

Dec 2023

OKINAWA

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TIMES

Accelerating into

2024



Celebrating a Year of Electric Milestones



Charging Ahead: Okinawa's Journey through 2023

Dear Okinawa Autotech Family,

As we approach the end of 2023, I am filled with immense pride and gratitude as I reflect on the remarkable journey we've embarked upon this year. It is my pleasure to share with you the milestones and achievements that have defined Okinawa Autotech over the past twelve months.

January 2023 marked a significant milestone as we celebrated six commendable years in the electric mobility sector. This journey, laden with numerous milestones and challenges, was made smoother with the unwavering support and trust of our dedicated employees, valued customers, suppliers, dealers, and stakeholders.

In February, we achieved a landmark success by registering our highest sales from April 2022 to February 2023, witnessing a phenomenal 58% growth compared to the same period in the previous year. This growth proved to be a testament to our collective efforts and the quality of our products.



March was a momentous month as we became the first EV manufacturer to reach the target of selling 250,000 scooters. This milestone was celebrated with our employees at the plant, rolling out the best-selling Praise Pro as the 250,000th model. I, along with our Chairperson, Dr. Rupali Sharma, congratulated the team and shared our vision of reaching one million sales by 2025.

In April, we expanded our horizons by offering a diverse range of bright and lively colors for our PraisePro and iPraise+ models, catering to the individuality and preferences of our riders. This initiative was a blend of customer feedback and market insights, reflecting our commitment to customer-centric innovation.



remains a testament to the resilience and excellence of our products.

In July, we focused on upgrading our flagship model, the Okhi-90, infusing it with cutting-edge features and technology. The overwhelming response and bookings for the Okhi-90 highlighted the trust and admiration our customers have for Okinawa Autotech.

May brought forth significant upgrades to our product range, starting with our best-selling Praise platform. These enhancements, including chassis improvements, not only elevated the riding experience but also showcased our dedication to technological advancement.

June was a month of celebration as we commemorated the 5th anniversary of the Praise de Himalayas expedition. This adventure, which tested the limits of our electric scooters in the Himalayas,

OKHI 90
Okinawa introduced the 2023 Okhi 90 with several new features. This updated model includes a colour digital driver's display and improved connectivity, and offers a range of 160km on a single charge with a peak speed of 80 to 90 miles per hour. Real-time features such as battery SOC monitoring, speed monitoring, and on/off notifications further enhance the scooter's utility. As India continues its journey toward a more sustainable and eco-friendly transportation future, the electric two-wheeler landscape is evolving rapidly. With these innovative and high-performance electric motorcycles and scooters hitting the market, riders now have more choices than ever, ensuring a brighter and cleaner future for India's urban mobility.



August was marked by a unique initiative where we welcomed esteemed journalists to our manufacturing facility. This event allowed them to experience firsthand the advanced processes behind our acclaimed Praise series and generated a positive response from them through their coverage.



Okinawa Praise pro and i praise + got big changes #electric scooter #okinawa
CarBike360 7.9K subscribers



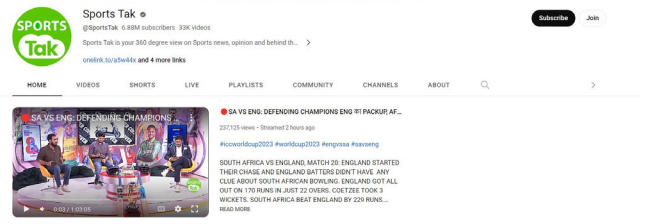
2023 Okinawa Praise - What has changed?
Jagran HiTech - Auto... 15K subscribers



Okinawa Praise 2023 Electric Scooter 10k Cheaper than Ola
Ride with Sharma 22.1K subscribers

September saw a groundbreaking partnership with Pine Labs, revolutionizing electric mobility and fintech in India. This collaboration aimed at simplifying the process of owning an electric vehicle and marked a significant step towards making sustainable transportation more accessible.

October was an exhilarating month as we became the presenting sponsor of Sports Tak's World Cup coverage. This strategic move aligned us with one of the biggest sporting events, allowing us to connect with a global audience and reinforce our brand's presence.



Finally, November was a shining moment at the India International Trade Fair 2023. Our showcase at the Rajasthan pavilion, featuring the Okhi-90 and Praise Pro, was a testament to our brand's growing prominence and commitment to the 'Make in India' initiative.



As I recount these achievements, I am reminded of the strength and resilience of our Okinawa family. Each milestone is not just a mark of success but a stepping stone towards a brighter, more sustainable future. Thank you for being a part of this incredible journey.

Warm regards,

Jeetender Sharma

Managing Director, Okinawa Autotech

Electrifying Success: Okinawa Autotech's Year of Record-Breaking Achievements and Innovative Marketing Triumphs

This year has been a remarkable journey for Okinawa Autotech, marked by innovative marketing strategies, significant milestones, and a steadfast commitment to sustainable mobility and customer satisfaction. As we close 2023, we look forward to continuing this momentum and achieving greater heights in the coming year:

January 2023

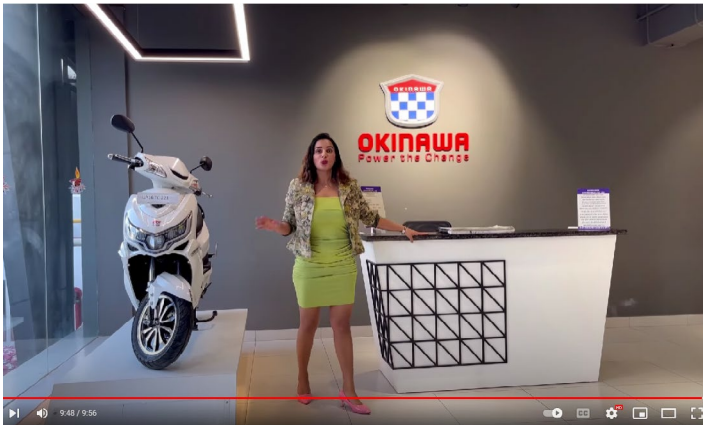
Six-Year Celebration: We celebrated six years in the electric mobility world on January 23, 2023. Despite challenges, we thrived with the support of our employees, customers, suppliers, dealers, and stakeholders. We continued our Happy Customer Club initiative, sharing images of new vehicle deliveries on social media, involving customers and dealers in sharing their happy moments. Okinawa also organized a Service and Sales Carnival in Jaipur which was well received by the existing and potential customers.

January: Amrit Mahotsav

The Republic Day celebrations, named 'Amrit Mahotsav,' were held across 30 dealers nationwide. Rallies and other activities were organized

to foster national unity and advance our vision of a sustainable India. This initiative showcased Okinawa's commitment to integrating corporate responsibility with national pride.





February 2023

Record Sales and Influencer Coverage: We registered our highest sales from April 2022 to February 2023, showing a 58% growth. An automobile influencer covered our flagship Galaxy store in Noida in a detailed walk-around video, which garnered over 500,000 impressions.

Okinawa Vivacity Fest

At LNMIIT University, Jaipur, Okinawa Autotech sponsored the 'Okinawa Vivacity' youth festival. This initiative involved engaging with college students, offering test rides, and highlighting the capabilities of Okinawa E-Scooters. More than 300 students participated, resulting in increased brand following on social media.



March 2023

250,000 Scooters Sold: We became the first EV manufacturer to sell 250,000 scooters. This achievement was celebrated at our plant with the roll-out of the 250,000th Praise Pro model, complemented by motivating speeches from our MD, Mr. Jeetendra Sharma, and Chairperson, Dr. Rupali Sharma.



Okinawa Autotech & Kosher Climate Collaboration

In line with our vision for a cleaner future, we collaborated with Kosher Climate to educate the public on the benefits of EVs in reducing carbon emissions. This partnership highlighted our achievement of producing over 250,000 EV two-wheelers, saving significant petrol costs and reducing carbon dioxide emissions. Activities were conducted in various cities, involving our sales and service teams to reinforce the message at different dealer points.





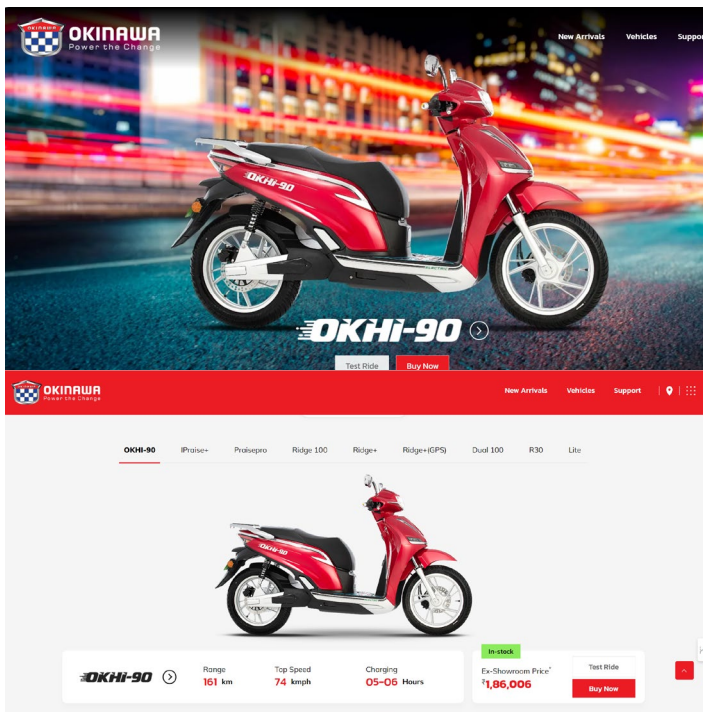
April 2023

Colourful Sales and Radio Campaign: We celebrated selling 250,000 units in India by introducing eight new colors for our PraisePro and iPraise+ models, based on customer feedback and market trends. Our radio campaign during IPL coverage on Radio Mirchi and the completion of the first stage of our Google Business Listings and hyperlocal activation were key marketing successes.



May 2023

Influencer Marketing Success: We collaborated with Instagram influencer Hunny Sharma to promote our new range of colours. His engaging content on the iPraise Plus resulted in significant engagement and boosted our social media presence. We also upgraded our product range, starting with the Praise platform, and participated in branding and awareness campaigns during the IPL coverage on News Nation TV.



June 2023

Digital Out-of-Home Campaign: Our digital out-of-home campaign at JMD Megapolis showcased our TV commercials, attracting considerable attention. We also continued our influencer marketing success with Harpreet Singh Bal, who produced engaging content on our new color range, achieving significant social media engagement.

July 2023

Website Redesign and Increased Visibility: We launched our redesigned website, enhancing user experience and functionality. Our visibility expanded across several mobile apps, news, and sports websites in six regional languages and English.



August 2023

Influencer Collaboration and Journalist Engagement: Influencers 'gurman stunts' and 'jannatji1994' created a captivating video featuring our Praise range, garnering substantial likes and engagement. We also welcomed journalists to our manufacturing facility, earning high praise for our commitment to rider comfort and performance.



September 2023

Partnership with Pine Labs: We announced our partnership with Pine Labs during Ganesh Chaturthi, simplifying EV ownership in Maharashtra. This initiative included instant loans, flexible tenures, and special cashback offers, significantly enhancing the customer shopping experience.

October 2023

Sports Tak's World Cup Sponsorship: We became the presenting sponsor of Sports Tak's World Cup coverage, gaining tremendous exposure and aligning our brand with the excitement of the ICC Men's Cricket World Cup.



Sports Tak Verified
@SportsTak 6.88M subscribers 33K videos
Sports Tak is your 360 degree view on Sports news, opinion and behind th... >
onelink.to/a5w44x and 4 more links

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VIDEOS

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CHANNELS

ABOUT



● SA VS ENG: DEFENDING CHAMPIONS ENG का PACKUP, AF...

237,125 views • Streamed 2 hours ago

#icccricket2023 #worldcup2023 #engvssa #savseng

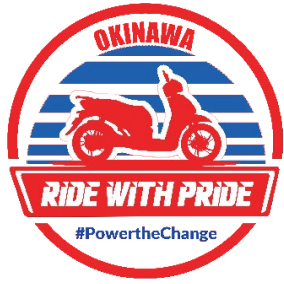
SOUTH AFRICA VS ENGLAND, MATCH 20: ENGLAND STARTED THEIR CHASE AND ENGLAND BATTERS DIDN'T HAVE ANY CLUE ABOUT SOUTH AFRICAN BOWLING. ENGLAND GOT ALL OUT ON 170 RUNS IN JUST 22 OVERS. COETZEE TOOK 3 WICKETS. SOUTH AFRICA BEAT ENGLAND BY 229 RUNS...
READ MORE



November 2023

IITF Showcase and Continued Sponsorship: We made a significant impression at the India International Trade Fair 2023, showcasing the Okhi-90 and Praise Pro at the Rajasthan pavilion. We also continued as the title sponsor of News Nation's World Cup coverage and presenting sponsor of Sports Tak's World Cup coverage, extending our brand reach to a global audience. Our digital empowerment initiative for dealers progressed with interactive sessions on Google Business and Hyperlocal Marketing, enhancing our dealers' online presence.

These marketing initiatives reflect our dedication not only to promoting the Okinawa brand but also to contributing to environmental sustainability and social responsibility. We look forward to continuing these efforts and embracing new opportunities to innovate and engage in the coming year.




Ride with Pride' Test Ride Initiative - Yearly Roundup



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!



POV - You own an Okinawa

okinawaautotech
filmyage • Lord Bobby's Entry

okinawaautotech Eco-friendly joyrides: Okinawa scooters redefine smart, clean commuting bliss

#okinawa #okinawascooters #electricvehicle #evrevolution #gogreen #sustainability #yehesahihai

1w

its_himanshu_xx Feeling so elegant and looking like a wow while riding #okinawa scooters!! ❤️

1w Reply

— View replies (2)

motor.hubb 🍷🍷

1w Reply

ronaks7 🤔🤔

1w 2 likes Reply

vighneshkumar 🤖🤖


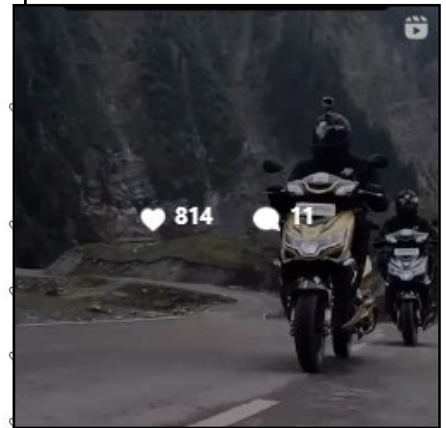
1w 1 like Reply

khurram_rx 🤖

1w Reply

Liked by kashvimotors and 813 others

December 15



okinawaautotech
Bhushan Dua • Navratri fest 2.0

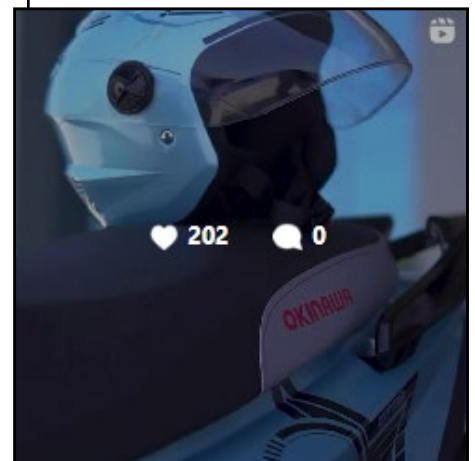
okinawaautotech Electrifying the ride, transforming the future of two-wheel mobility.


#okinawa #okinawascooters #electric scooters india #ev #sustainability #yehesahihai

3w

Liked by shreyu__ly_x_10 and 201 others

December 2





**Sher ne EV kharid li hai
Ab sher bhi eco-friendly hai!**

okinawaautotech
ranglapunjabartsacademy • Original audio

okinawaautotech Ab toh sher ne bhi EV kharid li, what are you waiting for? 🐾

#okinawa #okinawascooters #yehesahihai #ev #electric #evrevolution #sher
3w See translation

ronaks7 199
3w 2 likes Reply

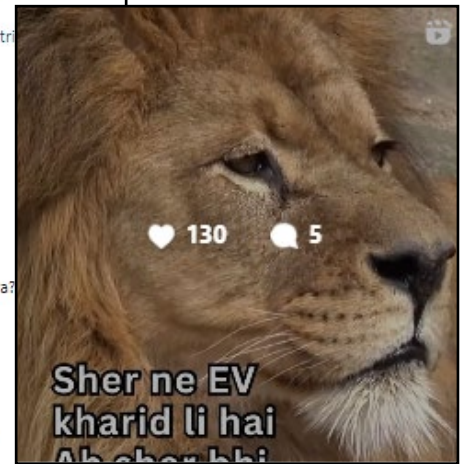
vighneshkumar ❤️❤️❤️
3w 1 like Reply

punita.somani Sher abse vegetarian diet bhi lega kya?
3w 2 likes Reply See translation

pratiksinhjadav__official Sher ne ev liya 🐾🐾🐾
3w 2 likes Reply See translation


pawan.phutela Already many sher's buy okinawa ev
3w 1 like Reply

Liked by shreyu__ly_x_10 and 129 others
December 6



**Sher ne EV kharid li hai
Ab sher bhi**

130 5



A REVOLUTION

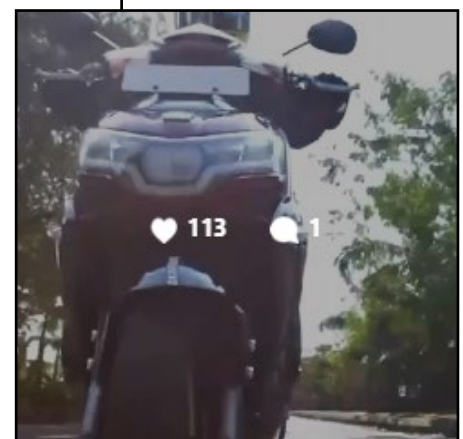
okinawaautotech
Original audio

okinawaautotech Okinawa driving the EV revolution!

#okinawa #okinawascooters #ev #evrevolution #yehesahihai
6d

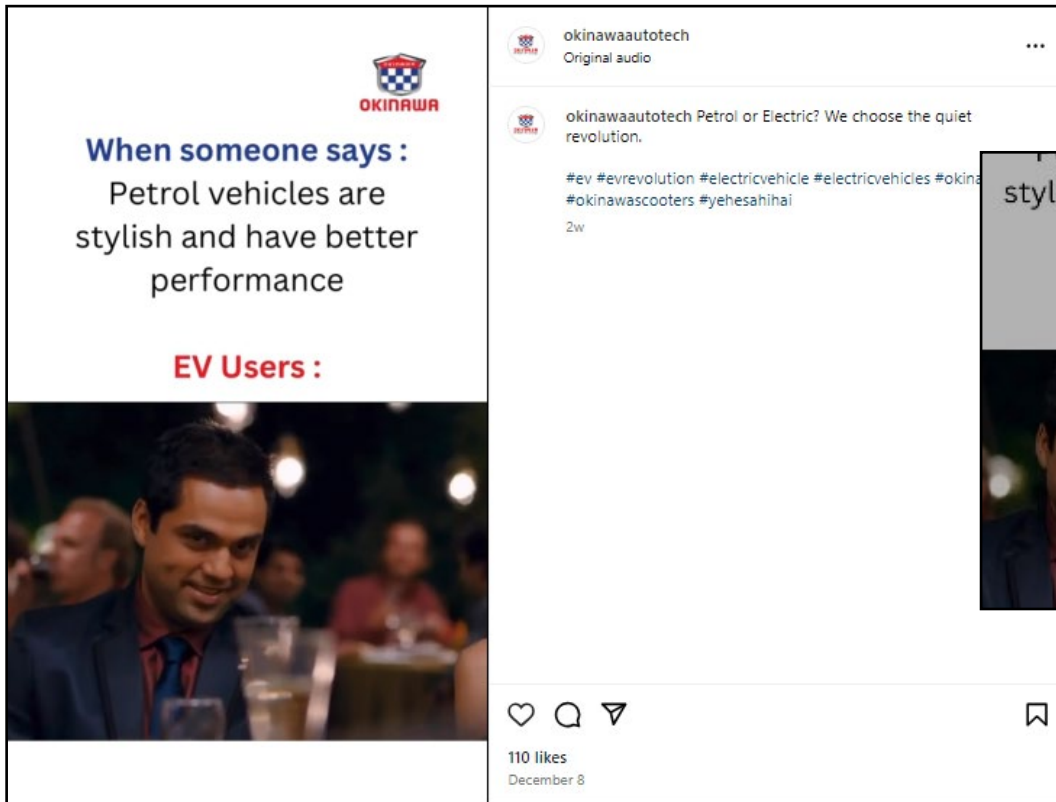
bindas_banda99.99 Nice
6d Reply

113 likes
6 days ago



A REVOLUTION

113 1



OKINAWA

**When someone says :
Petrol vehicles are
stylish and have better
performance**

EV Users :

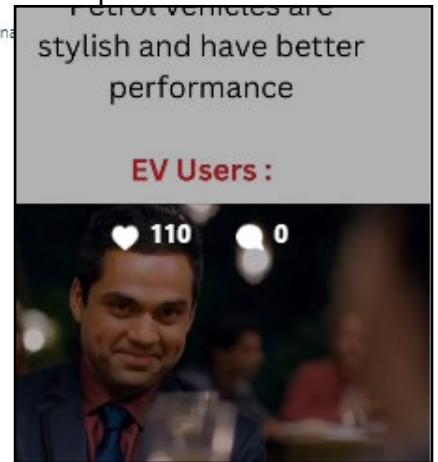
okinawaautotech
Original audio

okinawaautotech Petrol or Electric? We choose the quiet revolution.

#ev #evrevolution #electricvehicle #electricvehicles #okinawa #okinawascooters #yehesahihai

2w

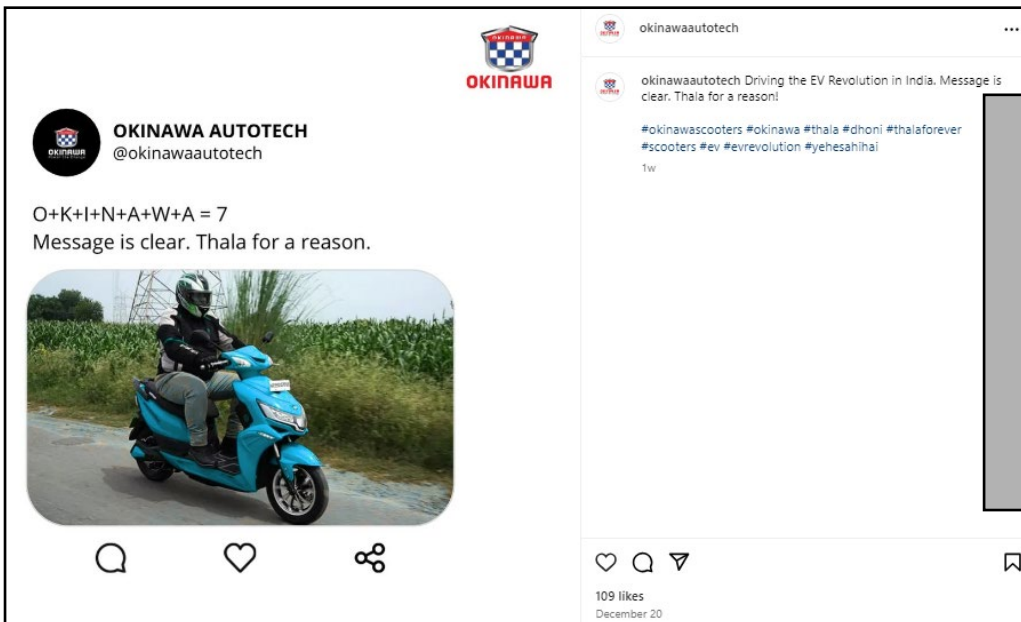
110 likes
December 8



Petrol vehicles are
stylish and have better
performance


EV Users :

110 0



OKINAWA AUTOTECH
@okinawaautotech

O+K+I+N+A+W+A = 7
Message is clear. Thala for a reason.



okinawaautotech

okinawaautotech Driving the EV Revolution in India. Message is clear. Thala for a reason!

#okinawascooters #okinawa #thala #dhoni #thalaforever #scooters #ev #evrevolution #yehesahihai

1w

109 likes
December 20



OKINAWA AUTOTECH
@okinawaautotech

O+K+I+N+A+W+A = 7
Message is clear. Thala for a reason.

109 0

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.



Veh Sahi Hai

OKINAWA Power the Change

Merry Christmas,

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

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

- 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

- Sun Orange
- Seafoam Green
- Mocha Brown
- White
- Olive Green
- Glossy Red Black
- Blue
- Black



Veh Sahi Hai

OKINAWA Power the Change

HAPPY New Year

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

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

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

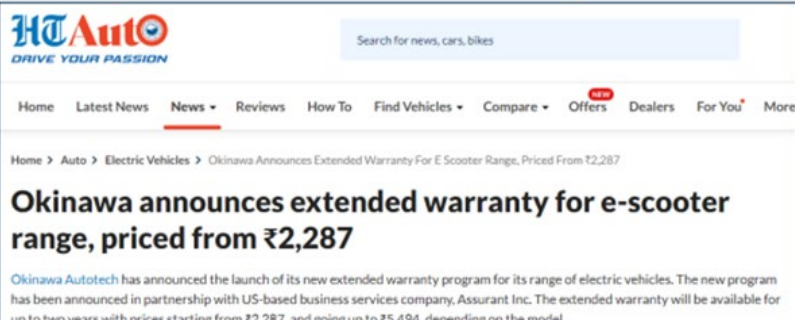
Available in Other Exciting Colors Also

- Sun Orange
- Seafoam Green
- Mocha Brown
- White
- Olive Green
- Glossy Red Black
- Blue
- Black

Best of Media Coverage 2023

Feb 2023

Partnership with Assurant and extended warranty offers




The screenshot shows a news article on the HT Auto website. The article title is "Okinawa announces extended warranty for e-scooter range, priced from ₹2,287". The sub-headline reads "Okinawa Autotech has announced the launch of its new extended warranty program for its range of electric vehicles. The new program has been announced in partnership with US-based business services company, Assurant Inc. The extended warranty will be available for up to two years with prices starting from ₹2,287, and going up to ₹5,494, depending on the model."

The month of February saw an incredible coverage of Okinawa's one of the flagship stores – Galaxy in Noida. One of the automobile influencers had covered every aspect of the Galaxy store by a detailed walk around video. It covered how Okinawa's Galaxy stores are different from normal dealerships.

The combined reach of this activity (YouTube and Instagram) is over

500,000*
impressions.



The video thumbnail shows a woman in a green dress standing in an Okinawa store. To her left is a white electric scooter on a display stand. Behind her is a white reception desk with the Okinawa logo and the slogan "OKINAWA Power the Change" on the wall.

Continuously seeing a rise in demand, Okinawa Autotech has scaled up manufacturing capabilities. "Currently, we have two operational facilities in Rajasthan at Bhiwadi and Alwar, with an installed capacity of 0.3 million units. We have started work on a greenfield facility in Karoli, Rajasthan, with an installed capacity of 1 million units annually." said Jee-tender Sharma, MD, Okinawa Autotech. In 2022, they had clocked the highest-ever sales of 1,01,366 units.

The Tribune

The Following activities by Okinawa Autotech helped the brands to generate positive news in the month of February :

- MD Sir's reaction for Union Budget 2023-2024
- Partnership with Assurant and extended warranty offers
- Discount during Valentine's Day
- Industry Story Participation
- Influencer activity to showcase Okinawa Galaxy Store

Mar 2023

businessline.

Electric two-wheeler sales vroom to 2.82 lakh units in last 11 months

S Ramendra Singh
New Delhi

Domestic wholesale (dispatches to dealers) of high-speed electric two-wheelers between April 2022 and February 2023 grew multifold to 2,82,297 units, compared to 91,860 units in the corresponding period the previous year. The top players in the segment include Okinawa Autotech, TVS Motor and Ather Energy.

Gramapam-based Okinawa reported 58 per cent growth in sales to 81,290 units in the 11-month period, compared to 55,071 units in the corresponding period the previous year, according to monthly data shared by the Society of Indian Automobile Manufacturers (SIAM).

According to data shared by the industry body, these high-speed vehicles come under the AE2 segment (more than 250 W electric).

"We are aiming to achieve 1.20-1.25 lakh units this fiscal year. Overall, the demand has come from Tier-II and Tier-III cities, especially Tier-II cities, though demand is also growing in the metros... brand awareness is better now compared to the past," Jeetender Sharma, Managing Director and Founder, Okinawa Autotech, told businessline.

DEALER NETWORK
Okinawa, with a 550-dealer network across India, has six products in the high-speed segment, including Okki-90, iPrise+, PraisePro and Dual 100, with pricing starting at around ₹70,000 and going up to ₹1.86 lakh (ex-showroom). Similarly, Tamil Nadu-based TVS Motor with just one brand - iQube - has sold 81,290 units during the period, 800 per cent higher than the 8,979 units sold in April-February 2022-23.

Ather Energy's domestic sales also grew 291 per cent to 80,658 units (20,634). Bajaj Auto, which has re-entered the scooter market with the electric Chetak, sold 28,359 units (7,181).

According to analysts, FAME-II (Faster Adoption and Manufacturing of Hybrid and Electric Vehicles) has been very effective in driving electric two-wheeler sales in the last two years, and despite a temporary dip in sales numbers due to incidents of fire, timely policy action has helped EV sales recover. According to them, Uttar Pradesh, Maharashtra and Karnataka have reported highest EV sales.

Company/Manufacturer	Apr-Feb 2022-23	Apr-Feb 2023-22	% Change
Okinawa Autotech	81,290	55,071	58
TVS Motor	81,290	8,974	806
Ather Energy	80,658	26,634	291
Bajaj Auto	28,359	7,181	295
Hero MotoCorp	744	—	NA
Chetak Technology	4,390	—	NA
Total	2,82,297	91,860	297

Source: SIAM

Okinawa Strengthened its Leadership Position, Surpassed 2.5 Lakh Sales Milestone.

Rolled out the best-selling praise pro as the 250,000th model from its rajasthan plant.

hindustantimes

Okinawa crosses 2.5-lakh sales milestone

हिन्दुस्तान

ओकीनावा ने बिक्री का नया रिकॉर्ड पार किया

नई दिल्ली। ई-स्कूटर बनाने वाली प्रमुख कंपनी ओकीनावा ऑटोटेक ने वर्ष 2025 तक 10 लाख ई-वाहन बनाने के अपने बेचने के लक्ष्य को दिशा में बढ़ते हुए 2.5 लाख वाहन बनाने का रिकॉर्ड बनाया है। कंपनी ने कहा कि देश के 2.5 लाख ई-वाहन बनाने वाला यह पहला ईवी निर्माता बन गया है। राजस्थान प्लांट से 250,000वाँ मॉडल के सबसे बेहतरीन मॉडल जारी किया गया है।

देशबन्धु

ओकीनावा ने 2.5 लाख ई-स्कूटर की बिक्री का अंक पार किया

नई दिल्ली। ई-स्कोटर बनाने वाली प्रमुख कंपनी ओकीनावा ऑटोटेक ने वर्ष 2023 तक 1.25 लाख ई-वाहन बनाने के अपने लक्ष्य को दिशा में बढ़ते हुए 2.5 लाख वाहन बनाने का रिकॉर्ड बनाया है। कंपनी ने कहा कि देश के 2.5 लाख ई-वाहन बनाने वाला यह पहला ईवी निर्माता बन गया है। राजस्थान प्लांट से 250,000वाँ मॉडल के सबसे बेहतरीन मॉडल जारी किया गया है।

पंजाब केसरी

11 ई-स्कूटर बनाने वाली प्रमुख कंपनी ओकीनावा ऑटोटेक ने वर्ष 2025 तक 10 लाख ई-वाहन बेचने के अपने लक्ष्य की दिशा में बढ़ते हुए 2.5 लाख वाहन बनाने का रिकॉर्ड बनाया है।

International Women's Day

Dr. Rupali Sharma
Chairperson & Co-founder, Okinawa

राज्य विना हज़ारत जी विजनेस के किसी भी वीडियो

Channel available on: Dsh 71-72 | 026-342 | Tss 589-599 | Amdt 871-311 | Rtd-04 | S11 (Gopur)-479

S11 (Bhar & Jha)hand, Wb-185 | 026-355-256 | Mailbox-241 | GTP-259 | Faxbox-220 | UCN-122

Influencer Engagement

journoankit • Follow
Okki-90

journoankit • Top 5 Things - Okinawa Okki-90 Electric Scooter.

#okinawaokki90 #okki90electric scooter #okinawa #auto #automobile #electricscooters #journoankit

Apr 2023

OKINAWA AUTOTECH UPGRADES PRAISE PLATFORM WITH ADVANCED TECHNOLOGY AND IMPROVED ERGONOMICS

Chennai: In alignment with its aggressive growth strategy, Okinawa Autotech, India's leading electric two-wheeler manufacturer, today announced the launch of all new and advanced version of its best-selling 'Praise' platform, the Praise Pro and iPrise+.

Close on the heels of inaugurating the first global R&D centre in collaboration with its JV partner Tacita (Italy), Okinawa had announced an upgrade its entire product line, starting with Praise Pro and iPrise+.

The new and progressive Okinawa Praise platform packs in a host of advanced offerings that represent the ideal combination of style and technology.

Okina PraisePro & iPrise+ electric scooters get new colour options

Gramapam-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 iPrise+ will now be available in eight new colours - Electric Green, Ocean Blue, Sun Yellow, Light Red, Mirror Green, Haha Green, Garden Green, and Sun Orange. The new colour options are now available for customers.

1 | HT Auto Desk | Updated on: 28 Mar 2023, 03:00 PM

Okina PraisePro और iPrise+ अब दिखेंगे पहले से ज्यादा शानदार, मिले 8 नए कलर अपडेट

In April, we conducted a test ride activity for the Okki-90 with Nishant 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 OKKI 90 | ये 5 बातें आपके चढ़े काम की | NBT LIFE

journoankit • Follow
Okki-90

journoankit • Top 5 Things - Okinawa Okki-90 Electric Scooter.

#okinawaokki90 #okki90electric scooter #okinawa #auto #automobile #electricscooters #journoankit

Jun 2023

Jul 2023



EXPRESS DRIVES

The next on the list is the Okinawa Okhi, which has a top speed of 90kmph. The Okhi is powered by a 3.6 kWh battery pack which offers a range of 160km on a full charge. The Okhi is priced at Rs 1.85 lakh ex-showroom, making it the most expensive scooter on the list.

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 कितना अपग्रेड, जानें कैसे है फीचर्स और कीमत


अपग्रेडेटेड वर्जन लॉन्च

यहां हुआ बदलाव

कैसे है फीचर्स

किताबी दमदार बैटरी और मोटर

Aug 2023



Kingshuk Dutta
@kingshuk_24

but in terms of ergonomics.

2023 Okinawa PraisePro Review



Jagran HiTech

2023 Okinawa Praise - What has changed?




CarBike360

Okinawa Praise pro and i praise - got big changes #electric scooter #okinawa



MANAV ANCHOR

Okinawa Praise Pro and i Praise Plus Detailed Review | Range 135 km | Rs 1,45,000 #okinawa #auto



Okinawa Praise 2023 Electric Scooter 10k Cheaper than Ola



OUT OF THE BOX THINKING

THE BEST OF 2023

As we approach the end of 2023, it's time to celebrate the innovative spirit and out-of-the-box thinking demonstrated by our dealer partners at Okinawa Autotech. This year, our dealers have gone above and beyond to engage with their communities, promote sustainable transportation, and contribute positively to society. Let's take a moment to reflect on these exceptional initiatives and applaud the efforts of our dealers who have been instrumental in building value for both the brand and their customers.

January: Gupta Motors, Manipur

Gupta Motors sponsored the Elight Runway Night Fashion Show, featuring Okinawa products on the ramp. TV actress Vaishnavi Macdonald graced the event, and the dealer facilitated test rides, enhancing brand visibility.



February: Chetna Automobiles, Sangli

For Valentine's Day, Chetna Automobiles created a special setup with the Praise Pro, encouraging customers to capture moments with their loved ones. The best picture won gift hampers, boosting on-the-spot bookings.



March: Sunrise Motors, Guntur (AP)

Sunrise Motors organized an informative event at Vignan University, showcasing various Okinawa models and offering test rides and technical information. This initiative increased vehicle knowledge and generated numerous enquiries.



April: Gupta Motors, Mainpuri

Gupta Motors sponsored Elight Runway Night Season-2, integrating Okinawa products into a fashion show attended by celebrities. They also organized test rides and addressed customer queries.



May: AutoScan, Jeypore, Odisha

AutoScan led a Safety Rally titled 'Ride Okinawa for Greener Tomorrow' to promote environmental awareness and highlight the role of electric scooters in sustainable living.



June: Shubham Enterprises, Haldwani

Shubham Enterprises launched a 'Shop and Win' offer at Walkway Mall, offering lucky draw coupons and discount vouchers for test riders, with prizes including an Okinawa R30 and a refrigerator.



July: Yogi E-Bikes, Surendanagar

Yogi E-Bikes showcased the Praise Pro range at the Hem-Ren Business Expo, promoting sustainable transportation and electric scooter benefits.



August: Jaipur Okinawa & Amutham E-Bikes, Jaipur & Arani

These dealers organized a rally on Independence Day, raising awareness about electric scooters and their benefits in sustainable commuting.



September: Various Dealers, Madhya Pradesh

Multiple dealers participated in the MP Toppers Scheme Distribution, supporting high-achieving students and demonstrating social responsibility.



October: Shree Krishna Electric Bike, Raibareli

Participated in the Navratri Dandiya Utsav, showcasing Okinawa Scooters and engaging with potential customers.



November: Seth Automobiles, Unnao

Played a key role in the Kisan Samman Mahotsav-2023, highlighting their commitment to community engagement and innovation.



These initiatives reflect the dedication and creativity of our dealers, who have not only enhanced the Okinawa brand but also contributed significantly to their local communities. Here's to a year of outstanding achievements and a future filled with even more innovative endeavours!

Best of 2023

As 2023 draws to a close, we at Okinawa Autotech take pride in reflecting on the outstanding service initiatives undertaken by our team and dealers throughout the year. These efforts underscore our commitment to excellence and innovation in serving our customers. This roundup in our December newsletter is a tribute to the dedication and hard work of our service teams and dealers who constantly strive to add value to our brand and provide exceptional service to our customers.

Service Initiatives - Yearly Roundup

February: Allied Auto, Korba

Allied Auto organized the 'Mileage ka Maharaja' event, focusing on maximizing efficiency and service quality, ensuring our customers enjoy the best performance from their Okinawa scooters.



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March: Anutek Engineering, Bhavya Motors, King Star Motors

These dealers collectively hosted the 'Mileage ka Maharaja' initiative, underscoring our commitment to delivering exceptional mileage and customer satisfaction across different regions.



June: Chetna Automobiles, Sangli

Chetna Automobiles conducted a Pre-Monsoon Camp, ensuring our scooters were monsoon-ready and providing customers with peace of mind during the rainy season.



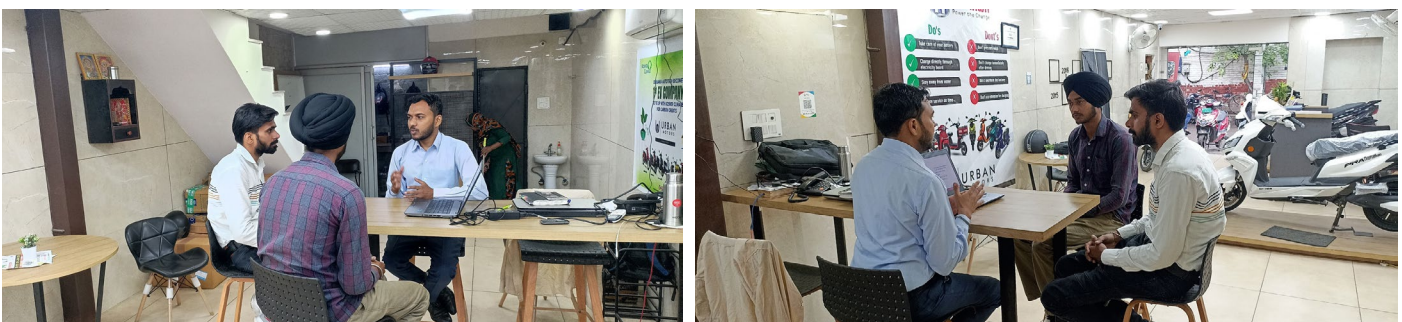
June: Anand Electric Vehicle, Kolhapur

Organized a Service Camp offering comprehensive check-ups and maintenance services, reinforcing our dedication to customer care and vehicle reliability.



July to November: Empowering Excellence - Training and Development

Okinawa Autotech conducted a series of in-depth training and development sessions focusing on Warranty Claim Processes, DMS Usage, Technical Product Training, and Vehicle Troubleshooting. These workshops equipped our service teams with advanced skills and knowledge, enabling them to offer superior service and support to our customers.



Throughout 2023, these service initiatives have not only enhanced the customer experience but also solidified Okinawa Autotech's reputation for quality and reliability in the electric two-wheeler market. We look forward to continuing this journey of service excellence in the coming year and beyond.

Yearly Roundup

As we wrap up 2023, it's a great opportunity to look back at the wonderful HR initiatives undertaken at Okinawa Autotech. Our HR team has consistently endeavored to innovate and add value to the lives of our employees at the plant and headquarters. This roundup in our December newsletter highlights these initiatives, showcasing our commitment to creating a supportive and enriching work environment for our Okinawa family.

January:

Family Day Celebration

Marking the sixth anniversary of Okinawa's first scooter launch, we hosted a gala event at Aapno Ghar in Gurugram, inviting all employees' families for a day filled with fun, games, and celebrations.



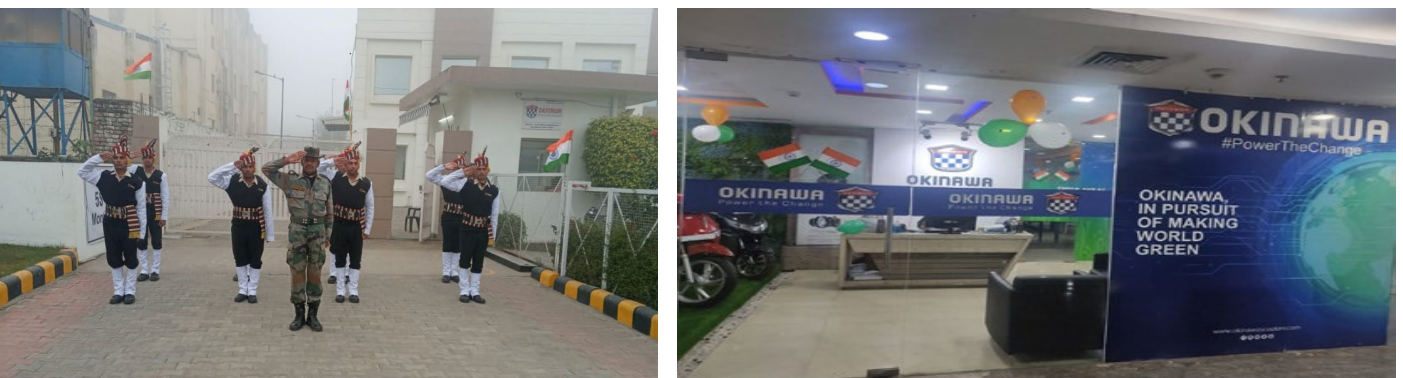
5S Month Activity at Plant

January was celebrated as "5S Month," focusing on optimizing workplace conditions and embracing the principles of 5S in manufacturing for a more efficient work environment.



Republic Day Celebration

We celebrated India's Republic Day with patriotism at our corporate office and plant, featuring tricolor decorations and ethnic outfits, and took an oath to contribute to India's growth.



February:

Kaizen Month Celebration at Plant

We observed “Kaizen Month,” embracing the Japanese philosophy of continuous improvement and lean principles to enhance our work processes and culture.



March:

Safety Month

Safety Month was dedicated to emphasizing workplace safety measures, aiming to prevent accidents and ensure a secure work environment.



Holi Celebration

Holi was celebrated with vibrant colors and joy at our Head Office and Plant, bringing together our workforce in a festive atmosphere.



April:

Productivity Month Celebration

April marked Productivity Month, focusing on improving overall productivity and fostering a culture of positive changes in the workplace.



May:

Embracing Inner Harmony - Spiritual Month

We dedicated this month to spiritual growth and inner harmony, offering various activities and sessions for employee well-being.



Sundarkand Paath

The Sundarkand Paath was organized, focusing on removing obstacles and embracing prosperity, aligning with our cultural values.



June:

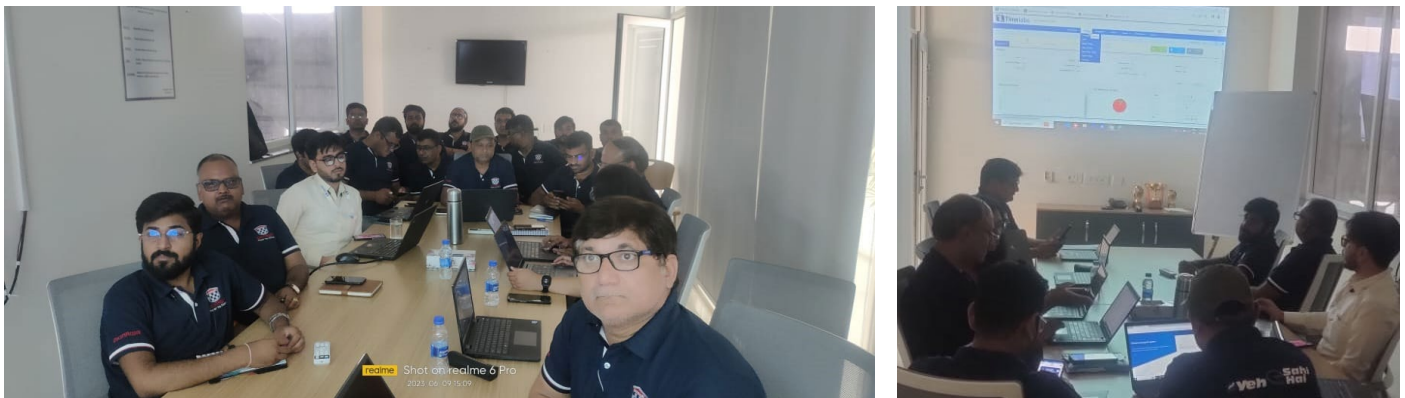
International Yoga Day

Celebrating International Yoga Day, we emphasized the importance of health and wellness, encouraging our employees to adopt healthier lifestyles.



Automated Leave Management System

We introduced an automated leave management system to empower our workforce with easier and more efficient leave planning.



August:

Independence Day Celebration

Independence Day was celebrated with fervor and unity, reinforcing our commitment to national pride and collective spirit.



September:

Vishwakarma Day Celebrations

Honoring craftsmanship and skill, we celebrated Vishwakarma Day, acknowledging the hard work and dedication of our employees.



Government ID Card Camp

We organized a camp for facilitating the issuance of government ID cards for employees, simplifying their access to essential services.



October:

Blood Donation Camp

A successful blood donation camp was held at our headquarters, showcasing our commitment to social responsibility and community service.



Employee Nutrition Training

Focusing on health and wellness, we conducted nutrition training sessions for employees, emphasizing the importance of a balanced diet.



November:

Diwali Festivities

Diwali was celebrated with enthusiasm, illuminating our premises with lights and joy, and bringing our Okinawa family together in unity.



These initiatives reflect our dedication to fostering a nurturing and vibrant work culture at Okinawa Autotech, enhancing the professional and personal lives of our employees. We look forward to another year of meaningful and impactful HR endeavours.

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 mouthwatering 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.





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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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