with the best drink and cocktails created by our Chief Monkey Officer (CMO) and India brand ambassador, Guravir Sareen. The powered by sponsor of the event, Multa, was expressed gratitude to have been associated with an award show of this scale and stature. Kamal Khushlani, founder and CEO, Multa, said, "Being a part of the first-ever OTT awards in the country was a great experience for us. It was a great initiative to recognize and encourage talent on this



The award show was a great initiative to encourage talent on this amazing platform. **KAMAL KHUSHLANI,** Founder CEO, Multa



Team Monkey Shoulder



The OTT Play Award for Best Actor Male - Film (Jury) was shared by Paramaraj Akhtar (extreme right) for Toofan and Arvi (second from right) for Sarpanch Paramaraj presented by actor Divya Dutta. By Rappali Sharma, co-founder, Okinawa Anantech (third from left)



It was a stellar show of talent as the biggest names from the digital streaming world were felicitated at the OTT Play Awards & Conclave 2022 in Mumbai

हिन्दुस्तान हिन्दुस्तान

पुर्व मुख्यमंत्री की मौत के 15 साल बाद मिला मुआवजा

मांस का उपभोग के फल के बर फल को चुकस इत्र मां की हत्या कर 77 पन्ने का नोट लिख जान दी

असल बंधुओं और अन्य को रजा बदाने पर जवाब मांगा

Hindustan Times

04 Cityottplay awards

It was a stellar show of talent as the biggest names from the digital streaming world were felicitated at the OTT Play Awards & Conclave 2022 in Mumbai

NOW STREAMING: THE BEST OF OTT WORLD

06 Cityottplay awards

A WEB OF STARS AND CELEBRATIONS

JAI BOM (TAMIL)

MESH PRAVA

ASHAYI PANDARAJ FOR VIL

HINDI-PUNJABI

KANIK HILLON

OKINAWA Power the Change

OTTplay AWARDS & CONCLAVE 2022

एक राष्ट्र, एक OTT अवार्ड

अंतराष्ट्रीय अतिथि अश्विनी 011 अर्द्ध 001, निरवका 012एड एड डी शर्मा 011 011 अर्द्ध 001, अश्विनी 011 अर्द्ध 001 अश्विनी 011 अर्द्ध 001, अश्विनी 011 अर्द्ध 001

पॉपुलर वॉइस अवार्ड के लिए वोटिंग जारी है

OTTplay AWARDS & CONCLAVE 2022

अंतराष्ट्रीय अतिथि अश्विनी 011 अर्द्ध 001, निरवका 012एड एड डी शर्मा 011 011 अर्द्ध 001, अश्विनी 011 अर्द्ध 001 अश्विनी 011 अर्द्ध 001, अश्विनी 011 अर्द्ध 001

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

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Pramila Motors Private Limited	Bihar	Aurangabad
Radha Motors	Maharashtra	Wardha
RAJESHAM MOTORS	Maharashtra	Washum
Madhav E-Vehicles	Gujarat	Amreli
Balaji Autowings	Gujarat	Gandhidham
Shree Krishna Automobile	Madhya Pradesh	Shivpuri
Bhagwati Synthetics	Karnataka	Belgaum
Ritika Automotives	West Bengal	Kolkata
G S Enterprisese	Uttar Pradesh	Fatehpur
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## Okinawa opens Galaxy Showroom in Bhubaneswar

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TRNDING NOW E-MTI Clean Mobility Launches Electric Three-Wheeler, Honda Electric

### Okinawa Autotech Opens Galaxy Showroom At Nayapalli, Bhubaneswar

By Pooja Chandak - 6th September 2022



A live photo of Okinawa Autotech Opens Galaxy Showroom At Nayapalli, Bhubaneswar

Estimated Reading Time: 1 minutes

Okinawa Autotech opens its super-modern Galaxy Showroom at Nayapalli in Bhubaneswar. Reston Galaxy is launching the dealership. The latest experience centre, which is equipped with the most up-to-date technology, will offer customers a hands-on...

NEWS TODAY



### Okinawa opens Galaxy Showroom in Bhubaneswar, Auto Information, ET Auto

September 6, 2022 by Auto News Today

**INDIANAUTOS BLOG** The automobiles blogging pioneer

HOME CAR NEWS BIKE NEWS REVIEWS

Trending: Honda Rebel 500, Kia Sonet Kia QV, 2020 Hyundai GD, Royal Enfield Meteor 350

### Okinawa Electric Scooters: New Galaxy Showroom Opens in Bhubaneswar

© 06/09/2022 - 11:00 | Okinawa Praise, Bike news, Okinawa | 1,148 Tom



Customers can now check out the Okinawa electric scooters at the brand's new Galaxy showroom that has been newly opened in Bhubaneswar.



Boostered with state-of-the-art technology, the latest experience centre will provide customers with a real-time, hands-on purchasing experience while also increasing awareness and engagement for electric two-wheelers in Bhubaneswar.

**ET Auto.com** From The Economic Times

ALTAIR TECH CONFERENCE

### Okinawa opens Galaxy Showroom in Bhubaneswar

The latest experience centre will provide customers with a real-time, hands-on purchasing experience while also increasing awareness and engagement for electric two-wheelers in Bhubaneswar, the company said.

ETAuto | September 06, 2022, 16:52 IST



The store will feature a customer-centric space where customers can enjoy their shopping experience with ease.

New Delhi: Okinawa Autotech on Monday said it has inaugurated its Galaxy Showroom in Nayapalli, Bhubaneswar, by Reston Galaxy.



## Okinawa opens Galaxy Showroom in Bhubaneswar

ETAuto	<a href="https://auto.economictimes.indiatimes.com/news/aftermarket/okinawa-opens-galaxy-showroom-in-bhubaneswar/94004891">https://auto.economictimes.indiatimes.com/news/aftermarket/okinawa-opens-galaxy-showroom-in-bhubaneswar/94004891</a>
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## Okinawa opens Galaxy Showroom in Noida



HOME NEWS QUICKBYTES INTERVIEWS REVIEWS VIDEOS GALLERY COMMUNITIES SUB

### Okinawa Autotech Opens Another Galaxy Store; This Time In Noida

Follow

Through this Galaxy Store, Noida's residents will also be able to experience the engineering that goes on behind the scenes of Okinawa's products through its Cut-Section scooter displayed at the store.



Photo Credit - Okinawa Autotech



CX Connect Summit

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HOME / EXPRESS MOBILITY / Okinawa Opens its New Galaxy Store in Noida

### Okinawa opens its new Galaxy Store in Noida

The key USP of this store is its customisation zone, where customers can revamp their chosen vehicle with bespoke details.

Written by Express Mobility Desk

September 8, 2022 1:59:36 pm



### Okinawa Galaxy Showroom Opens in Noida

Okinawa Galaxy Showroom has been inaugurated in Noida. The electric scooter brand's new outlet comes under the MAPL Group and is located in Sector 63.



Home / Auto / Okinawa opens its new Galaxy Store in Noida

### Okinawa opens its new Galaxy Store in Noida

September 8, 2022



Okinawa Autotech, one of the country's two-wheeler manufacturing companies, inaugurated its ultra-modern Galaxy



HOME NEWS REVIEWS ELECTRIC VEHICLES ADVICE FEATURES

### Okinawa opens Galaxy Store in Noida

08/09/2022 - by Noida



Written by Noida



Okinawa Autotech recently inaugurated a new ultra-modern Galaxy Showroom. This facility has come up in Noida, Gautam Buddha Nagar, Noida, Group will manage this new Galaxy Showroom. The address of this showroom is Sector 63, Noida. Equipped by its world-class technology, the brand-new experience centre will aim to offer a real-time customising experience to customers. At the same time, it also spread driving awareness and engagement in terms of electric two-wheelers. The inauguration ceremony of the Galaxy Store on 7th September 2022 was an invite-only event which saw the participation of auto enthusiasts. They browsed through Okinawa's extensive range of high and low-speed e-scooters.



### ओकिनावा ऑटोटेक ने नोएडा में अपने गैलेक्सी स्टोर के भव्य शुभारंभ की घोषणा की

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आपके लिए हिस्ट्री - पूरा नाम पता पूरा सम्पर्क नम्बर टेलीग्राम चैनल एड्रेस सब कुछ

### नोएडावासियों के लिए बड़ी खबर, Okinawa का शोरूम खुला, बिक रहे एक से बढ़कर एक इलेक्ट्रिक स्कूटर

Authorised by ओके टाइम्स | महाराष्ट्र, दिल्ली | Updated: 10 Sept 2022, 1:58 pm



Okinawa Showroom At Noida: एल एचए के नीएडा सेक्टर 63 में इलेक्ट्रिक टू-व्हीलर कंपनी ओकिनावा ऑटोटेक ने बड़ा शोरूम खोला है, जिसके आरंभ के जिले के लोगों को...



## Okinawa opens Galaxy Showroom in Noida

BW Auto World	<a href="http://bwautoworld.businessworld.in/article/Okinawa-Autotech-Opens-Another-Galaxy-Store-This-Time-In-Noida/08-09-2022-445726/">http://bwautoworld.businessworld.in/article/Okinawa-Autotech-Opens-Another-Galaxy-Store-This-Time-In-Noida/08-09-2022-445726/</a>
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Mobility Outlook	<a href="https://www.mobilityoutlook.com/analysis/august-e2v-sales-hero-electric-leads-ather-sells-more-than-ola/">https://www.mobilityoutlook.com/analysis/august-e2v-sales-hero-electric-leads-ather-sells-more-than-ola/</a>
The Financial Express	<a href="https://www.financialexpress.com/express-mobility/ev-startups-causing-headaches-for-established-two-wheeler-firms/2650374/">https://www.financialexpress.com/express-mobility/ev-startups-causing-headaches-for-established-two-wheeler-firms/2650374/</a>
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Business Standard	<a href="https://www.business-standard.com/article/companies/e-scooter-makers-at-inflexion-point-august-registrations-up-by-over-10-122083101008_1.html">https://www.business-standard.com/article/companies/e-scooter-makers-at-inflexion-point-august-registrations-up-by-over-10-122083101008_1.html</a>
Mobility Outlook	<a href="https://www.mobilityoutlook.com/analysis/will-scooter-sales-outnumber-motorcycle-sales-in-india/">https://www.mobilityoutlook.com/analysis/will-scooter-sales-outnumber-motorcycle-sales-in-india/</a>
The News Men	<a href="https://thenewsmen.co.in/business/hero-electric-sells-record-over-10k-ev-2wheelers-in-a-month-ola-electric-falters/82515">https://thenewsmen.co.in/business/hero-electric-sells-record-over-10k-ev-2wheelers-in-a-month-ola-electric-falters/82515</a>
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Online EV	<a href="https://www.onlineev.com/hero-electric-tops-two-wheeler-ev-sales-charts-in-august-ola-electric-saw-declined/">https://www.onlineev.com/hero-electric-tops-two-wheeler-ev-sales-charts-in-august-ola-electric-saw-declined/</a>

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# Dealer Initiative



Navin Autolink Iip, Vadodara



Bansal Motors, Raigarh



Weber E Vehicles, Surat



Chetana Automobiles, Sangli



EV Autolink, Nadiad



## EV Autolink, Nadiad

## Bhansali Okinawa, Nandurbar



## Navin Autolink LLP, Ahmedabad

## NS MOTORS, Bhopal



### 180 किलोमीटर रेंज वाला ओकिनावा का नया इलेक्ट्रिक स्कूटर OKHI 90 लॉन्च

भारत में पहला इलेक्ट्रिक स्कूटर बेचने वाली देशी कंपनी ओकिनावा ऑटोटेक ने नया इलेक्ट्रिक स्कूटर ओकिनावा ओखी 90 लॉन्च किया है, जो कि नानंदर बेटी रंज के साथ ही स्पोर्टी लुक, पीपी टायर और बॉडी सेंट जाल हार्ड परफॉर्मिंग इलेक्ट्रिक स्कूटर है। ओकिनावा ने इस स्कूटर को खास तौर पर मिट्टी राइडर्स के लिए बना किया है, जो हर दिन 180 से 200 किलोमीटर तक काम से अलग-जानते हैं। एन एस मोटर्स अधिकांश वॉलर के सुनिल खामरा एस आरपीय शरण भारद्वाज ने बताया कि सिंगल चार्ज पर इसकी बैटरी रेंज 180 किलोमीटर तक की होगी। खास बात यह है कि कंपनी ने इसे 16 ह्वी की एल्फिनिवम आरपीय बॉडी के साथ पैका किया है, जिसे लोगों को खराब सड़कों पर भी इस इलेक्ट्रिक स्कूटर पर राइडिंग का अच्छा एक्सपीरियंस मिलेगा। ओकिनावा के इस इलेक्ट्रिक स्कूटर का रियर और फ्रंट लुक अच्छा है। बाकी फीचर्स की बात करें तो इसमें ऑटोमैटिक ब्रेकस स्टार्ट, इन-ब्लिक्ट नेविगेशन, डिजिटल स्पीडोमीटर, मोबाइल जॉबिंग यूएसबी पोर्ट, ब्लूटूथ कनेक्टिविटी, एम्बेड चॉक्स लाइट, जियो फेंसिंग और रिमोट पार्किंग समेत अन्य बेह सारे फीचर्स हैं। आपको इस इलेक्ट्रिक स्कूटर की चलती समय स्पेड अलर्ट, कल और नोटिफिकेशन अलर्ट के साथ ही बैटरी स्टेटस जैसी जानकारी भी मिलती है।

## Kashvi Motors, Indore




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Auth. Dealer : Okinawa Autotech Pvt. Ltd.  
Plot No. 14, 25 & 26 Villanate N-Cable, Kalar Rd, Bhopal, Tel: 8755-485097, Mob: 997222365, 8868622840

**KHAMBRA AUTOMOBILES**  
27.5 St, Patel Market, Chhatrapati Shahu Road, Bhopal (Opp. Sankar) Mob: 997222365  
Shop No. 6-7 Sachidanand Nagar, Nizamuddin Road, Mania Shankar, Bhopal Tel: 8755-4850720, Mob: 9920554425, 9107222365

**SHREE MAHAKAL AUTO MOBILE**  
Shop No. 02, 80 Ft Station Road, Hanitpa Ashoka Garden, Bhopal Mob: 8895719421, 7890356776

## Navin Autolink LLP, Rajkot





# Dealer Initiative



GT Motors, Bihar



Ghosh Okinawa, West Bengal



NP Auto, Bihar



Ashirbad Okinawa, West Bengal



IB MOTORS, Jharkhand



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**PRAISE PRO**  
HIGHEST SELLING ELECTRIC SCOOTER

NO	TOP 10 SCOOTERS	JUL 22	JUL 21	DIFF	GROWTH % YOY	%SHARE JUL 22
1	Honda Activa	2,13,807	1,82,956	50,851	31.21	49.79
2	TVS Jupiter	62,094	38,209	23,885	62.51	14.46
3	Suzuki Access	41,440	46,985	-5,545	-11.80	9.65
4	Honda Dio	38,229	20,604	15,625	75.83	8.44
5	TVS Ntorq	24,367	23,983	384	1.60	5.67
6	Hero Pleasure	12,993	17,713	-4,720	-26.65	3.03
7	Okinawa Praise Pro Electric	10,041	2,171	7,870	362.51	2.34
8	Suzuki Burgman	9,642	10,104	-462	-4.57	2.25
9	TVS Scooty Pep+	9,447	4,478	4,969	110.96	2.20
10	Yamaha Fascino	9,373	9,525	-152	-1.60	2.18
-	Total	4,29,433	3,36,728	92,705	27.53	100.00

Source: Rushlane

Okinawa PraisePro is the one & only electric scooter in the crowd of all IC engine brands.

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**58 km/h** Top Speed    **2-3 hrs** Charging Time

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