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TIMES

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# Exciting New Colours



SUN  
ORANGE

MILITARY  
GREEN

MAUVE  
PURPLE

MOCHA  
BROWN

SEAFOAM  
GREEN

OCEAN  
BLUE

LIQUID  
METAL

ELECTRIC  
GREEN

[www.okinawascooters.com](http://www.okinawascooters.com)



# Driving the Future of Sustainable Mobility in India with a Splash of Colours

Dear all,

I hope this message finds you in excellent health. I want to take this opportunity to express my sincere gratitude to each one of you for your unwavering dedication and hard work. Thanks to your efforts, Okinawa Autotech has become the leading EV Two-Wheeler brand in the country. Our top-most priority at Okinawa has always been to provide exceptional electric scooter journeys to our valued customers, along with innovative and extensive choices for customization.

We have achieved an impressive sales figure of 2,50,000 units in India, driving the future of sustainable mobility in the country with a splash of colors. As a token of appreciation, we are delighted to offer our Praise family customers a diverse range of bright and lively colors to choose from. With the inclusion of more colour choices, riders can now select a Scooter that complements their individuality and preferences, enhancing their riding experience and creating lasting memories.



We began our operations in 2015 and introduced our first model, the Ridge, in 2017. Today, Okinawa Autotech has the most diversified product portfolio, with over 540 (3S) touchpoints, unrivaled after-sales support, and improved customer connectivity. This accomplishment is a testament to our commitment to provide sustainable mobility solutions to our customers. The Indian automobile industry is witnessing macro concerns such as mounting environmental anxieties, government policies, heightened consumer awareness, and rising fuel prices, among others. These concerns, coupled with the eradication of obstacles like safety and range anxiety, have spurred higher adoption of EVs in the country. The recent Economic Survey estimates that the domestic EV market will expand at a 49% CAGR between 2022-2030, with 10 million annual sales by 2030.

We believe the electric mobility revolution in India has just begun, and Okinawa Autotech has played an instrumental role in promoting the growth of electric mobility by offering cost-effective and efficient electric vehicles in the country. We are geared up to enter the untapped segment of electric cruiser motorcycles to meet the growing demand, and we are confident that the future of the Indian EV industry is exceedingly bright.



Our Managing Director, Mr. Jeetender Sharma, authored an article in The Times of India sharing his thoughts on high-performance electric Two-Wheelers in India highlighting Okinawa's achievement of becoming the first EV brand to surpass the 250,000 milestone.

## 80% two-wheelers in India to be electric by 2030: Growing demand for high-performance E2W

TIMESOFINDIA.COM / Apr 15, 2023, 16:37 IST

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Jeetender Sharma, Okinawa Autotech

*This article is authored by Jeetender Sharma, Managing Director & Founder, Okinawa Autotech*

There is a significant increase in customers who are actively switching to electric two-wheelers for the myriad benefits they offer. In recent times, the Indian EV ecosystem has registered robust growth, thanks to the acknowledgement of climate change as a serious threat, the focus of the government on promoting electric vehicles and most importantly, rising consumer awareness. The Centre in this year's Budget has announced an extension on the exemption of customs duties to the import of capital goods and machinery required for the manufacturing of lithium-ion cells for batteries. This move is set to propel e-mobility adoption. Also, key steps such as various schemes and policies, tax



## A MAUVE MOVE



EDITION: IN | GURGAON | 31°C

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## Okinawa Praise electric scooter gets new colour options: Details

PRACHI AHLUWALIA / TIMESOFINDIA.COM / Mar 28, 2023, 18:24 IST

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Okinawa Praise electric scooter gets new colour options: Details


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## Okinawa introduces new colour options for the Praise electric scooter range

Okinawa has rolled out its 2,50,000th unit, the popular Praise Pro model from its manufacturing plant in Rajasthan.

Written by [Express Drives Desk](#)  
March 28, 2023 13:43 IST

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## Okinawa PraisePro & iPraise+ electric scooters get new colour options

Gurgaon-based electric two-wheeler maker **Okinawa Autotech** has announced the addition of new colour options to its Praise family of electric scooters. The **Okinawa PraisePro** and **Okinawa iPraise+** will now be available in eight new colours - Electric Green, Ocean Blue, Mauve Purple, Liquid Metal, Military Green, Mocha Brown, Seafoam Green, and Sun Orange. The new colours aim to bring more personalisation options to customers.

By: HT Auto Desk | Updated on: 28 Mar 2023, 13:02 PM

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जागरण फोकस | IPL 2023 | जी20 भारत | क्या खरीदे | नई रिलीज | गेमिंग न्यूज़ | विश्वास न्यूज़

## Okinawa PraisePro और iPraise+ अब दिखेंगे पहले से ज्यादा शानदार, मिले 8 नए कलर अपडेट

RAMMOHAN MISHRA  
Publish Date: Tue, 28 Mar 2023 03:03 PM (IST)  
Updated Date: Tue, 28 Mar 2023 03:03 PM (IST)

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**MAJESTIC METALLIC**

## Okinawa Autotech introduces vibrant colour options to its 'Praise' Family.

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**MOCHA-FIED MOBILITY**



At Okinawa Autotech, we followed a meticulous process to launch four new colours each for our PraisePro and iPraise+ models.

We started by conducting customer surveys and taking extensive feedback to understand their preferences.

We also relied on market insights to gain a better understanding of the current trends in the electric two-wheeler industry.

Based on this research, we finalized the eight colours based on specific themes:

Mocha Brown: Urban Chic, Sophistication, and style

Electric Green: Innovation, Modernity, and forward-thinking

Mauve Purple: Elegance, Refinement, and Individuality

Military Green: Adventure, Durability, and Ruggedness

Ocean Blue: Freedom, Peace, and Tranquility

Sun Orange: Energy, Optimism, and Happiness

Liquid Metal: Futuristic, Cutting-Edge, and Premium

Seafoam Green: Eco-Friendliness, Sustainability, and Nature-Inspired design

Our new colour range now includes Military Green, Mocha Brown, Seafoam Green, Sun Orange, Mauve Purple, Electric Green, Liquid Metal, and Ocean Blue.

These colours have been carefully chosen to cater to the diverse needs and preferences of our customers and to provide them with an exceptional riding experience.



THE FUTURE IS GREEN

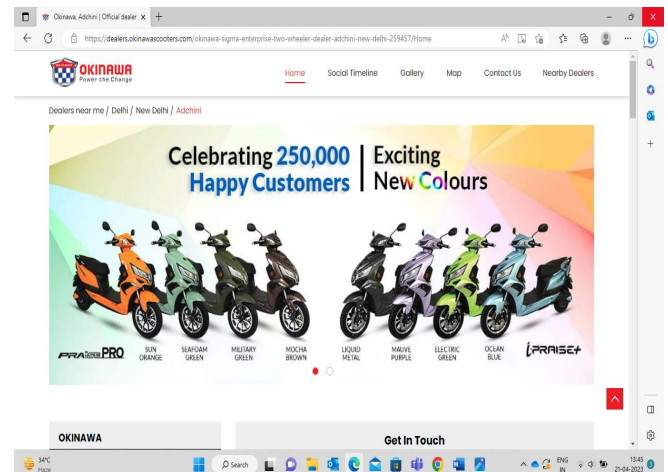
## The launch of our vibrant new colors with radio campaign during IPL Coverage



We are thrilled to announce the success of our recent radio campaign promoting the launch of our vibrant new colors for Okinawa Scooters, which aired during IPL coverage on Radio Mirchi. The campaign was strategically aired during the IPL coverage on Radio Mirchi, capturing the attention of our target audience. Our team worked tirelessly to create an ad that captured the thrill and excitement of IPL while showcasing the chic and colorful new collection. We are pleased to report that the response from our audience has been overwhelmingly positive, and we want to express our gratitude for your support. Stay tuned for more updates from Okinawa Scooters as we continue to innovate and grow.

## First stage of Okinawa's Google business listing and hyperlocal activation

We are excited to share that we have completed the first stage of our Google Business Listings and hyperlocal activation. This will help increase our online presence and visibility among potential customers. As we move forward, we will continue to explore new and innovative ways to increase our visibility and reach more customers.



# A MAUVE MOVE



Programmatic Rich Media ads (Interactive) across news, sports websites & mobile Apps.

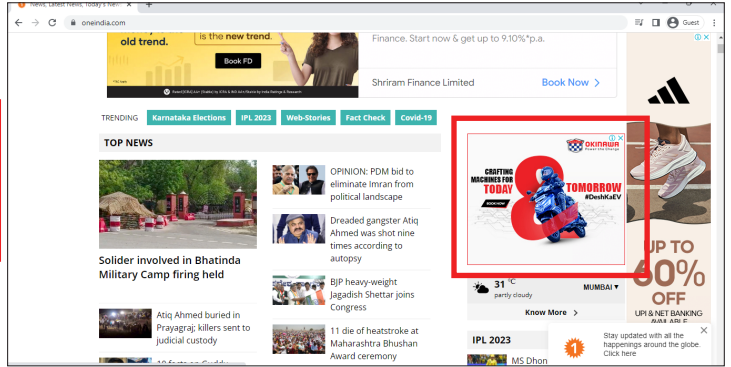


THE ORANGE RUSH

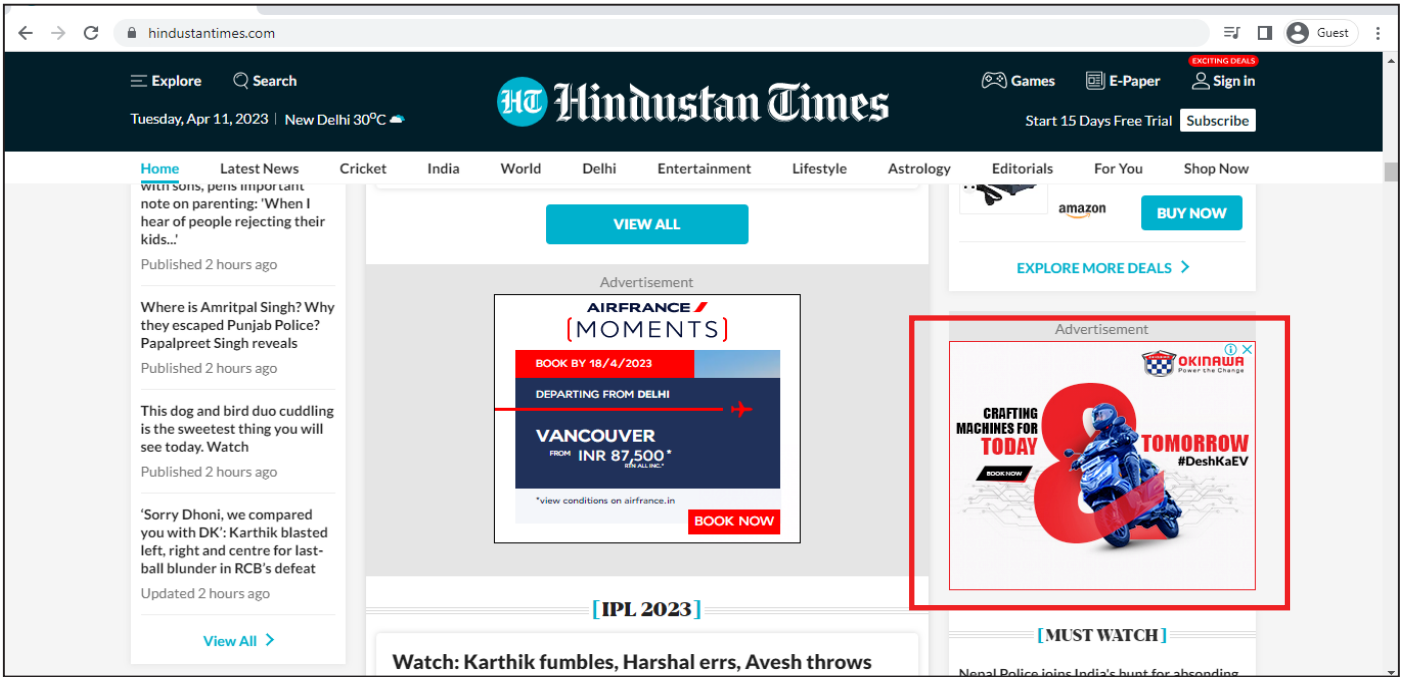
## News 18



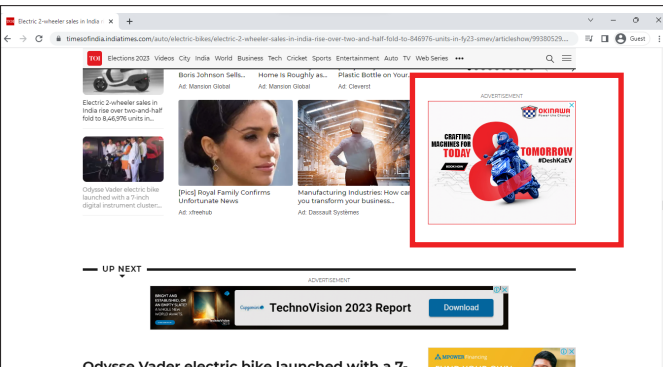
## One India



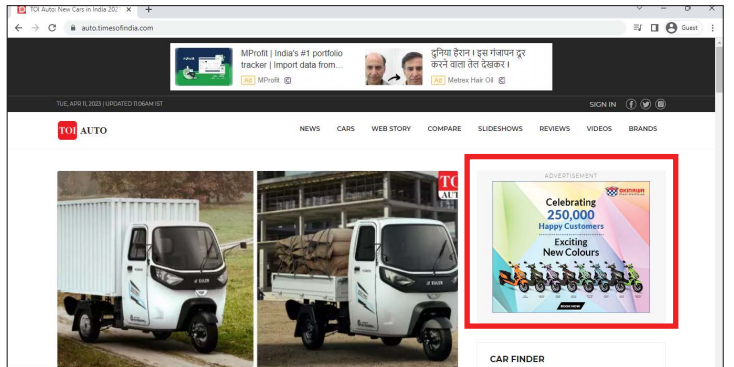
## Hindustan Times



## TOI



## TOI Auto



# ELECTRIC GREEN



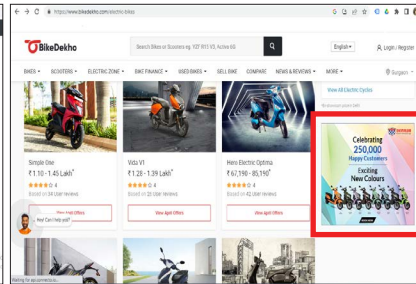
## Okinawa Autotech gains visibility on top news and sports websites

We are thrilled to announce that our brand and products have gained visibility on several news and sports websites in 6 regional languages and English. This increased visibility will help enhance our brand recognition among potential customers. We look forward to building on this momentum.

### Amar Uajala



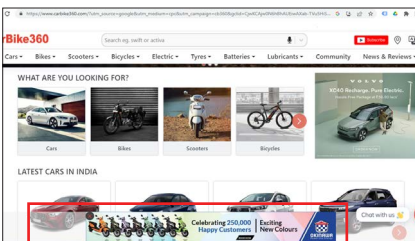
### Bike Dekho



### Danik Jagran



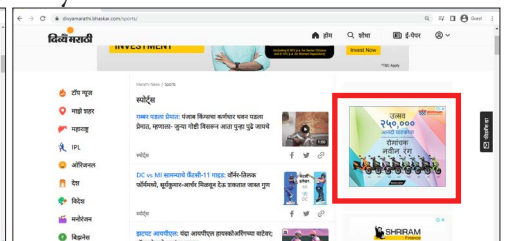
### Car And Bike



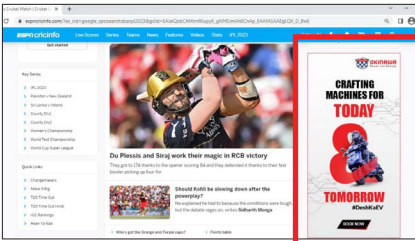
### Dinakaran



### Divya Marathi



### ESPN CricInfo



### Gujarat Samachar



### Hindustan Times



### NDTV



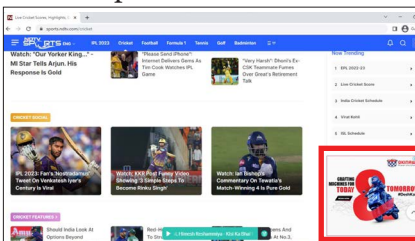
### Malayala Manorama



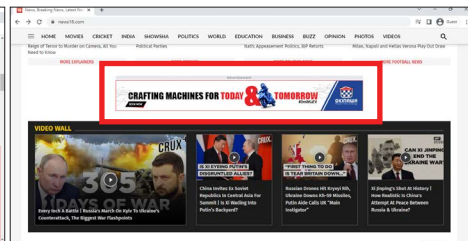
### Punjab Kesari



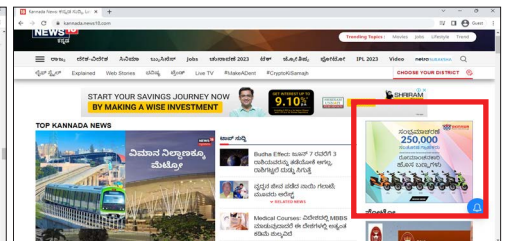
### NDTV Sports



### News 18



### News 18



# MAJESTIC METALLIC



## Recap of Last Month's Social Posts

In case you missed out on any of our social media posts from last month, here's a quick recap to keep you updated on all the latest news, events, and initiatives from Okinawa Autotech. Our social media channels have been buzzing with activity. So, take a few minutes to catch up on all the action and stay tuned for more updates!



# BLUE BLISS



## Okinawa's Creative Support for Dealer Partners

At Okinawa, we have been providing consistent creative support to our dealer partners for every occasion that aligns with our brand's DNA. These designs help create synergy throughout all promotional materials, product pictures, advertisement layouts, and more. We believe in providing comprehensive support to our partners to help them achieve success in their endeavors.

**ਵਸਾਖੀ ਦੀਆਂ ਲੱਖ-ਲੱਖ ਵਧਾਈਆਂ**  
ਜਸਮਨ ਮਨਾਓ ਇਸ ਵਿਸਾਖੀ ਦੇ ਨਵੇਂ ਦਿਲਚਸਪ ਰੰਗਾਂ ਦੇ ਨਾਲ Praise Pro & i-Praise+

**Dealer Name**  
www.okinawascooters.com | Follow us on [social icons]

**ਸ਼ੁਭ ਪਯਲਾ ਬੈਸਾਖ**  
ਐਹੀ ਪਯਲਾ ਬੈਸਾਖ ਘਰੇ ਨਿਯੇ ਆਸੂਨ ਨਤੂਨ ਰੰਗ ਏਰ Praise Pro & i-Praise+

**Dealer Name**  
www.okinawascooters.com | Follow us on [social icons]

**ਸ਼ੁਭ ਬਿਛ**  
ਨਤੂਨ ਬੋਯਾਝਕਬਰ ਬਠੋਰੇ ਐਹੀ ਬਿਛ ਉਦਯਾਪਨ ਕਬਕ Praise Pro & i-Praise+

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**ਹਾਛੀ ਵਿਛੁ**  
ਪੁਰੀਯ ਐਰੁਯੋਕਰਮਯ ਨੀਰਛੇਛੁਯਾਯੀ ਈਰੁ  
ਵੀਛੁ ਐਰੁਯੋਲੁਛੀਛੁਯੁਕ Praise Pro & i-Praise+

**Dealer Name**  
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**250,000** ਸੰਰੁਝ ਆਛੇਛੀ  
ਐਝਵਛੀ | ਆਛਝਝ  
ਨਵਾ ਰੰਗੀਮਾ....!!

DEALER DETAILS WILL BE PLACED HERE  
www.okinawascooters.com | Follow us on [social icons]

**ओकिनावा का जयान 250,000** | अब नए आकर्षक  
संरुष्ट ग्राहकों के संग | रंगों में उपलब्ध

DEALER DETAILS WILL BE PLACED HERE  
www.okinawascooters.com | Follow us on [social icons]

**संरुष्टमांशरल 250,000** | रूेमोंशरल  
संरुष्टे गुरुरलरु | हूेस बरुुगु

DEALER DETAILS WILL BE PLACED HERE  
www.okinawascooters.com | Follow us on [social icons]

**ਐਰੁਯੋਲੁਛੁ 250,000** | ਐਰੁਯੋਕਰਮਯ  
ਸਠੁਯੁਝਰੁਯ ਕਛੁਯਰੁਰੁਰੁ | ਪੁਰੀਯ ਨੀਰਛੇਛੁ

DEALER DETAILS WILL BE PLACED HERE  
www.okinawascooters.com | Follow us on [social icons]

**उत्सव २५०,०००** | रोमांचक  
आनंदी ग्राहकांचा | नवीन रंग

DEALER DETAILS WILL BE PLACED HERE  
www.okinawascooters.com | Follow us on [social icons]

**கொண்டாடுவோம் 250,000** | புத்தூணர்ச்சியூட்டும்  
மகிழ்ச்சியான வாடிக்கையாளர்களுடன் | புதிய வண்ணங்கள்

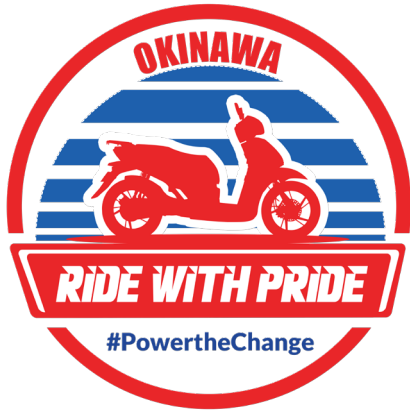
DEALER DETAILS WILL BE PLACED HERE  
www.okinawascooters.com | Follow us on [social icons]

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



**COMMAND THE STREET**





## Ace E-Bikes Achieves Highest Number of Test Rides in March

We extend our congratulations to Ace E-Bikes, one of our esteemed dealer partners, for achieving the highest number of test rides in the month of March under our customer-centric campaign, Ride with Pride. This accomplishment highlights their commitment to delivering excellent customer service and promoting the adoption of electric mobility in the country.

We are confident that other dealer partners will break this record in the coming months and emerge as winners. We appreciate the dedication of all our dealer partners and their support in our collective success. Let us continue to work together towards creating a greener and better future for our customers and the environment.



THE FUTURE IS GREEN

In April, we conducted a test ride activity for the Okhi-90 with Navbharat Times, one of India's top publications. They have posted a series of reviews of the scooter on their YouTube and Instagram channels, and the feedback has been overwhelmingly positive.




**OKINAWA Okhi 90 | ये 5 बातें आपके बड़े काम की | NBT LIFE**

NBT Life  
109K subscribers

Subscribed

Like Share Download



**journoankit** Okhi-90

**journoankit** Top 5 Things - Okinawa Okhi-90 Electric Scooter. . . #okinawaokhi90 #okhi90electricscooter #okinawa #auto #automobile #electricscooters #journoankit 4w

Liked by neha1808leo and 873 others  
MARCH 23

Add a comment... Post



## THE ORANGE RUSH



Let's welcome our new dealer partners inaugurated in April 2023.

DEALER NAME	CITY	STATE
Purvanchal Motors	Deoria	Uttar Pradesh
A S Motor (Gwalior) Pvt Ltd	Gwalior	Madhya Pradesh
Green Ev Zone	Tumkur	Karnataka

**WELCOME!**

**TO THE OKINAWA FAMILY**



THE FUTURE IS GREEN





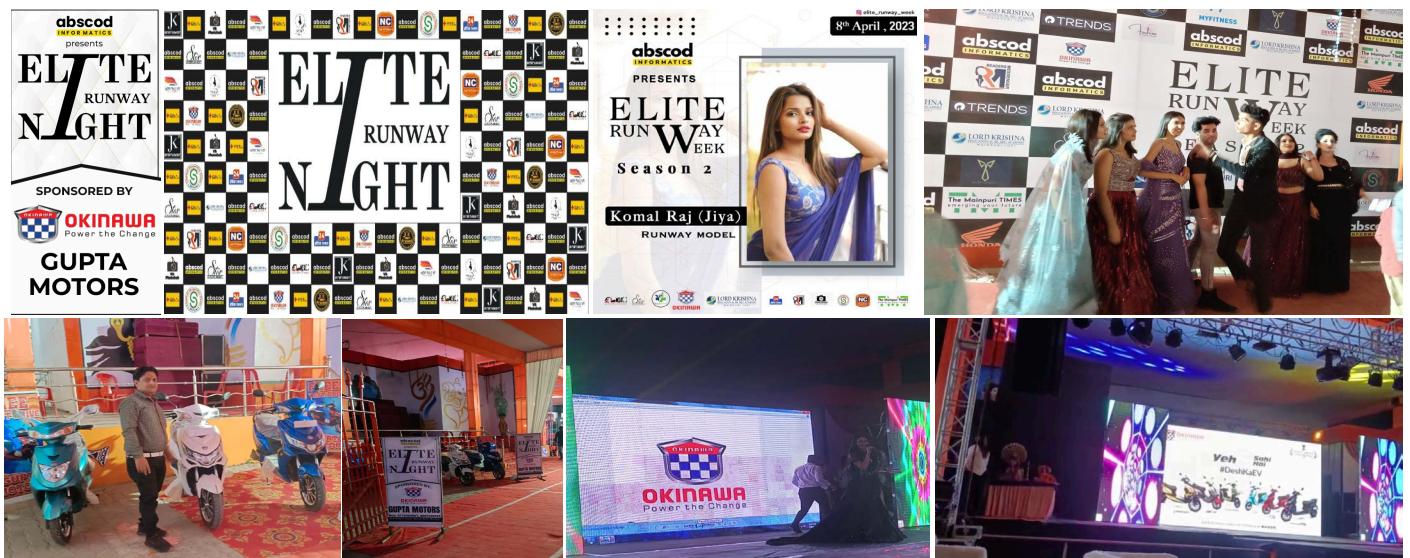
# OUT OF THE BOX THINKING

Gupta Motors, one of our esteemed dealers in Mainpuri, sponsored Elight Runway Night Season-2 in April, a fashion show where Okinawa products were featured on the screen.

The event was attended by many popular models and TV actresses.

Gupta Motors also arranged test rides and addressed customers' queries on the sidelines of the event.

We at Okinawa applaud the innovative thinking demonstrated by our dealer partners and eagerly anticipate similar initiatives by our other partners.



MAJESTIC METALLIC



## MAPL, Noida Galaxy



## Saket Autowheels, Basti



## Narain Electric, Lucknow



**ELECTRIC GREEN**



## Mahi Motors, Gorakhpur



## Purvanchal Motors, Deoria

## FM Automobiles



## Chitransh Motors, Siddharth Nagar

## Jaidhishiv Enterprises



## Kashvi Motors

## Navin Autolink

## Prasad Legendary Automotive

## SMR Motor



**A MAUVE MOVE**



Gorox EV, Rohini



Antomith, Shahdara



MAPL, Delhi



FG Motors, Mustafabad, Delhi



Reliance E Green, Uttam Nagar



Eaarth Automobility, Najafgarh



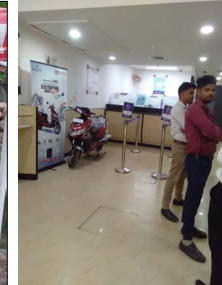
Viraj Motors  
Srikakulam-AP



Jagadamba Power Bikes, Siddipe, Telangana



Aum  
Automobile



Caltex EV



Sunrise Motors, Guntur, AP



Shakthi Motors



BLUE BLISS



## VP Motors



## Sri Gururaghavendra E-Motors



COMMAND THE STREET



**Productivity Month Celebration:** April is celebrated as Productivity Month at Okinawa Autotech. Our goal is to emphasize the significance of productivity and cultivate a culture of positive changes that can improve overall productivity.

## •Oath Taking Ceremony for employees

At Okinawa Autotech, we recently organized an Oath Taking Ceremony for all our employees. The employees took an oath to improve overall productivity. Such activities promote a sense of responsibility among employees towards their work and encourage them to contribute to the company's continuous improvement process.



## •Badge Distribution Ceremony for Standardization and Cleanliness at Okinawa Autotech Plant

In a recent ceremony at our plant, every employee took an oath to maintain a clean, uncluttered, and standardized workplace. To mark their contribution to this important initiative, they were given a badge. This activity has led to significant improvements in the cleanliness and organization of our workplace, creating a more productive and efficient environment for all. The employees also expressed their thoughts related to production by writing them on the signature wall.



**MOCHA-FIED MOBILITY**



## •Employee Training Session for Improved Performance

In an effort to enhance employee performance, a detailed training session was conducted to provide participants with the necessary skills and knowledge for performing tasks more effectively.



## •April Birthday Celebration for Okinawa Employees

As part of our HR initiative, we celebrated the birthdays of our employees in April, both at the Head Office and the plant. The celebration included cake cutting, delicious snacks, and engaging activities such as singing and dancing. This initiative not only brought joy to our employees but also helped build a strong sense of community. Moving forward, we plan to continue this activity on the last working day of each month.



**THE ORANGE RUSH**



**OKINAWA**  
Power the Change

# OKINAWA

TIMES

Please submit your entries to be a part of this newsletter by sending them to  
[okimarketing@okinawascooters.com](mailto:okimarketing@okinawascooters.com)  
before the 20th of each month.

.....

**CORPORATE OFFICE:**

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

**MANUFACTURING FACILITY:**

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

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