

OCT 2023

# OKINAWA

An Official Archive of Okinawa Autotech

# TIMES

**Okinawa Autotech  
and Pine Labs ignite  
joy during Dussehra  
and Navratri**





## Reflecting on a Remarkable Month: Driving the Future of Electric Two Wheelers

Dear Okinawa Community,

As we usher in a new month, I am filled with immense pride and gratitude as I reflect on the incredible journey of Okinawa Autotech. Each day, we draw closer to our vision of putting “Desh ka EV” at the forefront of India’s electric mobility revolution. The previous month, in particular, has been nothing short of exceptional, and I am thrilled to share our collective achievements and milestones.

The electric two-wheeler industry has continued to grow and evolve, offering promising opportunities for both businesses and consumers. As the landscape matures, we find ourselves at the forefront of this change, steering innovation and setting new benchmarks. It’s a testament to the hard work, dedication, and resilience of our entire Okinawa family, from our brilliant R&D team in Europe to our dealer partners across the nation.

Okinawa Autotech’s remarkable success is a tribute to the unwavering dedication of our employees. Our team, from the manufacturing units to the customer support centers, has displayed an exceptional commitment to our shared mission. We understand that without their passion and hard work, our journey would not have been possible.





**Veh Sahi Hai**

**OKINAWA**  
Power the Change

**OKINAWA**  
Power the Change

**Festive FREEDOM**  
DRIVE HOME AN OKINAWA ELECTRIC TWO-WHEELER TODAY!

Join the electric revolution with Okinawa and Pine Labs this festive season.

**HAPPY DUSSEHRA**

Enhanced Ergonomics with comfortable Foot Space | Easy Financing Starts @ Rs.2,500 PM | Extended 5 Years Warranty\* | Runs @ 17Paisa/KM

Available in Other Exciting Colors Also

Olive Green	Glossy Red	Blue Black	Black	Sun Orange	Seafoam Green	Mocha Brown	White
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**PRAISE PRO**

[www.okinawascooters.com](http://www.okinawascooters.com) | Follow us on   
Get instant loans with a flexible tenure of up to 24 months. Enjoy special offers.

\*\*Terms & Conditions Applicable

One of the most exciting highlights of the past month has been our involvement as presenting sponsor of Sports Tak's World Cup coverage. This strategic partnership positions Okinawa at the center of one of the biggest sporting events of the year, the 2023 ICC Men's Cricket World Cup. We recognized the enormous opportunity presented by this global event and took it as a chance to promote our brand to over a billion Indians and countless fans worldwide. The response has been overwhelming, and I believe this was a smart marketing move that will continue to benefit our brand in the long run.

The 2023 ICC Men's Cricket World Cup, hosted by our beautiful country, India, brought the excitement of cricket to ten different stadiums in ten cities. We are proud to be a part of this extravaganza, celebrating the sport we all love. From the nail-biting matches to the electrifying atmosphere, it has been a thrilling experience, and we have been able to share this excitement with millions of cricket enthusiasts.

In the spirit of innovation and building meaningful partnerships, we joined forces with Pine Labs in September. This collaboration, which spans electric mobility and fintech, has revolutionized the way we connect with our customers. Over the past month, our partnership has ignited excitement and seamless experiences for all our customers.

Together with Pine Labs, we have set out to create opportunities and offer unique experiences to our customers. We aim to spark joy, not only during festive seasons but year-round, and the initiative included the Dussehra and Navratri celebrations in October. This partnership exemplifies our commitment to evolving and aligning ourselves with industry leaders to provide a holistic and hassle-free experience to all our customers.

Thank you for being a part of the Okinawa journey.

Warm regards,

Jeetender Sharma  
Managing Director | Okinawa Autotech

## AUTOCAR Professional

Essential reading for the Automotive Industry

### Growing order flow at Endurance

The aluminium alloy casting specialist expects to triple business in FY24, reports Shahkar Abidi.

Aligarh-based Endurance Technologies, a specialist aluminium die-casting Tier 1 company, seems to be on a strong footing with a healthy order book up until FY23. The company has won new orders worth Rs 440 crore in FY23 and expects to increase threefold to Rs 1,360 crore in FY24. This would mean a growth of 200 percent from FY23.



In FY25, new order wins are projected to reach Rs 2,260 crore, before increasing to Rs 3,440 crore in FY26. This is a growth of 180 percent and 10 percent, respectively, from FY24. The strong order book is being driven by aluminium die castings, alloy wheels, suspension, and braking components for several newly launched models of premium segment motorcycles, the company stated in its recent investor presentation.

In addition to new order wins, Endurance Technologies also has Rs 2,500 crore worth of RFQs (requests for quotation) under discussion with various customers. These RFQs, if converted into orders, will further boost the company's order book.

Endurance Technologies has seen its EV order book soar 420 percent in FY23, from Rs 90 crore in FY22 to Rs 380 crore in FY23. The company won 15 EV programmes from 11 customers in FY23, which included EV suspension orders from Ather, Ampere, and Hero Electric. Also, there were EV brake orders from Ather, Okinawa, Ampere, and Hero MotoCorp. The company's EV customers include Bajaj Auto, Ampere Mahindra Electric, Bounce, Hero Electric, Ather, and Okinawa with HMSI joining as a new customer in August this year.

Endurance is one of the leading automotive component manufacturers, with a diverse range of technology-intensive products and operations in India and Europe (Italy and Germany). In India, the company predominantly caters to two- and three-wheeler OEMs, and its products include aluminium castings, suspension, transmission, braking, and battery management systems. In Europe, it supplies aluminium castings to four-wheeler OEMs, and also caters to the aftermarket for two-wheeler components.

**Net profit jumps**  
Endurance Technologies reported a consolidated net profit of Rs 163.5 crore during Q1 FY24, translating to 581 percent growth over the Rs 10.8 crore recorded in Q1 FY23 on the back of strong demand. The company's total revenues were Rs 2,166.6 crore during Q1 FY24 against Rs 2,118.5 crore during the corresponding period of last year, which is a 16.4 percent jump.

Anurag Jain, Managing Director of the company said

Endurance EV clients include OEMs like Ather, Okinawa, Ampere, and Hero MotoCorp.

The two-wheeler sales volumes for Indian OEMs have recorded a marginal YOY growth of 1.2 percent in Q1 FY24, based on 5.2 percent growth in scooter volumes and 16 percent de-growth in motorcycle volumes. Growth in three-wheeler volumes stood at 25.5 percent, while passenger cars grew 7.2 percent. Endurance's standalone revenues for Q1 FY24 rose 13.3 percent compared to Q1 of

In Europe, average energy prices softened compared to the preceding quarter, but remained significantly higher than the long-term average prior to 2021. Now car registration numbers for the EU grew 17.8 percent YOY. While most countries in the EU reported double-digit growth, it was not even across major OEMs. Certain key customers of our company reported low/mid-single-digit growth. In this backdrop, Endurance's Q1 sales in Europe in Euro terms grew 12.6 percent over the corresponding quarter of the previous year, Jain added.

The Indian two-wheeler market is at an interesting juncture. In the scooter market, EVs are expected to soon take a lead over ICE, despite the recent setback to volumes following the reduction in government subsidies, continued Jain. "All traditional products of our company, barring chokes, are required in EVs. Moreover, the Battery Management System (BMS), where Maxwell is a key player, forms a key part of the overall electric vehicle cost. In the last month, Endurance increased its shareholding in Maxwell from 51 percent to 56 percent, and the same will be increased to 100 percent in the next 4 years," he further added. ■

**In the scooter market, EVs are expected to soon take a lead over ICE, despite the recent setback to volumes following the reduction in government subsidies.**

Anurag Jain, MD, Endurance Technologies

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## Check out top 5 electric scooters under ₹1 lakh

If you're planning to buy an electric two-wheeler, festive season is just the right time. Apart from being an auspicious time, it is also the time when automakers come up with myriads of discounts and benefits that you can avail of. As electric vehicles catch up in the mobility race, there are many options out there in the market for the budget spenders.

### Okinawa Praise Pro

Priced from ₹99,645 (ex-showroom), this electric scooter from Okinawa Autotech comes with a three-year warranty. It sources power from a 2.08 kWh lithium-ion battery, which is detachable, and can be juiced up in two-three hours. The scooter is claimed to deliver a range of 81-km on a single charge at a top speed of 56 kmph. It comes in a variety of eight body colours and gets stylish looks.





बस 3,500 रुपये देकर घर ले आएँ 'हैवी इयूटी' इलेक्ट्रिक स्कूटर, चला सकते हैं हर उम्र के लोग, फीचर्स हैं धांसू

**Okinawa Lite: बैटरी, मोटर और रेंज**

ओकिनावा लाइट इलेक्ट्रिक स्कूटर केवल एक वैरिएंट में आता है. कंपनी ने इसके 5 कलर ऑप्शन उपलब्ध किए हैं. इस इलेक्ट्रिक स्कूटर में 1.25 kWh क्षमता की रिमूवेबल लिथियम आयन बैटरी मिलती है. यानी आप बैटरी को कहीं भी लेजाकर चार्ज कर सकते हैं. स्कूटर में 250W का पावरफुल मोटर लगाया गया है. फुल चार्ज पर यह इलेक्ट्रिक स्कूटर 60 किलोमीटर की रेंज देता है. वहीं इसकी टॉप स्पीड 25 किलोमीटर प्रति घंटा है. बैटरी को पूरी तरह चार्ज होने में 4-5 घंटे का समय लगता है.

**Okinawa Lite: फीचर्स और कम्फर्ट**

यह इलेक्ट्रिक स्कूटर सभी तरह के एडवांस फीचर्स से लैस है. स्कूटर को प्रीमियम लुक देने के लिए इसमें एलईडी हेडलाइट, यूएसबी सॉकेट, फ्रास्ट चार्जर, डिस्क ब्रेक, अलॉय व्हील, एंटीथेफ्ट अलार्म जैसे और भी फीचर्स दिए गए हैं. रोजाना काम के लिए यह इलेक्ट्रिक स्कूटर काफी बढ़िया ऑप्शन साबित हो सकता है.

## Okinawa Autotech and Pine Labs ignite joy during Dussehra and Navratri



In the month of October, we continued our groundbreaking partnership with Pine Labs, a prominent merchant commerce Omni-channel platform, during the joyous festivities of Navratri and Dussehra. This collaboration marked a significant milestone in revolutionizing the landscape of electric mobility and fintech in India, offering our customers a month filled with exciting opportunities and seamless experiences.

Our association with Pine Labs was established back in September, and it seamlessly carried forward, delighting our customers throughout the month of October. This partnership was a game-changer, simplifying the process of owning an Electric Vehicle (EV). Customers from September onwards enjoyed the benefits of instant loans with a flexible tenure of up to 24 months, eliminating the need for down payments, hidden charges, hypothecation, and physical documentation. This innovative approach paved a hassle-free path to EV ownership.

This partnership exemplified our commitment to innovation, customer-centricity, and simplifying the EV ownership experience. As one of the fastest-growing electric two-wheeler manufacturers in India, our focus has always been on accelerating e-mobility growth and establishing our brand as 'Desh ka EV' (the country's most-preferred EV).

As we move forward, our mission is to put India on the global EV map with our revolutionary products. We aim to deliver smart, innovative, stylish, comfortable, and energy-efficient vehicles at affordable prices, making electric mobility accessible to all.

The month of October was a testament to our dedication to driving innovation and providing our customers with a seamless, delightful experience. We look forward to many more milestones and exciting developments as we continue our journey to shape the future of electric mobility in India.

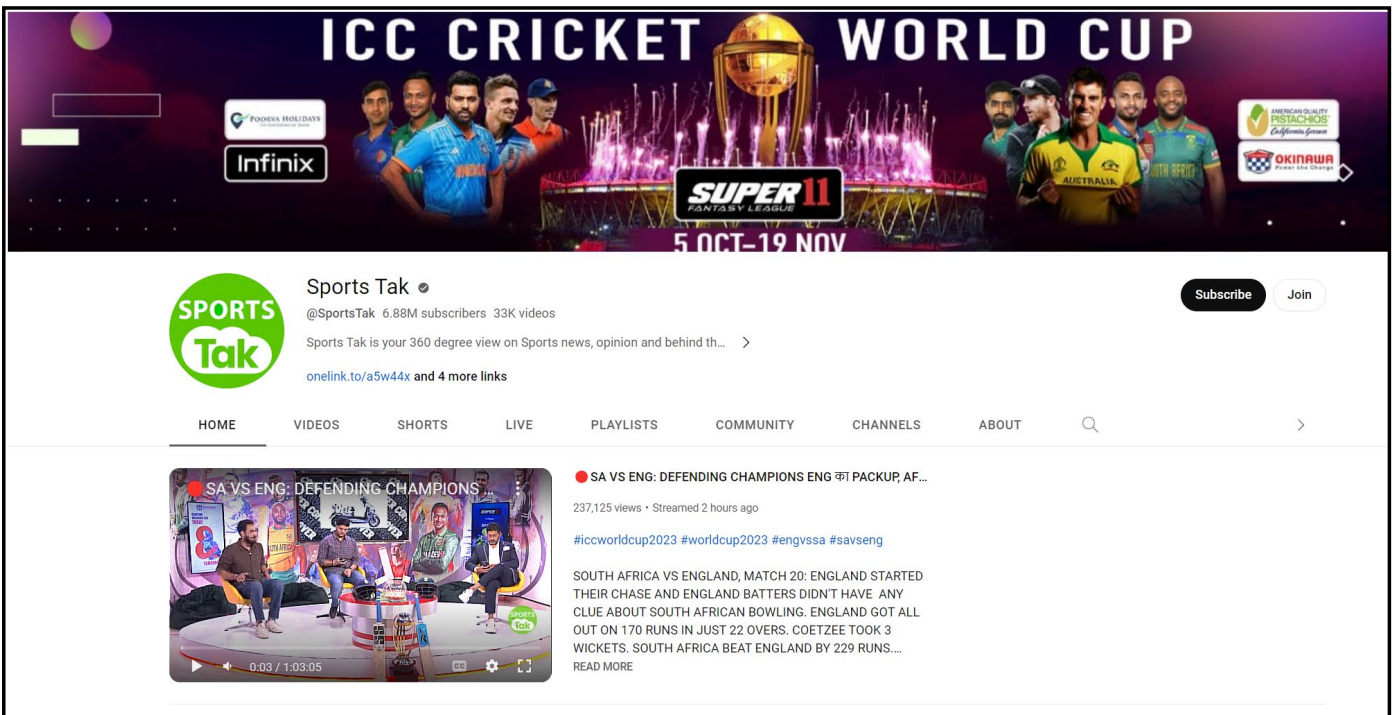


## Okinawa: Riding High with the World Cup Fever!

aligning seamlessly with the 2023 ICC Men's Cricket World Cup, the 13th edition of this renowned cricket tournament.

Our partnership with Sports Tak began in October, with the aim of ensuring maximum visibility throughout the entire duration of this monumental sporting event. The decision to be part of this event was indeed a smart marketing move, as it represented the largest sports event of the year in our country.

In the previous month, we proudly served as the presenting sponsor of Sports Tak's World Cup coverage. This successful campaign will extend throughout the event,



As we look back on this achievement, we are grateful for the opportunity to have played a part in promoting the spirit of cricket and the future of electric mobility. This successful partnership reinforced our commitment to engaging with our audience and showcased the synergy between smart marketing and a monumental sports event.

We continue to move forward with a commitment to innovation and excellence, eagerly looking forward to more opportunities that allow us to connect with our community and promote the revolution of electric two-wheelers in India.

## Okinawa & Milestone Motors Showcase at India eMobility Show

In a remarkable display of innovation and commitment to the electric vehicle (EV) sector, Okinawa Autotech and Milestone Motors proudly participated in the prestigious India eMobility Show held in Bangalore last month.

The India eMobility Show, a premier event on the EV industry calendar, brought together government officials, businesses, thought leaders, and industry professionals to propel India's EV market into the global spotlight and foster the widespread adoption of electric vehicles in the country.



At the event, attendees were presented with a unique opportunity to delve into the latest advancements in EV technology, explore cutting-edge electric vehicle models and innovations, and uncover a myriad of business prospects in the rapidly growing EV sector.

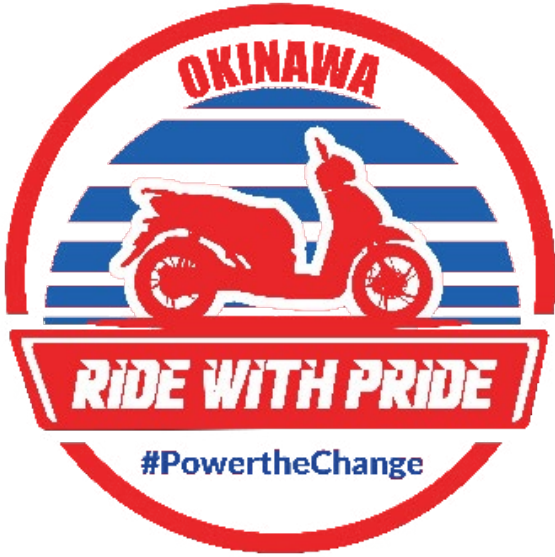


Held over three dynamic days in the vibrant city of Bengaluru, the India eMobility Show 2023, marked by the hashtag #IES23, provided an ideal platform for industry stakeholders to showcase their latest products, services, and solutions. It allowed them to share innovative ideas, expertise, and experiences with hundreds of industry professionals, contributing to the ongoing EV revolution in India.



Okinawa Autotech and Milestone Motors' active participation further solidified their dedication to shaping India's EV landscape and promoting sustainable mobility solutions.





We applaud the outstanding achievements of Jaipur Okinawa, Jaipur 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.

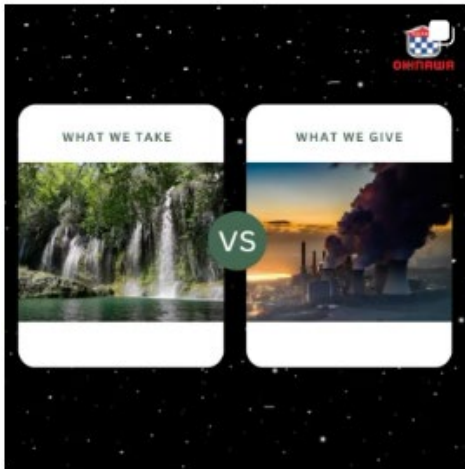
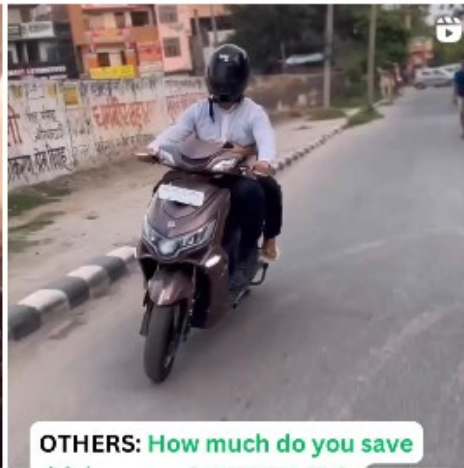
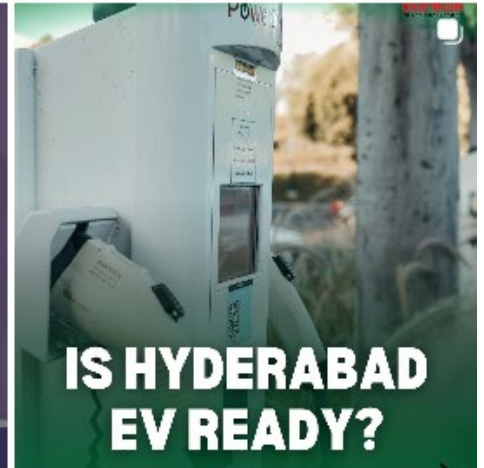
As we move forward, we encourage all our dealer partners to take inspiration and elevate their own test ride initiatives to new heights. Together, let's strive for excellence and create exceptional experiences for our customers.

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

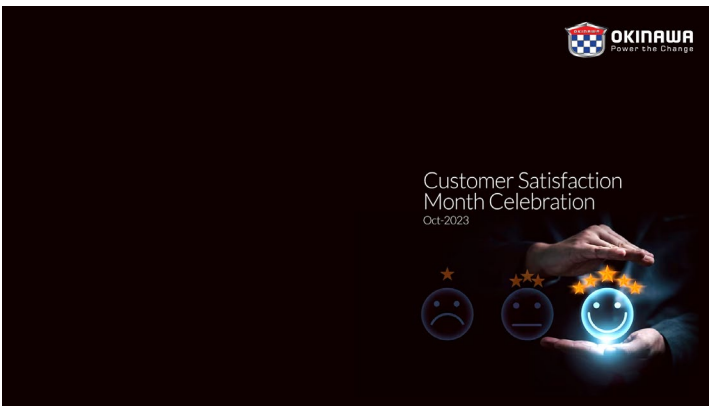
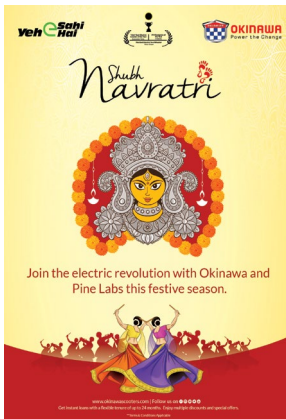
In case you missed out on any of our social media posts from last month, here's a quick recap to keep you updated on all the latest news, events, and initiatives from Okinawa Autotech. Our social media channels have been buzzing with activity. So, take a few minutes to catch up on all the action and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



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 October 2023.

Dealer Name	State	City
Nandani Automobiles	Chhattisgarh	Jashpur







# OUT OF THE BOX THINKING

One of our esteemed dealers Shree Krishna Electric Bike, Raibareli, participated in the Navratri Dandiya Utsav organized by the Inner Wheel Club of Rae Bareli and displayed the Okinawa Scooters. Many potential customers showed their interest in Okinawa Scooters at the event.

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.









## Seth Automobiles, Unnao



## गदनखेड़ा बाईपास के पास खुला ओकीनावा का शोरूम



ओकीनावा शोरूम का शुभारंभ करने सदा विधायक पंकज गुप्ता संज

उन्नाव। शहर के गदनखेड़ा बाईपास रोड के पास ओकीनावा कंपनी के अधिकृत विक्रेता सेठ अटौ मोबाइल शोरूम का शुभारंभ सदा विधायक पंकज गुप्ता ने फीता काटकर किया।

उन्होंने कहा कि ओकीनावा जैसी कंपनी का शोरूम खुलना नर्व की बात है। बताया कि ई-स्कूटर व अन्य वाहन प्रदूषण नहीं छोड़ते इसलिए यह पर्यावरण के लिए भी सुरक्षित है। साथ ही लोगों को ई-वॉलेंट चलाने से सवारी भी कम करना पड़ेगा। बताया कि सरकार वेटरी चलित वाहनों को बढ़ावा दे रही है। भार पर्योसरशन अध्यक्ष रामसुंदर सिंह ने कहा कि आने वाला समय इलेक्ट्रॉनिक वाहनों का

सदा विधायक ने सेठ अटौ मोबाइल का किया शुभारंभ

ही है। सरकार भी इसको बढ़ावा दे रही है।

शोरूम के प्रोप्राइटर अनमोल सेठ ने बताया कि इन वाहनों की कीमत 62 हजार से 1.46 लाख तक है। इसे चलाने के लिए ड्राइविंग लाइसेंस की भी आवश्यकता नहीं होती। यह स्कूटर और वाहन तीन से चार घंटे में चार्ज हो जाते हैं। इन मॉडल पर ओकीनावा कंपनी के परिवार सेल्स मैनेजर सदान कुमार शर्मा, सर्विस हेड प्रीती गौरव शर्मा, सेठ अटौ मोबाइल के अजय सेठ साईत अन्य लोग मौजूद रहे। (संवाद)



## Shri Vinayak Okinawa, Dehradun





## Service Training and Development Initiative



In a commitment to enhance our service quality and customer satisfaction, Okinawa Autotech is proud to highlight our latest internal training and development initiative. Over the past month, we have undertaken a comprehensive training program aimed at empowering our dealer network. This program encompasses New Dealers, Existing Dealer staff, Service Managers, Service Advisors, and Owners, ensuring that everyone is well-equipped to provide top-notch service.

**The initiative covered various critical aspects, including:**

**Warranty Claim Process:** We believe in transparency and efficiency, and this training focused on streamlining the warranty claim process, ensuring that our customers receive a seamless experience.

**DMS Usage:** The utilization of a Dealer Management System (DMS) was emphasized to enhance operational efficiency and data accuracy, providing a foundation for better customer service.

**Technical Product Training:** Our team received comprehensive training on the technical aspects of our electric two-wheelers, ensuring that they can diagnose issues and perform repairs with precision.

**Vehicle Troubleshooting Training:** The training addressed various troubleshooting scenarios, enabling our team to swiftly resolve issues, thus minimizing downtime for our customers.

This initiative reflects our unwavering commitment to delivering superior service and making Okinawa vehicles the preferred choice for electric mobility. We look forward to witnessing the positive impact of this training on our customer service and the satisfaction of our valued riders. Stay tuned for more updates in our upcoming newsletters!





## Joyous Celebration of Employees' 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.

## Nourishing Health: Okinawa's Employee Nutrition Training

In an unwavering commitment to the well-being of our employees, Okinawa Autotech organized an enriching internal training session on nutrition. The Human Resources department took the initiative to raise awareness about the health of our valued team members.

A team of highly competent nutrition experts was invited to enlighten our employees about the profound role nutrition plays in maintaining good health. The session was conducted at our headquarters, setting the stage for an interactive and educational experience.



The training proved to be an eye-opener, as our employees delved into the intricacies of a balanced diet, mindful eating, and the essential nutrients required for sustained well-being. Discussions also centered on the significance of nutrition in boosting immunity and enhancing productivity, essential aspects in our fast-paced work environment.



Okinawa Autotech's commitment to employee wellness has been further underscored through this training, ensuring that our workforce not only powers our electric vehicles but also prioritizes their personal health. It's an investment in our team's future, and we look forward to a healthier and more vibrant journey ahead.

Stay tuned for more enriching initiatives as we continue to thrive as a company that values its most significant assets—its employees.



## Successful Blood Donation Camp at Okinawa Headquarters

We are proud to highlight the success of the Blood Donation Camp organized by our dedicated HR Team at the Okinawa Headquarters in Gurgaon.

The initiative witnessed an outpouring of support from our employees. Their active participation and enthusiastic response made this event a significant success.

We extend our heartfelt thanks to all participants for their selfless contributions. Your involvement potentially saved lives and showcased the compassionate spirit of the Okinawa family.

Stay tuned for more inspiring initiatives that define our commitment to the well-being of our community.







**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 20<sup>th</sup> of each month.

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