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OKINAWA

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TIMES

OKHi-90

Soars To New Heights

with Cutting-Edge Upgrades and
Connect Technology.



Elevating the OKHI-90 Experience

Dear Okinawa Community,

I hope this message finds you all in good health and high spirits. I am delighted to bring to you the latest edition of our monthly newsletter. This issue is particularly special as we focus on the upgrade of the Okhi-90 which comes equipped with advanced features and cutting-edge connect technology.

I'd also like to take a moment to reflect on the electric two-wheeler industry as a whole. Over the years, the industry has witnessed remarkable growth and transformation, and it fills me with immense pride to see Okinawa Autotech at the forefront of this revolution. Our journey from a budding startup to India's leading electric two-wheeler manufacturer has been nothing short of extraordinary, and it wouldn't have been possible without the unwavering dedication and hard work of our incredible team.

Our employees have been the pillars of strength driving our success. Their passion for innovation, customer-centric approach, and relentless pursuit of excellence have been instrumental in shaping our brand as one of the most-preferred EV in the country. We stand tall today because of their commitment, and I extend my heartfelt gratitude to each and every one of them.

Now, turning our focus to the highlight of this edition – the upgrade of Okhi-90. This advanced version of our flagship model sets new benchmarks in the electric scooter segment. The Okhi-90, with its AIS-156 Amendment 3 compliant battery pack and next-gen motor, promises enhanced performance, efficiency, and an



overall unparalleled riding experience.

At Okinawa Autotech, our commitment to our customers' needs and desires has always been a top priority. The new 2023 Okhi-90 is a testament to this commitment. It features an upgraded encoder-based motor for precise positioning, ensuring improved driving quality and ease of servicing. The coloured digital speedometer with built-in navigation, Bluetooth connectivity, call and notification alerts, time display, and music notifications provide seamless connectivity options for the tech-savvy riders.

The 2023 Okhi-90 takes the concept of connected scooters to a whole new level with its smart connectivity features. The "Okinawa Connect App" allows one-tap control of the scooter, ensuring convenience at your fingertips. GPS sensing, real-time positioning, geo-fencing, and turn-by-turn navigation assistance provide enhanced safety and usability. The anti-theft feature, coupled with a regenerative braking system, ensures not just convenience but also security and environmental responsibility.

The scooter's wide and longer seat, comfortable ergonomics, and advanced technology make it an ideal choice for riders of all ages. With a top speed of 80-90 kmph and a range of 160 km per charge, the Okhi-90 redefines what electric scooters can achieve in terms of performance and practicality.

The overwhelming response we received for the Okhi-90 since its initial launch is a testament to the trust and love our customers have bestowed upon us. With over 10,000 bookings in the first month, we are humbled and motivated to keep raising the bar in the electric two-wheeler market.

I would like to thank each one of you for being a part of our incredible journey. Your support and enthusiasm have been invaluable, and it is your trust that encourages us to push the boundaries of innovation further.

With the deliveries of the 2023 Okhi-90 with the AIS-156 Amendment 3 battery pack beginning in September 2023, I am excited to witness more of you experience the joy of riding our flagship model.

At Okinawa Autotech, our mission is to put India on the global EV map with revolutionary products that redefine the future of mobility. We are driven by the vision of delivering smart, innovative, stylish, comfortable, and energy-efficient vehicles at affordable prices.

Thank you once again for being a part of the Okinawa family. Let's continue this electrifying journey together!

Wishing you all happy and safe riding!

Warm regards,

Jeetender Sharma
Managing Director & Founder
Okinawa Autotech



Okinawa Autotech upgrades its high-speed electric scooter Okhi-90 with advanced features and connect technology.

Okinawa Autotech launches advanced electric version of its scooter

Mumbai, Jul 17 (UNI) Okinawa Autotech, one of India's leading electric two-wheeler manufacturers, announced on Monday the launch of all-new and advanced version of its flagship model, 'OKHI-90' with AIS-156 Amendment 3 compliant battery pack, anti-theft and other features.

Launched last year, the popular scooter gained customers and garnered bookings of over 10,000 units in its first month of launch, said Jeetender Sharma, managing director & founder of Okinawa Autotech, in a press release here.

UNI | 17 July' 2023



ओकिनावा ने इस इलेक्ट्रिक स्कूटर को किया अपडेट, जानें कैसे हैं फीचर्स और कीमत

इलेक्ट्रिक स्कूटर निम्नलिखित ओकिनावा की ओर से ओखी-90 को अपडेट किया गया है। हम इस खबर में आपको बता रहे हैं कि कंपनी को ओर से इस स्कूटर में क्या बदलाव किए गए हैं और अब इसमें क्या फीचर्स दिए गए हैं। साथ ही इसकी नई कीमत क्या है, इसकी जानकारी भी इस खबर में दे रहे हैं।

अपडेटेड वर्जन लॉन्च
ओकिनावा की ओर से फ्लैगशिप इलेक्ट्रिक स्कूटर ओखी-90 के अपडेटेड वर्जन को भारतीय बाजार में लॉन्च कर दिया गया है। इस स्कूटर में कंपनी को ओर से नए फीचर्स के साथ ही नई तकनीक को भी शामिल किया गया है। जिसका फायदा ग्राहकों को स्कूटर चलाने समय होगा।

क्या हुआ बदलाव
कंपनी की ओर से दी जानकारी के मुताबिक इसमें रीजनरेटिव एनर्जी के साथ ई-एपीएस और ऑटो कट फंक्शन को माइक्रो चार्जर के साथ पेश किया गया है। कंपनी ने इसे एनकोडर वेल्ड अफोर्डेबल मोटर दी है। इसके साथ ही इसमें कई फीचर्स जोड़े गए हैं, जिससे यह स्कूटर काफी आकर्षक हो गया है।

कैसे हैं फीचर्स
कंपनी की ओर से इस स्कूटर में बिल्ट इन नेविगेशन सिस्टम, कलर्ड डिजिटल स्पीडोमीटर, ब्लूटूथ कनेक्टिविटी, कॉल और नोटिफिकेशन अलर्ट, टाइम डिस्प्ले, म्यूजिक नोटिफिकेशन, रिवर्स मोड, जीपीएस इनेबल्ड, एंटी थैफ्ट सिस्टम जैसे फीचर्स दिए गए हैं।

कितनी दमदार बैटरी और मोटर
ओखी-90 में कंपनी ने नई एनकोडर पर आधारित मोटर दी है। वहीं इसमें लगी बैटरी को फुल चार्ज करने के बाद 160 किलोमीटर तक चलाया जा सकता है। इसकी टॉप स्पीड 90 किलोमीटर प्रति घंटा तक है। इसमें एआईएस-156 अमेंडमेंट 3 बैटरी पैक दिया गया है।

Aaj Sama | 18 July' 2023



ಒಕಿನವಾದ ಒಖಿ-90 ಹೊಸ ವರ್ಷನ್

ಎಲೆಕ್ಟ್ರಿಕ್ ಸ್ಕೂಟರ್‌ತಯಾರಿಕಾ ಕಂಪನಿ ಒಕಿನವಾ ತನ್ನ ಒಖಿ-90 ಸ್ಕೂಟರ್‌ನ್ನು ಅಪ್‌ಗ್ರೇಡ್ ಮಾಡಿ ಬಿಡುಗಡೆ ಮಾಡಿದೆ. ಅಪ್‌ಗ್ರೇಡ್‌ಡ್ ಬ್ಯಾಟರಿ, ನೆಕ್ಸ್ಟ್-ಜೆನ್ ಮೋಟಾರ್‌ಇದರ ವೈಶಿಷ್ಟ್ಯತೆ. ನ್ಯಾವಿಗೇಷನ್ ಸಿಸ್ಟಮ್ ಜೊತೆಗೆ ಡಿಜಿಟಲ್ ಸ್ಪೀಡೋಮೀಟರ್ ಇದರಲ್ಲಿದೆ. ಸೆಪ್ಟೆಂಬರ್‌ನಲ್ಲಿ ಈ ಸ್ಕೂಟರ್‌ಲಭ್ಯವಾಗಲಿದೆ. ಪೂರ್ತಿ ಚಾರ್ಜ್ ಮಾಡಿದರೆ 160 ಕಿಮೀ ರೇಂಜ್ ಕೊಡುತ್ತದೆ ಎಂದು ಕಂಪನಿ ಹೇಳಿದೆ.

Kannada Prabha | 19 July' 2023

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Social Media

HT Auto @HTAutotweets · 53s
The 2023 Okhi-90 scooter comes with a ground clearance of 175 mm to suit the Indian road conditions.
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electrikez.com
Okinawa Autotech Unveils Upgraded OKHI-90 Electric Scooter with ...
The new 2023 Okinawa OKHI-90 boasts feature such as an upgraded enoder-based motor, improved driving quality, and easy servicing.

91mobiles @91mobiles · 10m
The Okinawa Okhi 90 competes with the likes of the Ola S1 Pro, Athex 450X and Bajaj Chetak in the premium electric two wheeler market



91mobiles.com
2023 Okinawa Okhi 90 launched: price, new features
Okinawa Okhi 90 electric scooter has been updated. The new Okhi electric scooter gets advanced features. Check out the Okhi 90 elec...

Financial Express Hindi @FeHindi · 17m
2023 Okinawa Okhi-90 ई-स्कूटर लॉन्च, फुल चार्ज पर चलेगा 160 किमी, चेक करें कीमत और फीचर
[#okinawa](#) [#ev](#) [#ElectricVehicles](#) [#escooter](#)



hindi.financialexpress.com
2023 Okinawa Okhi-90 ई-स्कूटर लॉन्च, फुल चार्ज पर चलेगा 160 किमी, चेक ...
Okinawa Okhi-90 के लेटेस्ट एडिशन को 1.86 लाख रुपये के एक्स-शोरूम कीमत में लॉन्च किया गया. कंपनी का दावा है कि सिंगल चार्ज पर यह ईवी 160 किमी का रेंज देगा.

Jansatta @Jansatta · 1h
नए अपडेट के साथ लॉन्च हुआ 2023 Okinawa Okhi90, जाने कीमत से लेकर रेंज तक पूरी विडिट
[#Okinawa](#) [#OkinawaOkhi90](#) [@OkinawaAutotech](#)



jansatta.com
नए अपडेट के साथ लॉन्च हुआ 2023 Okinawa Okhi90, जाने कीमत से लेकर रेंज ...
2023 Okinawa Okhi90 का मुकामला, एयर 450 एक्स, ओला एस1, सिपल वन जैसे प्रीमियम इलेक्ट्रिक स्कूटर के साथ होता है।

RushLane @rushlane · 2h
Okhi-90 Electric Scooter Upgrades - Smart Display, Smooth Navigation
[dlvr.it/SsLHbZ](#)



5 982

HT Auto @HTAutotweets · 10h
The 2023 Okhi-90 scooter comes with a ground clearance of 175 mm to suit the Indian road conditions.
[@OkinawaAutotech](#)



auto.hindustantimes.com
Okinawa Okhi-90 electric scooter updated with new battery, connec...
The 2023 Okhi-90 scooter comes with a ground clearance of 175 mm to suit the Indian road conditions.

GulfHindi.com @gulfhindinews · 3h
Okinawa Okhi 90: नए Battery Pack और नए Connectivity फीचर के साथ इस इलेक्ट्रिक स्कूटर को मिला बहुत बड़ा अपडेट यहाँ पढ़ें: [#t:tt/82o13Q](#)



17

Autocar Professionals @autocarpro · 18h
Okinawa Autotech rolls out upgraded flagship electric scooter Okhi 90 with AIS-156-compliant battery pack, new motor & enhanced features: claimed top speed to 90kph and 160km range per charge [fb.gy/otrbo](#)



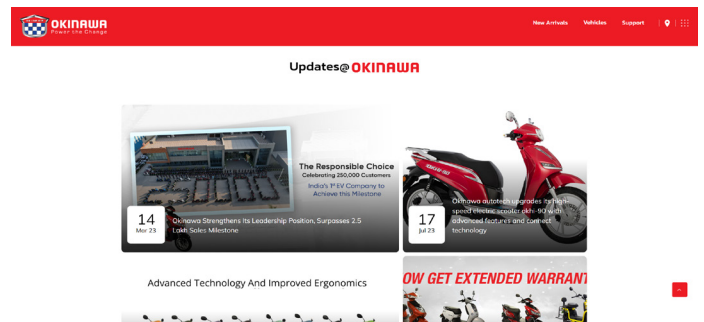
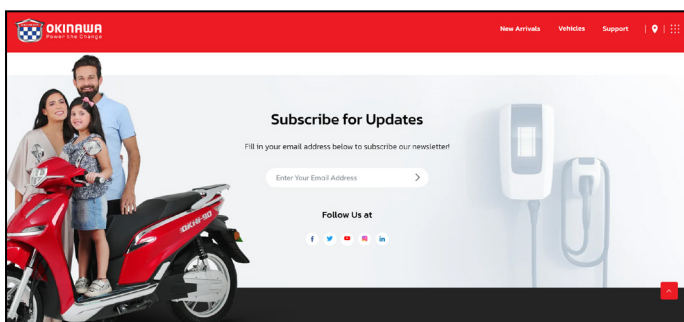
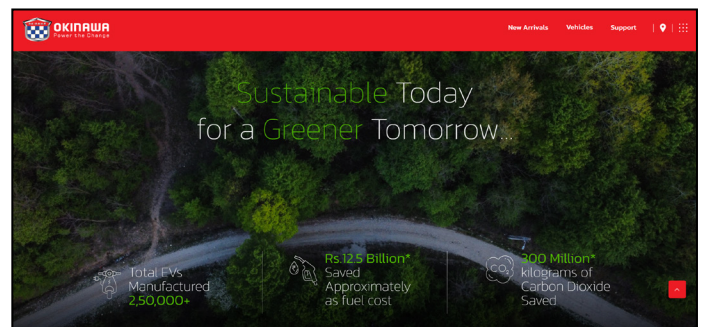
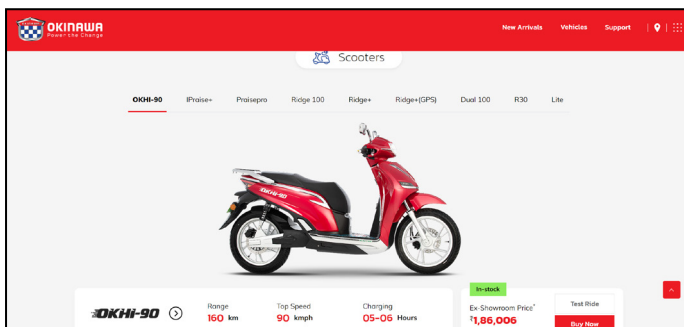
Dev Auto Electric and 3 others
4 721

Gadgets 360 Hindi @GadgetsHindi · 18h
Okinawa ने लॉन्च किया 160 Km रेंज वाला 2023 Okhi-90 इलेक्ट्रिक स्कूटर, जाने कीमत और स्पेसिफिकेशन्स



hindi.gadgets360.com
Okinawa ने लॉन्च किया 160 Km रेंज वाला 2023 Okhi-90 इलेक्ट्रिक स्कूटर, जाने...
2023 Okhi-90 एक बार चार्ज करने पर 160 किलोमीटर की रेंज देने का दावा करता है, जबकि इसकी टॉप-स्पीड 90 किमी प्रति घंटा बताई गई है। इस इलेक्ट्रिक स्कूटर ...

Okinawa's new website went live in July. We have completely redesigned our website to create a modern and visually appealing interface. Navigating through our various pages and sections will be smoother than ever before. Our improved navigation system ensures that users can effortlessly explore our products, book test rides & prebook the vehicle. The new website is built on mobile-first technology, it has the latest functionalities and integrations.

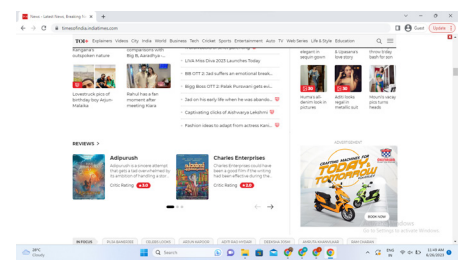
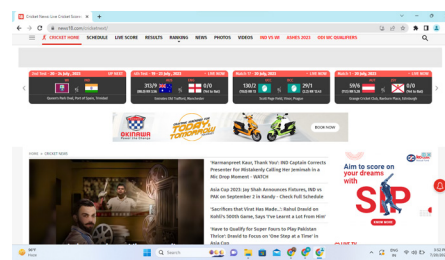
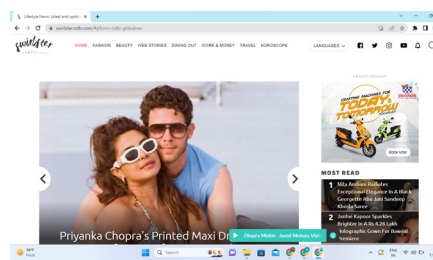
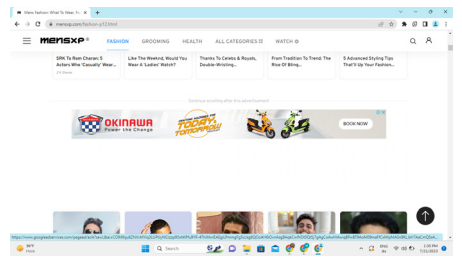
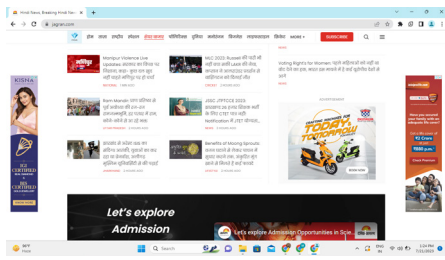
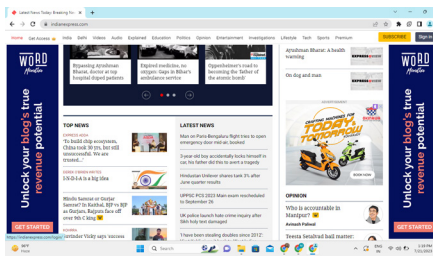
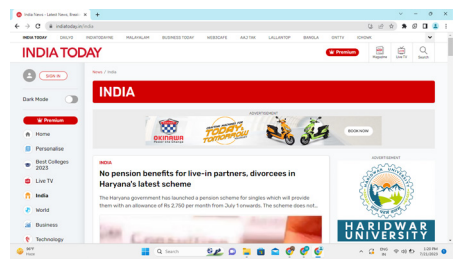
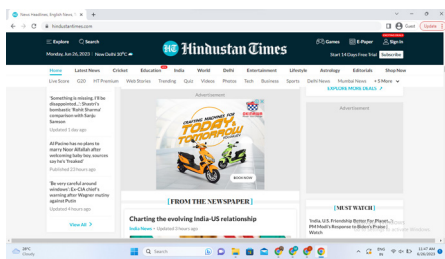
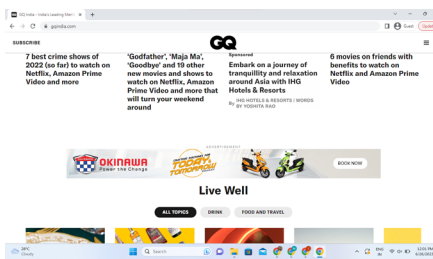
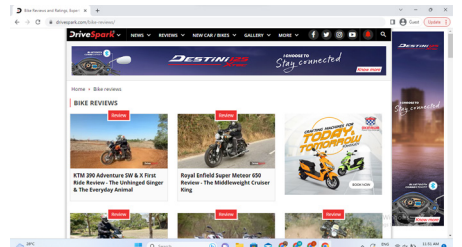
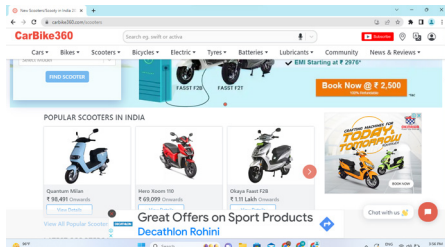
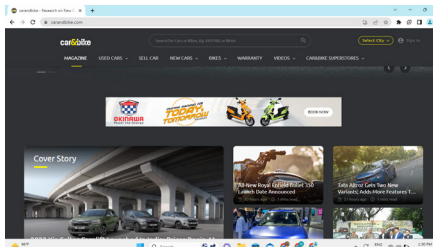
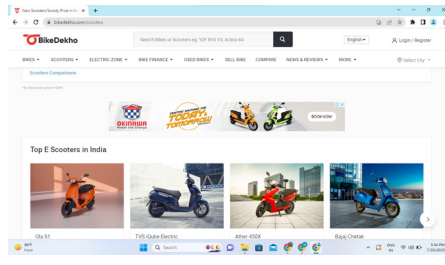
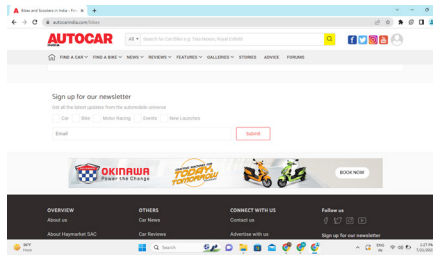


Marketing Initiative



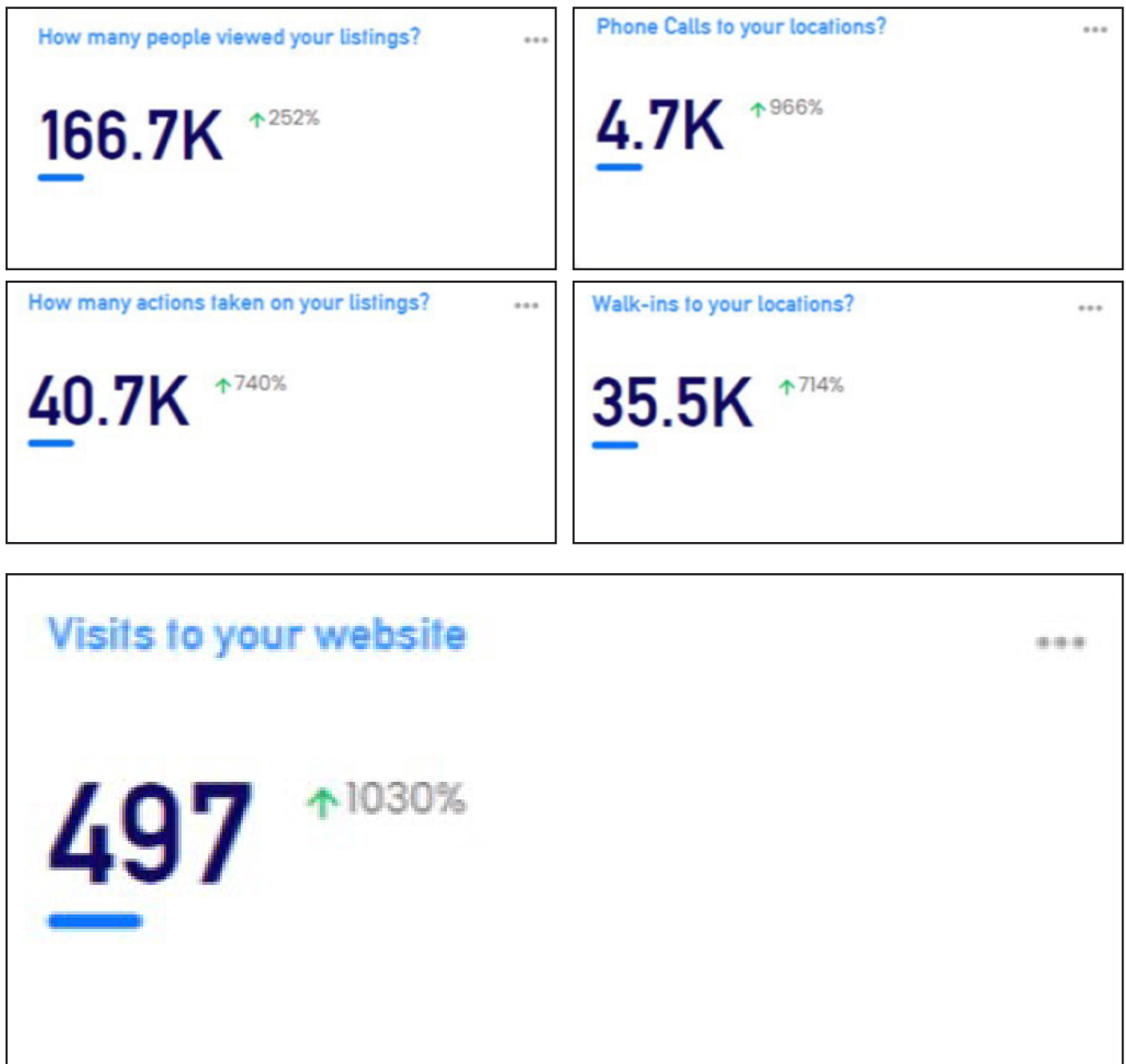
Okinawa Autotech gains visibility on top news, sports websites and mobile apps

We are thrilled to announce that our brand and products have gained visibility on several mobile apps, 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.



Gaining Traction with our Google My Business Listings and Hyperlocal Activation.

We are thrilled to announce that our efforts in implementing Google My Business Listings and hyperlocal activation have been met with positive traction. Witnessing a surge in online presence and visibility among potential customers, we are elated with the initial results. As we progress, we remain committed to uncovering fresh and ingenious approaches to further amplify our visibility and expand our customer outreach.



Hyperlocal Marketing campaign: Google Listing

Connecting potential Customers 'in buying mode' to Okinawa by leveraging the most comprehensive location based martech solution.

#DigitalTransformation

#Phygital

#O2O

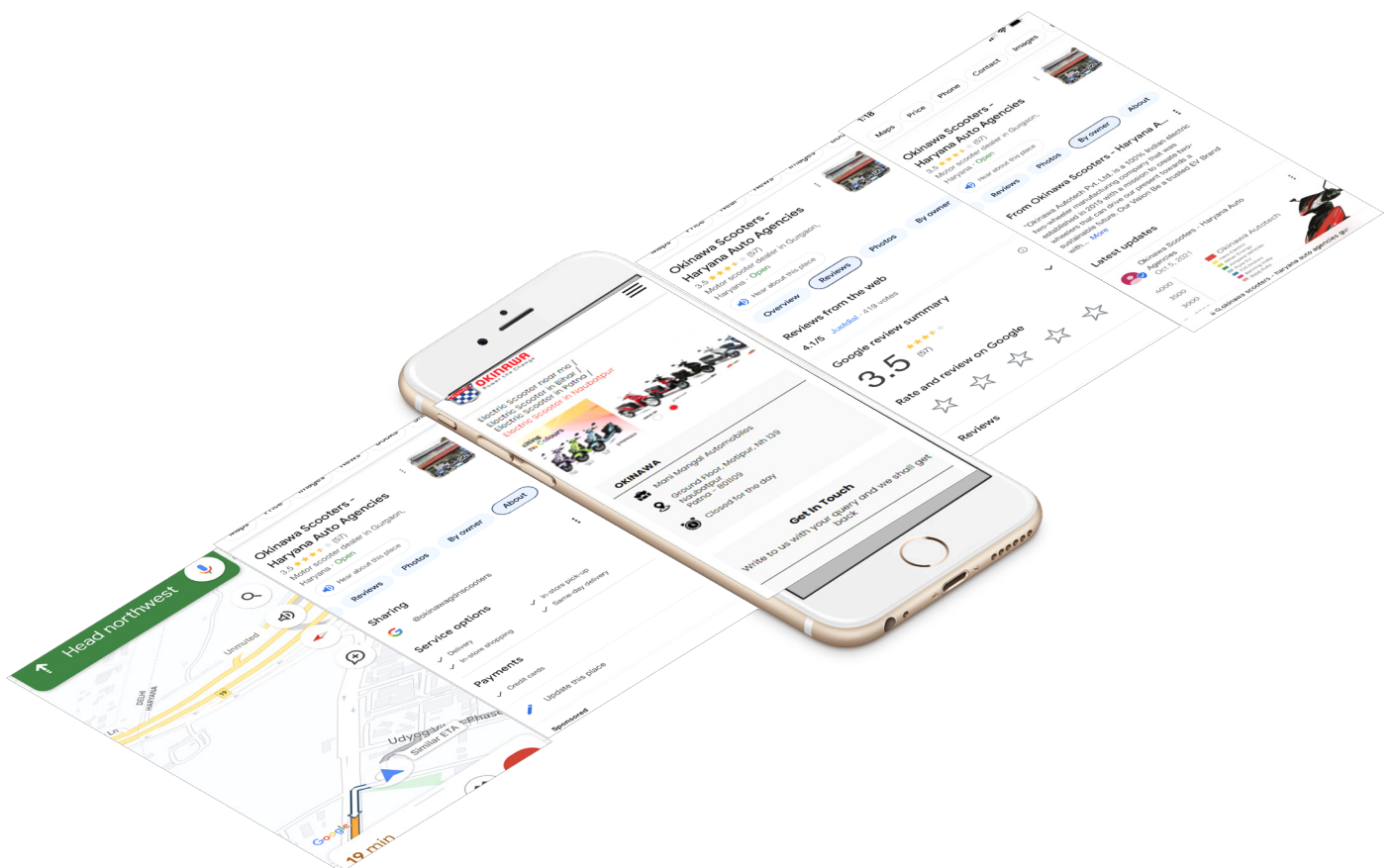
#Customer Acquisition

#Frictionless Consumer Journey

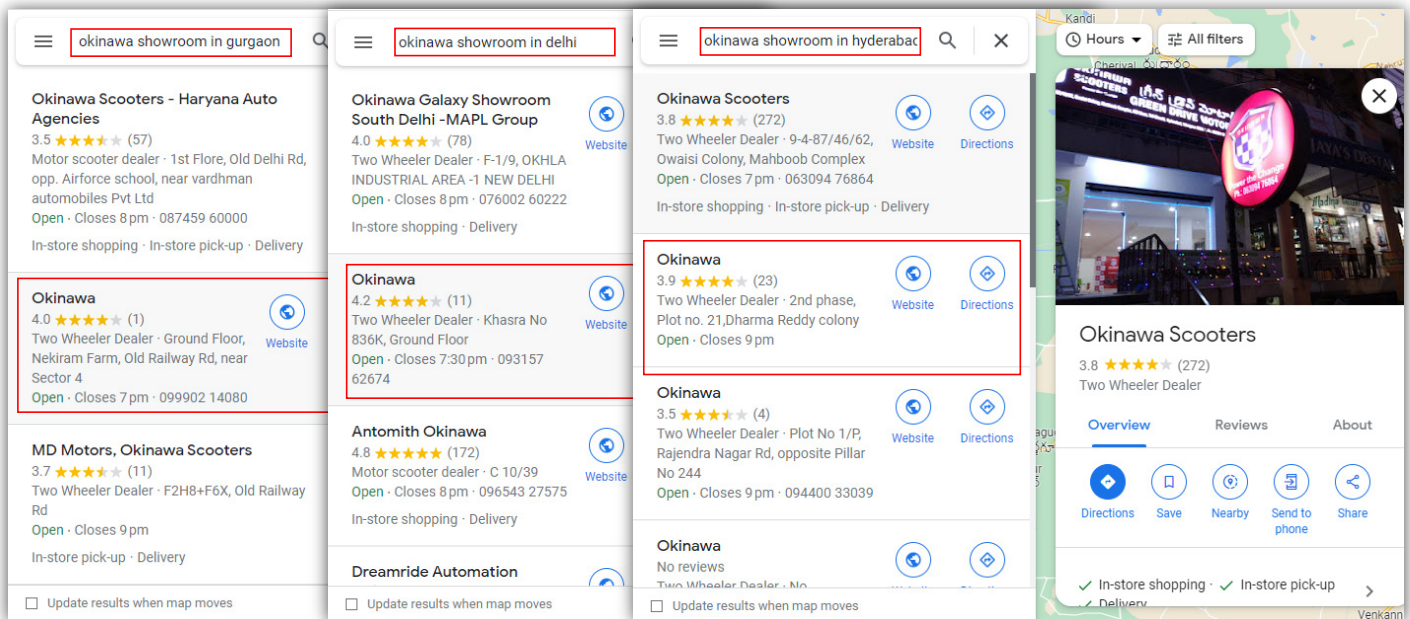
#Hyperlocal

Accurate & Consistent Data across Local Assets.

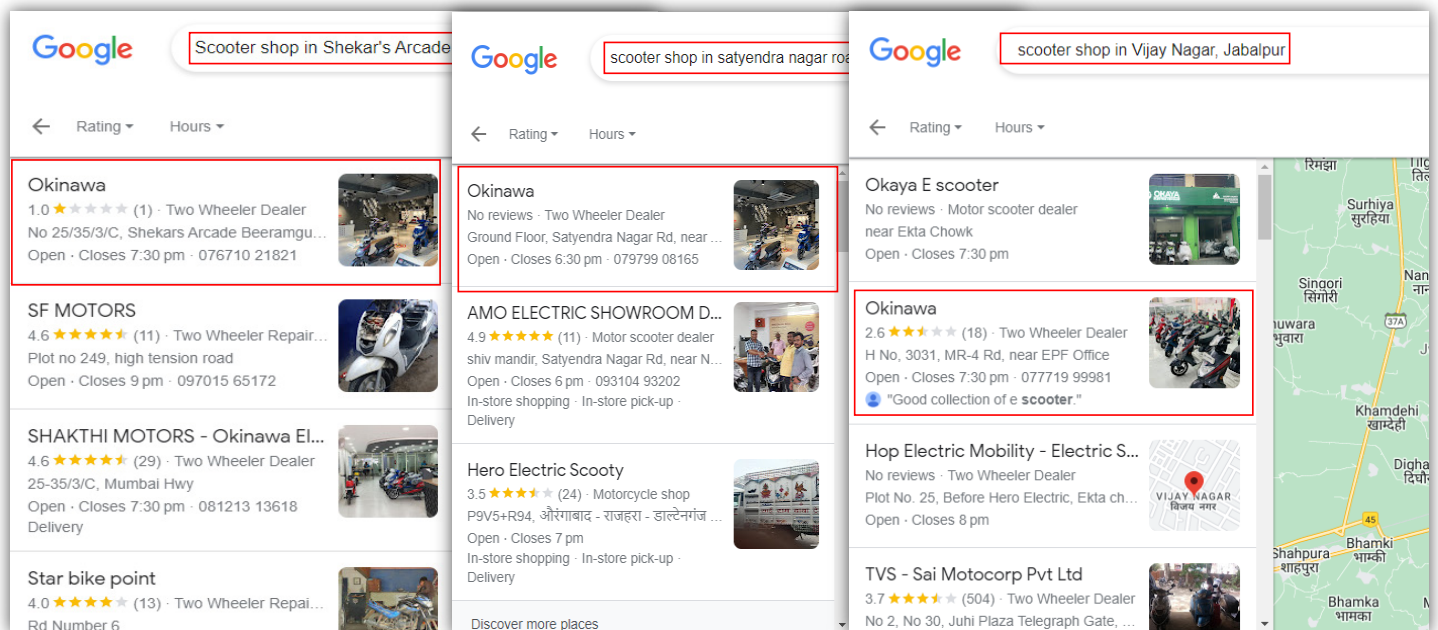
Consistent & Accurate data served to consumer's on their devices for improved engagement, leading to higher conversion across online & Offline channels



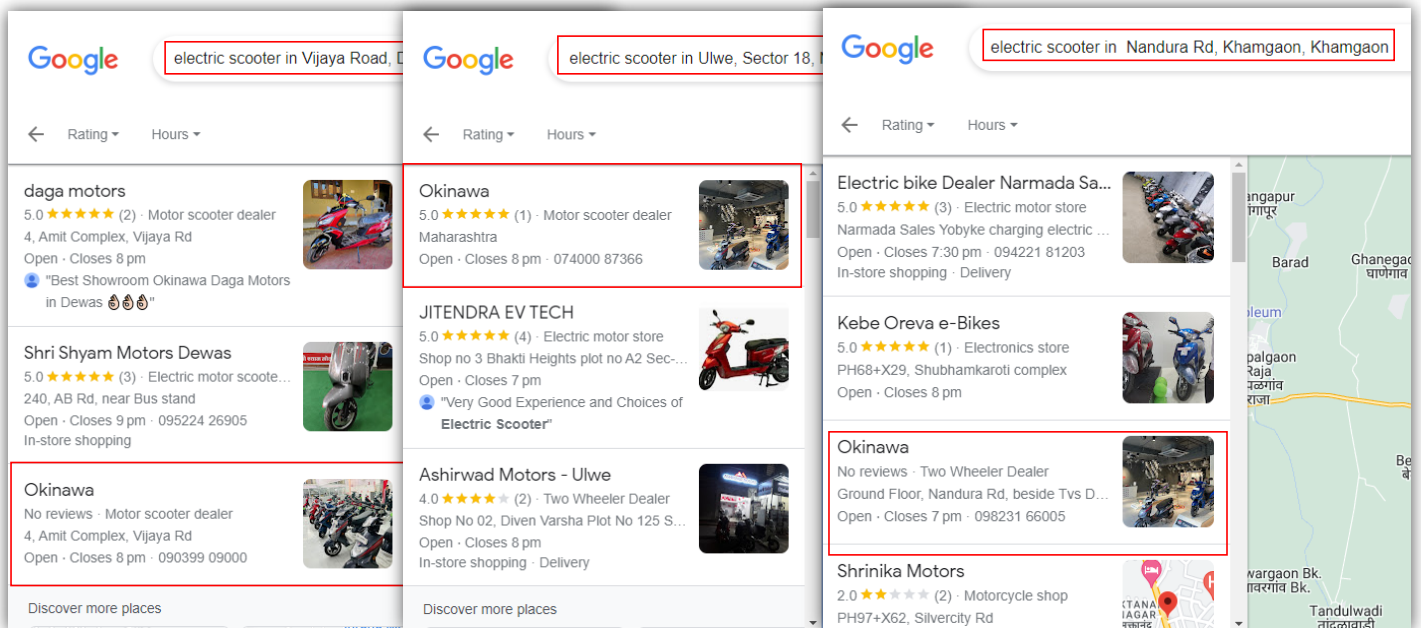
How Okinawa appears on Brand + Locality Search.



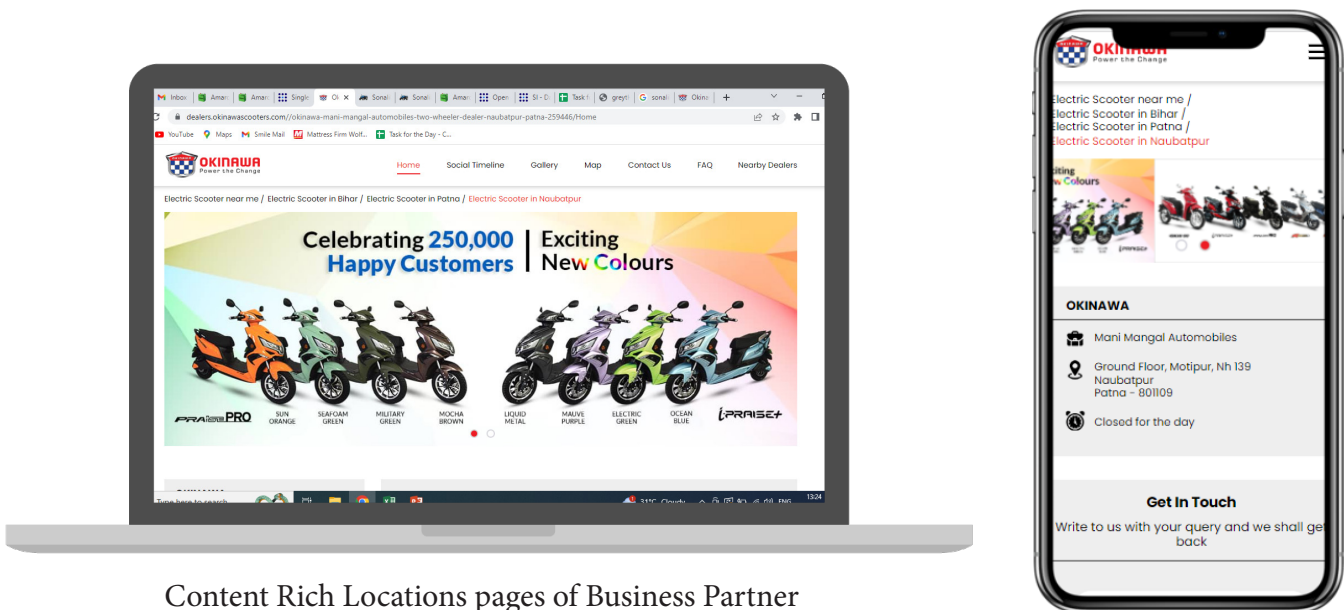
How Okinawa appears on Category + Locality Search.



How Okinawa appears on Brand + Locality Search.




Content Rich Locations pages of Business Partner.



Content Rich Locations pages of Business Partner

Featured Products.


Featured Products



Okhi-90

The Okinawa Okhi 90 electric scooter is a compact and eco-friendly mode of transportation, with a top speed of 80 KM/H and a range of up to 160 KM.


[Book Now](#) [View Details](#)



Praise Pro

The Okinawa Praise Pro electric scooter is a stylish and powerful two-wheeler, with a top speed of 56 KM/H and a range of up to 81 KM on a single charge.

[Book Now](#) [View Details](#)



Ridge 100

The Okinawa Ridge 100 electric scooter is a smart and efficient way to commute, with a top speed of 45 KM/H and a range of up to 149 KM on a single charge.

[Book Now](#) [View Details](#)

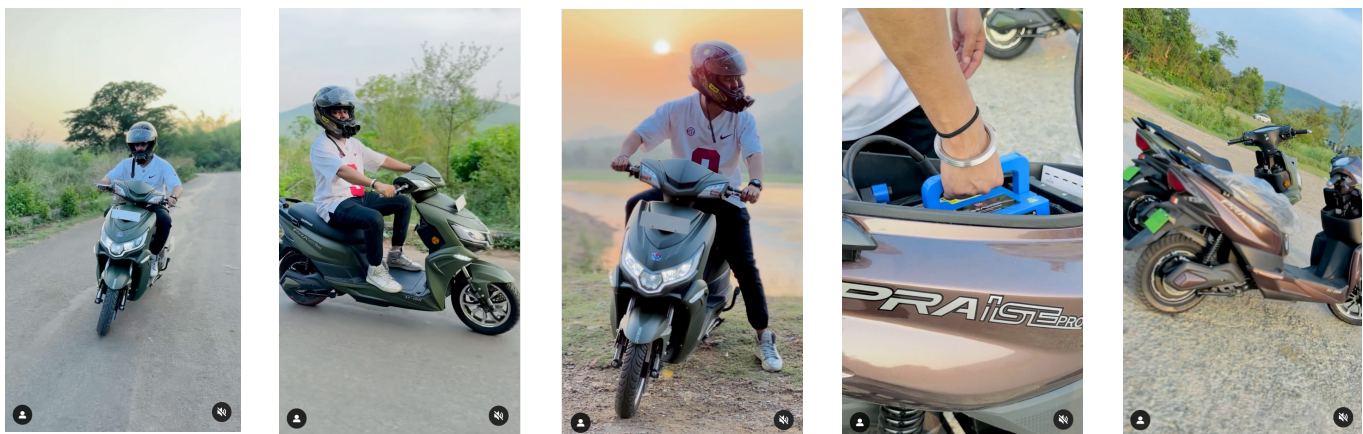
Sonu Plaha's Praise Pro Adventures generate excellent response on Instagram.



We are thrilled to share an electrifying experience featuring renowned Instagram influencer Sonu Plaha, who recently took our Praise Pro range for an unforgettable ride. As an avid advocate of sustainable transportation, Sonu was eager to put the Praise Pro to the test and share his honest review with his vast audience.

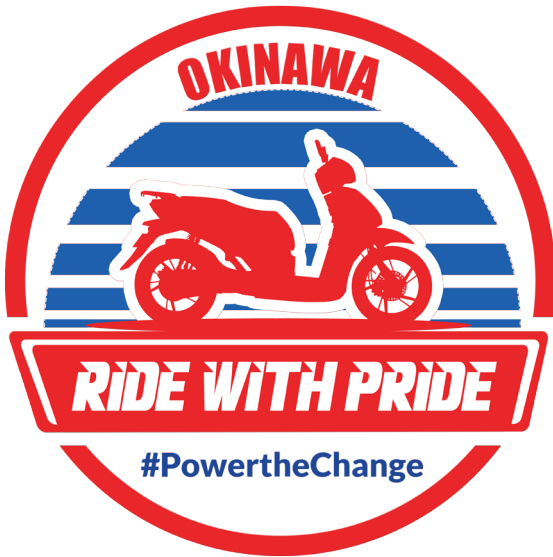
In his exciting Instagram post, Sonu Plaha exclaimed, “Trustworthy & efficient, keep on the move with the rugged power of Praise Pro. Unleash your inner adventure with the best electric vehicle in India.” His words perfectly captured the essence of the Praise Pro range, showcasing its reliability and performance that adventure enthusiasts can rely on.

The video posted by Sonu on his Instagram handle quickly gained immense popularity, receiving an overwhelming 4,473 likes and 40 comments. Users were captivated by the seamless blend of style, power, and eco-friendliness that our Praise Pro e-scooter offered, making it an absolute favorite among electric two-wheeler enthusiasts.



Such was the impact of Sonu Plaha's review that we couldn't resist sharing it on our official Okinawa Autotech Instagram handle. The reposted video garnered a phenomenal response, amassing 2,133 likes and over 100 comments. The engagement demonstrated how Sonu's endorsement not only resonated with his audience but also inspired our community of electric two-wheeler users.

We extend our heartfelt gratitude to Sonu for his sincere review and support in our mission to revolutionize the way India commutes. With influencers like Sonu, we are confident that more and more individuals will embrace the eco-conscious and thrilling journey that awaits them with Okinawa's Praise Pro range. Together, let's ride towards a greener, cleaner future.



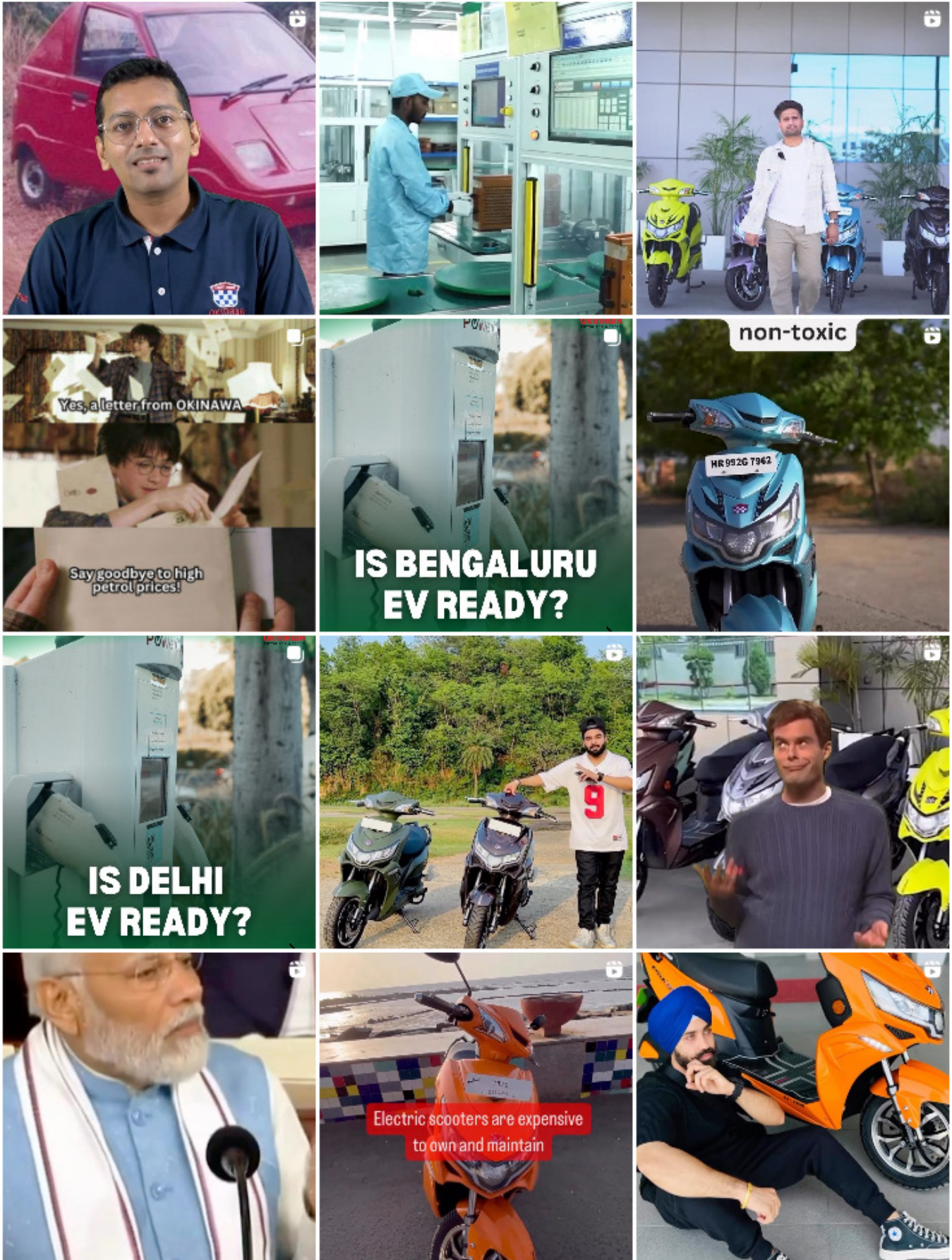
We applaud the outstanding achievements of Maa Durga Eco Wheels Pvt Ltd, Rajasthan, one of our esteemed dealer partners, for achieving the highest number of test rides last month as part of our customer-centric campaign, Ride with Pride. Their relentless efforts have set a remarkable benchmark for the rest of our dealer network.

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

At Okinawa Electric, we extend our heartfelt appreciation to all our dealer partners for their unwavering dedication and support. Your commitment is instrumental in driving our collective success.



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!



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.



You may also submit your request for any Creative Assistance at the below-mentioned link

<https://forms.gle/ZjufFoKcvAjGVPqYA>

Introducing our new Dealer Partners who joined the Okinawa family in July 2023

Dealer Name	State	City
Vikas Automobiles	Uttar Pradesh	Mau
Chennai Green Emobility Private Limited	Tamil Nadu	Chengalpet
Korea Auto Centre	Chhattisgarh	Korea
Devaansh Motors	Assam	Tinsukia
Purushottam Enterprises (Bhawanipata)	Odisha	Kalahandi
Majisha Automobiles	Rajasthan	Barmer
Seth Automobiles	Uttar Pradesh	Unnao
One Stop Electrix	Andhra Pradesh	Vishakapatnam
Min Auto L.l.p	Tamil Nadu	Krishnagiri



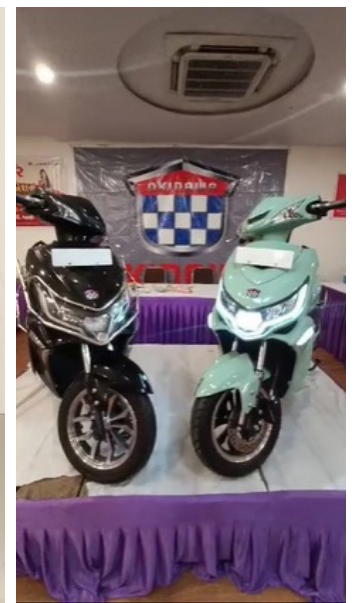


OUT OF THE BOX THINKING

Yogi E-Bikes, from Surendanagar, took an innovative step last month to promote sustainable transportation. At the Hem-Ren Business Expo, they proudly showcased the newly launched Praise Pro range at the center stage, creating awareness about the joys of riding electric.

In addition to the captivating display, Yogi E-Bikes took the initiative to organize an informative forum. This platform allowed them to educate the audience about the numerous benefits of Okinawa's electric scooters, further encouraging the shift towards greener mobility solutions.

At Okinawa, we deeply value and applaud such out-of-the-box thinking displayed by our dealer partners. It is through their dedication and passion for promoting sustainable mobility that we can collectively drive positive change for the environment and society.



Green E- Mobility, Chennai



Hitkari Enterprises, New Delhi



Nithasree Motor, Gadag



Shreya E Motors, Pune



Urja Auto, Faridabad



Dealer Initiative



Weber E Vehicle, Surat



Empowering Excellence: Training and Development Program at Okinawa



Last month, Okinawa proudly facilitated a series of enriching training and development activities as part of our commitment to excellence in service marketing. The training sessions catered to both our service team. These comprehensive workshops aimed to equip participants with the knowledge and skills necessary to provide top-notch service and support to our valued customers.

Toics for training covered included:

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

Joyous Celebration of July Birthdays!

Bringing delight to our employees' special moments, Okinawa Autotech organized a vibrant celebration for all those who celebrated their birthdays in July. Both the headquarters and the plant joined in the festivities, featuring a delectable cake-cutting ceremony and mouth-watering snacks. The event was filled with exciting activities, including spirited singing and dancing. As an HR initiative, we are committed to continuing this delightful tradition on the last working day of each month, fostering a joyful and inclusive work environment.





OKINAWA
Power the Change

OKINAWA

TIMES

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

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