

AUG 2023

OKINAWA

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TIMES

Okinawa's Praise



Series gets
a thumbs up from
the media.





A Resounding Thumbs Up for Okinawa's Praise Series Straight from the Media!

Dear Okinawa Community,

As the wheels of time turn and innovation propels us forward, the electric 2-wheeler industry stands at the forefront of a transformative era. It's a privilege to witness the paradigm shift we're orchestrating in personal mobility. Our journey to provide sustainable, efficient, and exciting rides has been driven by your trust, our relentless team, and the harmony of progress.

The heart of August brings with it one of the most cherished occasions in our nation's history – Independence Day. A day that resonates with the spirit of liberty, self-reliance, and forging new paths. Just as our nation broke free from the shackles of colonialism, we, too, are breaking barriers by introducing electric scooters that liberate us from conventional fuel dependency.

I take immense pride in recognizing the dedication and tireless efforts of each Okinawa Autotech family member. Your commitment to our vision has not only redefined the electric 2-wheeler landscape but also allowed us to celebrate this special day with unwavering zeal.

In an initiative aimed at providing a firsthand experience of its Praise series, Okinawa Autotech recently welcomed a select group of esteemed journalists to its state-of-the-art manufacturing facility. This unique opportunity allowed them to not only witness the advanced processes behind Okinawa's electric 2-wheelers but also to get up close and personal with the highly acclaimed Praise Pro and iPraise Plus series.

The verdict? The journalists were unanimous in their praise for Okinawa Autotech's commitment to rider comfort and performance. Car & Bike, Jagran TV, CarBike 360, TV9, and Ride with Bhawna all raved about the significant ergonomic

improvements in the Praise series, which transformed the riding experience into a truly comfortable and enjoyable journey. The enhancements to the seating posture were highlighted as key contributors to the overall rider satisfaction.

This August, our dealer partners joined hands to weave the spirit of independence into the very fabric of our showrooms. From vibrant decorations that evoke patriotism to exhilarating rallies that took the cause of electric mobility to the streets, every effort showcases our united commitment towards a greener, more sustainable future.

It's heartwarming to witness our dealers create a unique Independence Day ambiance that welcomes our customers and new enthusiasts with open arms. These celebrations are not just events, but manifestations of the values that drive us – innovation, inclusivity, and the audacity to dream.

As we reflect on our journey, let's remember that true freedom is not just about a date on the calendar, but about the choices we make every day. Choices that lead us towards a cleaner, greener, and brighter tomorrow. Together, we ride towards a horizon of endless possibilities.

Thank you for your passion, trust, and commitment. Here's to a future where we ride to embrace freedom – freedom from pollution, freedom from limitations, and the freedom to choose a better way.

Wishing you all a joyous Independence Day and an electrifying August!

Ride the Change,
Jeetender Sharma
Managing Director,
Okinawa Autotech



Glowing Tributes Abound: Journalists Laud Okinawa Autotech's Praise Series for Comfort and Performance!

In an initiative aimed at providing a firsthand experience of its Praise series, Okinawa Autotech recently welcomed a select group of esteemed journalists to its state-of-the-art manufacturing facility. This unique opportunity allowed them to not only witness the advanced processes behind Okinawa's electric 2-wheelers but also to get up close and personal with the highly acclaimed Praise Pro and iPraise Plus series.



The Okinawa Autotech scooter offers a comfortable and enjoyable riding experience, with its ergonomic improvements ensuring a more comfortable sitting posture. While its ride quality is generally good, suspension are slightly on the stiffer side.

Link - https://youtu.be/NzOis-uY_s4

The visit began with an insightful product initiation session, meticulously designed to provide the journalists with a comprehensive understanding of the features and technology embedded within the Praise series. Every query was addressed, ensuring that the participants approached their test rides with a wealth of knowledge and anticipation.



The Okinawa Autotech scooter introduces significant ergonomic improvements that result in a more comfortable riding experience, promoting a relaxed sitting posture. While generally impressive, the scooter's ride quality leans towards the stiffer side, which could be refined for a smoother journey.

Link 1 - <https://www.jagranTV.com/en-show/what-has-changed-in-the-2023-okinawa-praise-rc1044513>

Link 2 - <https://youtu.be/DLlcwE0kBiQ>

The heart of the experience, however, lay astride the electric scooters themselves. Our distinguished guests had the privilege of embarking on exhilarating test rides, feeling the power of innovation at their fingertips. The Praise Pro and iPraise Plus series showcased their prowess, delivering a ride that merged cutting-edge performance with environmental consciousness.

The verdict? The journalists were unanimous in their praise for Okinawa Autotech's commitment to rider comfort and performance. Car & Bike, Jagran TV, CarBike 360, TV9, and Ride with Bhawna all raved about the significant ergonomic improvements in the Praise series, which transformed the riding experience into a truly comfortable and enjoyable journey. The enhancements to the seating posture were highlighted as key contributors to the overall rider satisfaction.



The Okinawa Autotech scooter introduces notable ergonomic improvements, enhancing rider comfort by providing a more pleasant seating experience. While the ride quality is generally commendable, some users have noted that the suspension could benefit from being slightly softer for a smoother journey.

Link - <https://www.youtube.com/watch?v=wUKE5Nw6otg>

What stood out in their reviews was the recognition of Okinawa Autotech's strides in enhancing the electric mobility landscape. The Praise series was widely lauded for its standout features, impeccable performance, and an attractive range of vibrant colors that added a touch of style to sustainability.



The Okinawa Autotech scooter introduces commendable ergonomic improvements that contribute to a more comfortable riding experience, allowing for better posture during rides. While it offers a generally positive performance, some users have noted that the ride quality can be slightly stiff. The scooter is widely regarded as great, with its standout features and appealing range of vibrant colors.

Link - <https://youtu.be/bz4Yxuxf4V0>

The success of this initiative could not have been possible without the meticulous planning and execution by our dedicated Marketing team. From ensuring a seamless experience at the manufacturing facility to addressing queries and concerns, they played a pivotal role in making this event a resounding success.

As we continue to redefine the future of mobility through innovation and sustainability, Okinawa Autotech remains committed to providing nothing less than excellence to our riders. The feedback from these accomplished journalists serves as a testament to our unwavering dedication to creating electric 2-wheelers that inspire excitement and shape a greener tomorrow.



The Okinawa Autotech scooter introduces significant ergonomic improvements that result in a more comfortable riding experience, promoting a relaxed sitting posture. While generally impressive, the scooter's ride quality leans towards the stiffer side, which could be refined for a smoother journey.

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Stay tuned for more exciting updates and developments as we ride into the future, driven by innovation and powered by the spirit of Okinawa Autotech.

Ride Green, Ride Free!



Romantic Ride on Okinawa Scooters Captivates Instagram: 4371 Likes in 48 Hours



In a refreshing twist that united love, adventure, and sustainable travel, popular Instagram influencers ‘gurman stunts’ and ‘jannatji1994’ joined forces to create a captivating video showcasing Okinawa Autotech’s latest Praise range. The collaborative effort resulted in a heartwarming exploration of love, thrills, and savings, all while cruising the streets on Okinawa electric scooters.



The video, which effortlessly blended the charm of romance with the thrill of riding, captured the attention of their followers and electric vehicle enthusiasts alike. With a perfect caption that read, “Two Hearts, One Scooter: Exploring love, thrills, and savings on the electric scooter journey!”, the influencers highlighted the dual joys of companionship and eco-friendly mobility.

The enchanting journey, as depicted in the video, resonated deeply with viewers. Within the first 48 hours of posting, the video garnered a remarkable 4371 likes, affirming the power of innovative content that strikes a chord with modern sensibilities. The creators’

ability to seamlessly merge the concept of togetherness, excitement, and sustainability encapsulated the essence of Okinawa’s electric scooters.





Under the trending hashtags #feature, #explore, #reelitfeelit, and #reelkarofeelkaro, the video spread like wildfire across social media platforms. The storytelling prowess of ‘gurman stunts’ and ‘jannatji1994’ captured not just the eyes but also the hearts of their audience, propelling the video to internet stardom.

This collaboration shines a light on the unique ability of Okinawa electric scooters to become a part of personal stories, weaving seamlessly into the fabric of everyday lives. The video’s success further underscores the growing enthusiasm for eco-friendly travel

options that align with contemporary aspirations.

As Okinawa Autotech continues to lead the charge in the electric 2-wheeler industry, these influencers’



creative take on showcasing the Praise range resonates as a testament to the brand’s commitment to innovation and a greener future.

For those who missed the romantic ride,

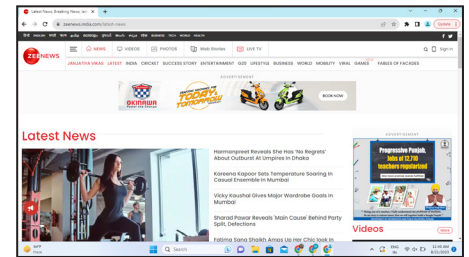
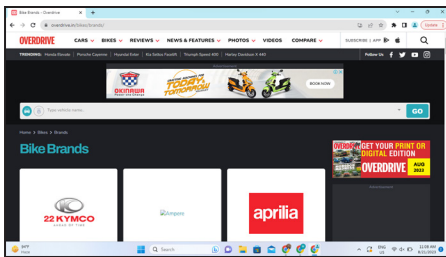
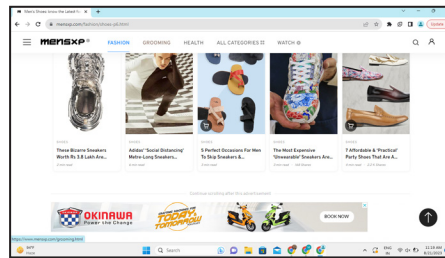
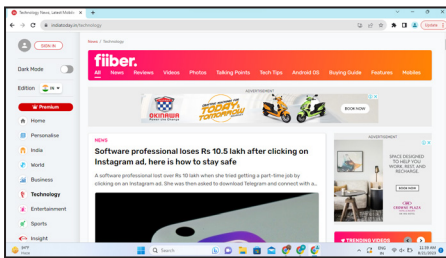
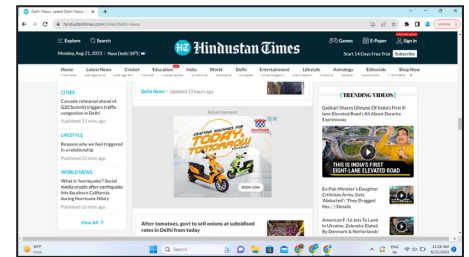
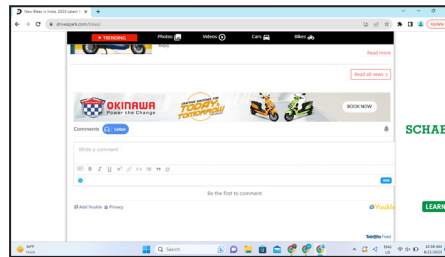
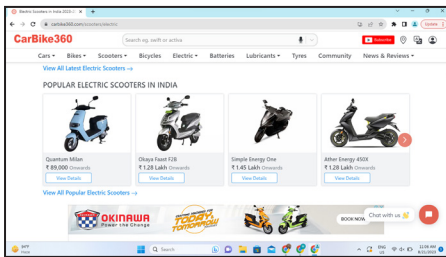
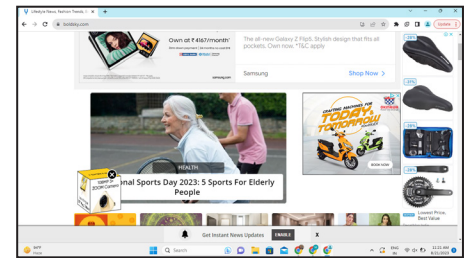
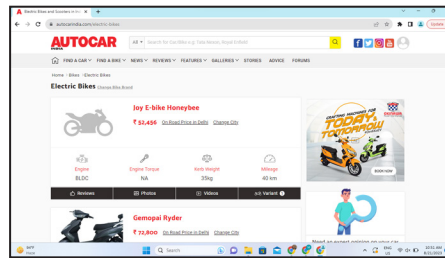
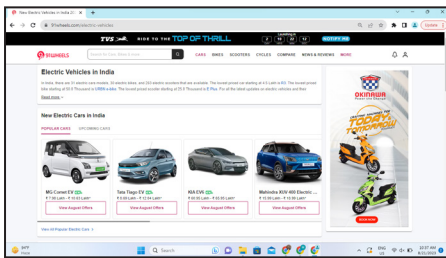
the video can still be experienced on their Instagram profiles, a testimony to the charm of electric scooters that foster both meaningful connections and exhilarating experiences on the open road.

Join us in celebrating this heartwarming journey and the power of influencers to shape the discourse around sustainable transportation. As the likes keep rolling in, so does the promise of a cleaner, more connected world, one electric scooter ride at a time.



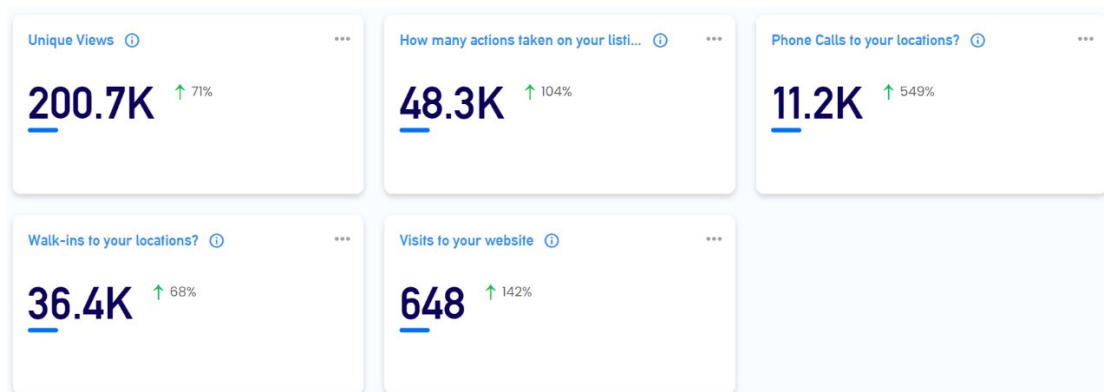
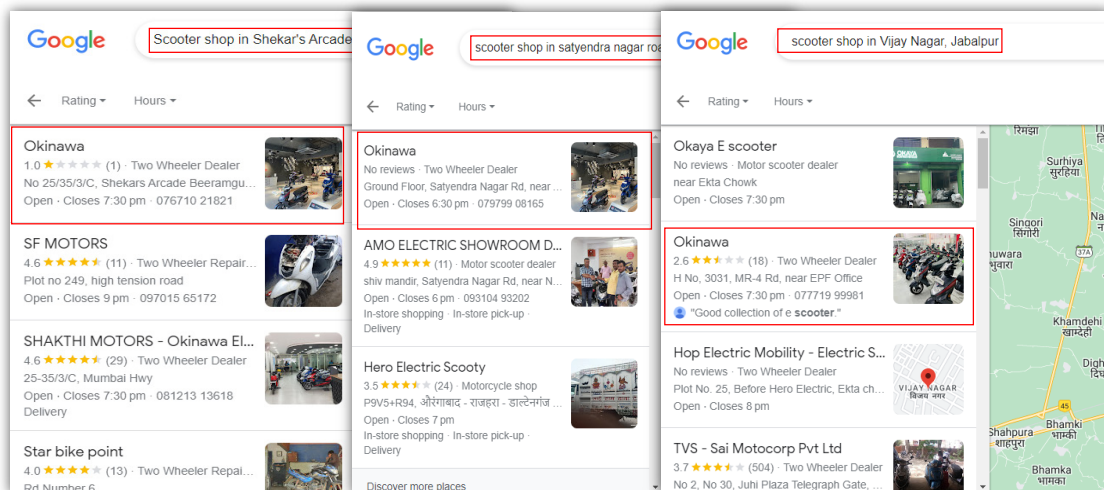
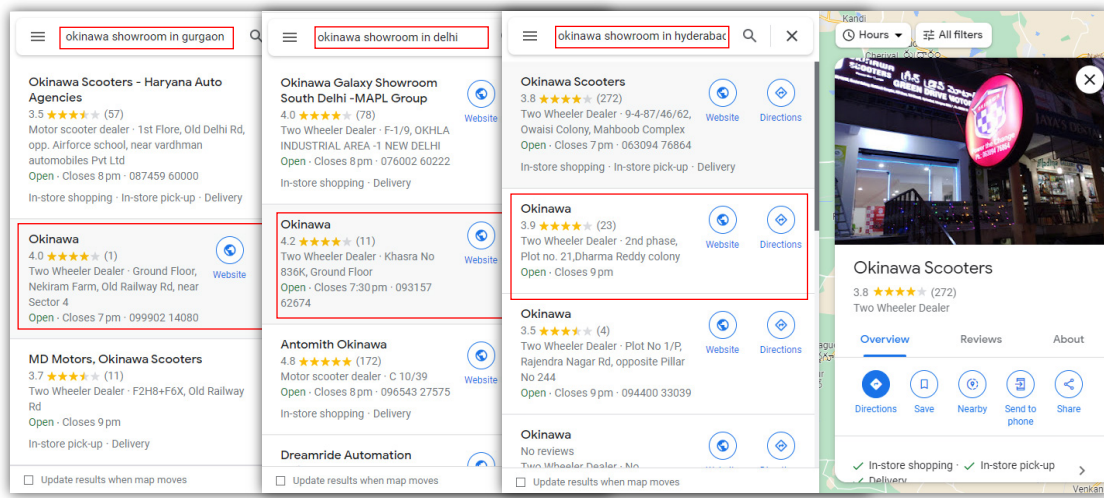
Okinawa Autotech gains visibility on top news, sports websites and mobile apps

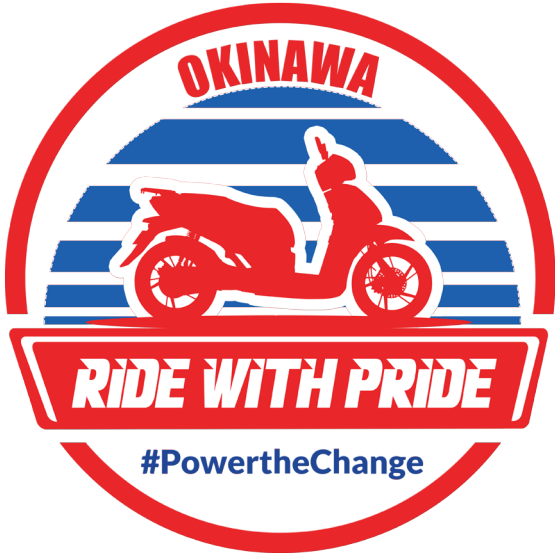
We are thrilled to announce that our brand and products have gained visibility on several mobile apps, news and sports websites in regional languages and English. This increased visibility will help enhance our brand recognition among potential customers. We look forward to building on this momentum.



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.





We applaud the outstanding achievements of Shree Radhe Distributors Odisha 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.

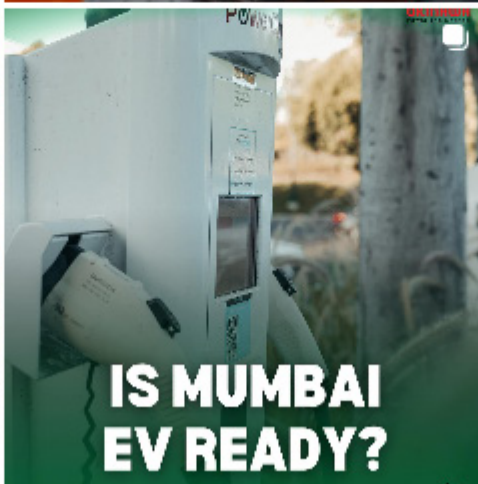
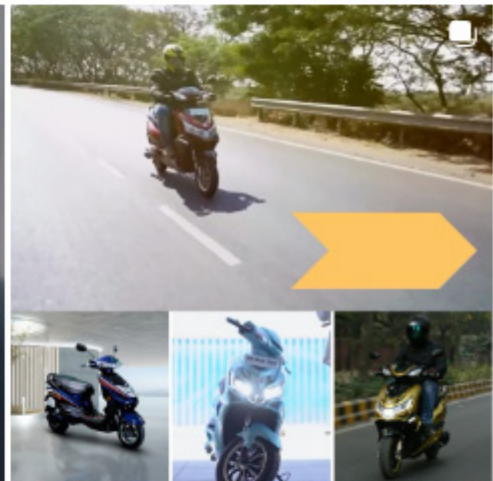
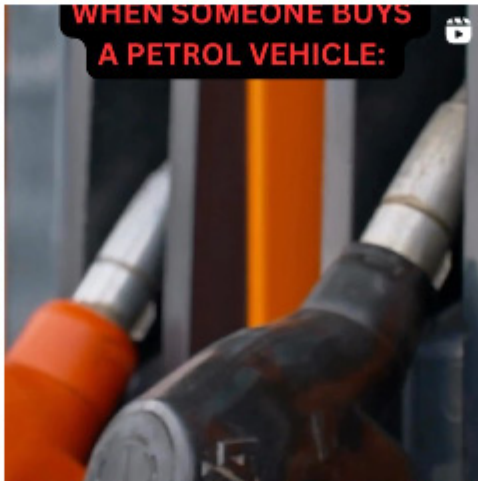
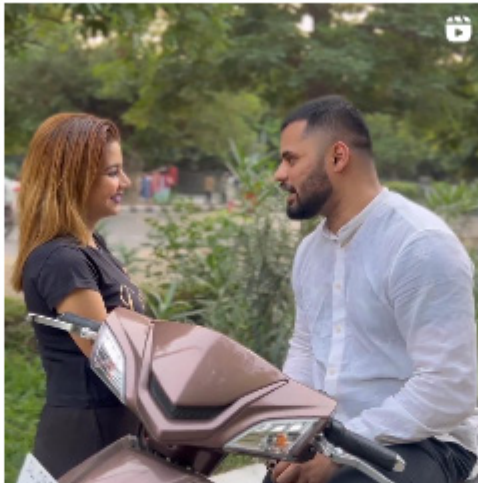
As we move forward, we encourage all our dealer partners to take inspiration and elevate their own test ride initiatives to new heights. Together, let's strive for excellence and create exceptional experiences for our customers.

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.



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!



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.

Celebrate
7th Independence Day
with Love, Pride & #DeshkaEV

Key features: Detachable Battery, Top Speed 64kmph, Keyless Entry, Fuel at 17Paisa/Km, Warranty 5 Years*

Dealer Name: PRAISE+ PRO

Happy Raksha Bandhan
ZOOOOOOOM!

Into the bond of love, gift an Okinawa this Raksha Bandhan!

Key features: Detachable Battery, Top Speed 64kmph, Keyless Entry, Fuel at 17Paisa/Km, Warranty 5 Years*

Dealer Name: PRAISE+ PRO

HAPPY KRISHNA JANMASHTAMI
GO GREEN FAR

Buy Okinawa this Janmashtami.

Key features: Diamond Cut Alloy Wheels, Detachable Battery, Keyless Entry, Fuel at 17Paisa/Km, Warranty 5 Years*

Dealer Name: PRAISE+ PRO

MOST LOVED FAMILY SCOOTER

Comfortable Foot Space, Range 137KM/Charge*

Runs @ 17Paisa/KM

Extended 5 Years Warranty*

Easy Financing Starts @ Rs.2,500 PM

Available in Other Exciting Colors Also

Dealer Name or Dealer Stamp: PRAISE+ PRO

MOST LOVED FAMILY SCOOTER

Comfortable Foot Space, Range 137KM/Charge*

Runs @ 17Paisa/KM

Extended 5 Years Warranty*

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Easy Financing Starts @ Rs.2,500 PM

Available in Other Exciting Colors Also

Dealer Name or Dealer Stamp: PRAISE+ PRO

MOST LOVED FAMILY SCOOTER

Enhanced Ergonomics with comfortable Foot Space

Runs @ 17Paisa/KM

Extended 5 Years Warranty*

Easy Financing Starts @ Rs.2,500 PM

Available in Other Exciting Colors Also

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Runs @ 17Paisa/KM

Extended 5 Years Warranty*

Easy Financing Starts @ Rs.2,500 PM

Available in Other Exciting Colors Also

Dealer Name or Dealer Stamp: PRAISE+ PRO

Celebrating Onam with Happy Customers

1st EV Company To Achieve This Milestone.

Key features: Detachable Battery, Top Speed 64kmph, Keyless Entry, Fuel at 17Paisa/Km, Warranty 5 Years*

Dealer Name: PRAISE+ PRO

Key features: Detachable Battery, Top Speed 64kmph, Keyless Entry, Fuel at 17Paisa/Km, Warranty 5 Years*

Dealer Name: PRAISE+ PRO

Key features: Detachable Battery, Top Speed 64kmph, Keyless Entry, Fuel at 17Paisa/Km, Warranty 5 Years*

Dealer Name: PRAISE+ PRO

Key features: Detachable Battery, Top Speed 64kmph, Keyless Entry, Fuel at 17Paisa/Km, Warranty 5 Years*

Dealer Name: PRAISE+ PRO

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 August 2023

Dealer Name	State	City
MR Automotive	Surat	Gujarat
Shree Krishna Electric Bike	Raebareli	Uttar Pradesh

Shree Krishna Electric Bike



MR Automotive





OUT OF THE BOX THINKING

One of our esteemed dealers in Jaipur & Arani, Jaipur Okinawa & Amutham E-Bikes organized a rally with Okinawa customers to spread awareness about riding an electric scooter on the 77th Independence Day. At Okinawa, we appreciate such out-of-the-box thinking by our dealer partners and look forward to many such initiatives by other partners as well.



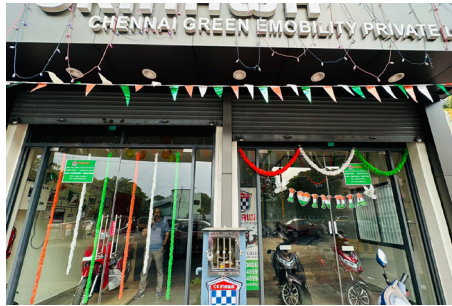
Dealer Initiative



BS Automobiles, Keonjhar



Chennai Green Emobility, Pallavaram



VTC India, Darbhanga



Yogi E Bike, Surendranagar



Dealer Initiative



Sunrise Motors, Guntur



Srishti Motors, Kendrapada



Chetana Automobiles, Sangli



Dealer Initiative



FM Automobiles, Ratnagiri

OKINAWA
Power the Change

250,000
Happy Customers

Unique Features

- Detachable battery - charge anytime anywhere.
- Battery - 3 Years Unlimited kms Warranty.
- Battery connectivity with bluetooth.*
- 88 kms* / Charge.
- Cost - 17 Paise / kms.

आता नवीन कलर मधील तुमची आवडती **PRASID PRO** स्फेरी कस व मिक्चर **₹५००/-** रफचे डिस्काउंट. ऑफर कालावधी - १५ ऑगस्ट पर्यंत.

हर घर इलेक्ट्रिक

Sun Orange Seafoam Green Olive Green Mocha Brown

Now your Favourite **PRASID PRO** Available in Exciting New Colours with Advance Features.

09867522348 / 8485866691 / 8485866679 | okinawascOOTERS.com
sales@fmautomobiles.in | **FM Automobiles** | Time: 9:30 am to 6:30 pm
E-97/1, Mirjole MIDC, Near D-Mart, T.R.P. Ratnagiri, Maharashtra, 415639.



OKINAWA
Power the Change

जीत भी कहा सस्ती मिलती है साहब,
कुछ अर्थियां तो हमने भी उठाई थीं।
कारगिल विजय दिवस
पर सभी वीर जवानों को
सादर नमन।

25 JULY

09867522348 / 8485866691 / 8485866679
sales@fmautomobiles.in | **FM Automobiles** | Time: 9:30 am to 6:30 pm
E-97/1, Mirjole MIDC, Near D-Mart, T.R.P. Ratnagiri, Maharashtra 415639

Gayatri Motors, Pune



Veh Sahi Hai

Celebrate
77th Independence Day
with Love, Pride &
#DeshkaEV

OKINAWA
Power the Change

Detachable Battery
Brights Entry
Top Speed 50 kmph
Warranty 3 Years

OKINAWA GAYATRI MOTORS
PRASID PRO

Hyder E Motors, Hyderabad



Dealer Initiative

Khatua Traders, Gopalgaoon



Mahalaxmi E Bike, Kolhapur



OKINAWA
Power the Change

okinawascoters.com

**आपल्या मित्रांना
रेफर करा व आकर्षक
रिवाड मिळावा.**

₹ 1500/-

मित्रपरिवाराला सांगा.

वाहन दिले.

रिवाड मिळावा.

ऑफर ३१ ऑगस्टपर्यंत वैध आहे.

09867522348 / 8485866691 / 8485866679

sales@fmautomobiles.in **F M Automobiles** Time : 9:30 am to 6:30 pm

E-97/1, Mirjole MIDC, Near D-Mart, T.R.P. Ratnagiri, Maharashtra 415639

Concept, Design & Marketed By Nandaji Digital Marketing 7020370486

Empowering Excellence: Training and Development Initiatives at Okinawa



We recently facilitated a series of enriching training and development activities as part of our commitment to excellence in service marketing. The training sessions catered to our new and existing dealer staff like service manager and service advisors. These comprehensive workshops aimed to equip participants with the knowledge and skills necessary to provide top-notch service and support to our valued customers.

Topics for training covered included:

- Warranty Claim Process
- DMS Usage
- Technical Product training
- Vehicle Troubleshooting Training
- Customer Awareness Meet with Kosher Climate Agency

Joyous Celebration of all the Birthdays!

Bringing delight to our employees' special moments, Okinawa Autotech organized a vibrant celebration for all those who celebrated their birthdays last month. 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.



Celebrating Independence Day with Fervor and Unity!



At Okinawa Autotech, the spirit of patriotism and unity reverberated through the air as we came together to commemorate the Independence Day with unmatched enthusiasm. The corridors of both our head office and manufacturing plant were adorned in the hues of our national flag, echoing the pride that binds us as a nation.

The Head Office was awash in vibrant hues as employees joined in the celebrations, donning smiles as bright as the colors of the Indian flag. Our colleagues took a moment to pose with the Tricolor, capturing the essence of this special day. The images stand as a testament to our collective

pride and our unwavering commitment to the ideals that our nation was built upon.

Inside the office premises, colorful balloons in the shades of saffron, white, and green lent an air of festivity to the atmosphere. The decorations were not just ornamental; they symbolized our respect for the sacrifices made

by countless individuals who fought for our freedom. As these balloons danced in the air, they carried the echoes of our history and aspirations for the future.

Adding flavor to the festivities, a delectable buffet spread was laid out for our employees to relish. The aroma of traditional Indian delicacies filled the air, fostering a sense of togetherness as we broke bread in celebration. The shared joy of partaking in this feast underscored the camaraderie that defines our Okinawa family.

Our Manufacturing Plant, the heartbeat of our operations, reverberated with the echoes of national pride. As we celebrated this momentous day, we also reflected on the journey of our nation. Our commitment to shaping a greener and more sustainable future aligns perfectly with the ideals that Independence Day represents. Through our electric 2-wheelers, we continue to contribute to a cleaner and brighter tomorrow.

The festivities weren't just about celebration; they were a testament to the unity that makes Okinawa Autotech a family. We came together, not just as colleagues, but as citizens bound by a common history and a shared vision.

Here's to India's unwavering spirit, to unity in diversity, and to a future where Okinawa Autotech continues to light up the path towards progress!

Jai Hind!





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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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CORPORATE OFFICE:

Unit No. 651-655, 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(Rajasthan)

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