

Jan 2024

OKINAWA

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TIMES



Republic Day 2024

Okinawa, Pine Labs Triumph



Okinawa: Seven Years of Electrifying Innovation

Dear Okinawa Family,

As we embrace the start of 2024, I extend my heartfelt congratulations to each of you for contributing to another successful year at Okinawa. We are not just celebrating the commencement of a new year but also marking seven remarkable years in the Indian electric two-wheeler market.

Reflecting on a Transformative Industry and Our Journey: The electric vehicle (EV) sector continues to shape up as a beacon of sustainable mobility. Last year, the industry witnessed substantial growth, a testament to our collective efforts towards a greener future. With customer preferences evolving towards eco-friendly and cost-effective solutions, the EV market is poised for even greater expansion. In 2023, EV sales accounted for a significant portion of total auto sales, and this is expected to rise as confidence in EV technology and products strengthens.

Acknowledging Our Team's Dedication: Our journey to this milestone has been fueled by the relentless dedication of our employees. Your commitment and collaborative efforts have been the driving force behind our accomplishments. As we look ahead, I am confident that together, we will achieve even greater heights.

Revolutionizing EV Ownership with Pine Labs: In September, we embarked on an exciting collaboration with Pine Labs to simplify the EV ownership experience in Maharashtra. This initiative, enhanced during the Republic Day celebrations, has been pivotal in eliminating traditional barriers to EV acquisition. Our strategic efforts have enabled a smooth and accessible path to EV ownership, empowering our customers to embrace green mobility with ease.





Celebrating Seven Years of Progress: On January 23, 2024, we celebrated seven years of leadership in electric mobility. This journey, replete with challenges and triumphs, has been possible due to the unwavering support of our employees, customers, suppliers, dealers, and stakeholders.

Our Commitment to Sustainable Mobility: As a pioneer in promoting electric mobility in India, Okinawa is committed to #PowerTheChange. Our consistent focus on innovation, technology, and product design has enabled us to achieve and surpass numerous milestones. From conquering the highest motorable road to being the first in the 2W segment to receive FAME-II Certification and starting in-house Lithium-ion battery production, we continue to lead the industry's growth.

As we step into another year, I look forward to the continued journey with optimism, ready to embrace the opportunities and challenges ahead. Together, we will continue to drive the electric mobility revolution in India and beyond.

Thank you for your continued support and dedication.

Warm regards,

Jeetender Sharma
Managing Director,
Okinawa Autotech



A Journey of Innovation and Growth

In the past seven years, Okinawa has evolved from a promising startup to a trailblazer in India's electric vehicle market. Each year has been a chapter of innovation, challenges, and triumphant milestones.

A Commitment to Excellence and Innovation:

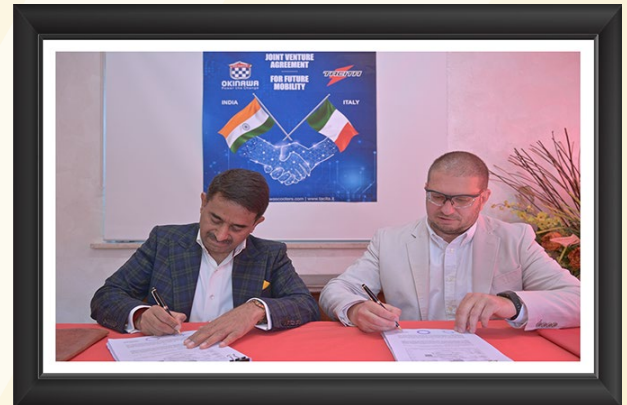
Since our inception, our commitment to powering change in the electric mobility sector has been unwavering. We've always believed in creating products that not only meet but exceed customer expectations. Our focus on innovation, technology, and product design has been the cornerstone of our success.

Major Milestones:



In 2018, Okinawa became the first electric two-wheeler to conquer the highest motorable road, setting a benchmark for performance and endurance.

Our joint venture with Tacita in Italy to establish a research and development center in Europe was a bold move towards integrating global technologies for the Indian market. This collaboration is expected to usher in a new era of next-generation electric vehicles, starting with the much-anticipated launch of a new cruiser motorcycle.



Our initiative to start in-house Lithium-ion battery production marked a significant step towards enhancing rider safety and spearheading industry-wide innovation.

Major Milestones:



By March 2023, we proudly reached the milestone of selling over 250,000 vehicles through our robust network of 550 dealers.

Record-Breaking Sales and Market Influence: The period from April 2022 to February 2023 saw us achieving our highest sales figures, with a staggering 58% growth compared to the previous period. This growth is not just a number; it's a reflection of the increasing trust and preference for Okinawa scooters among Indian consumers.

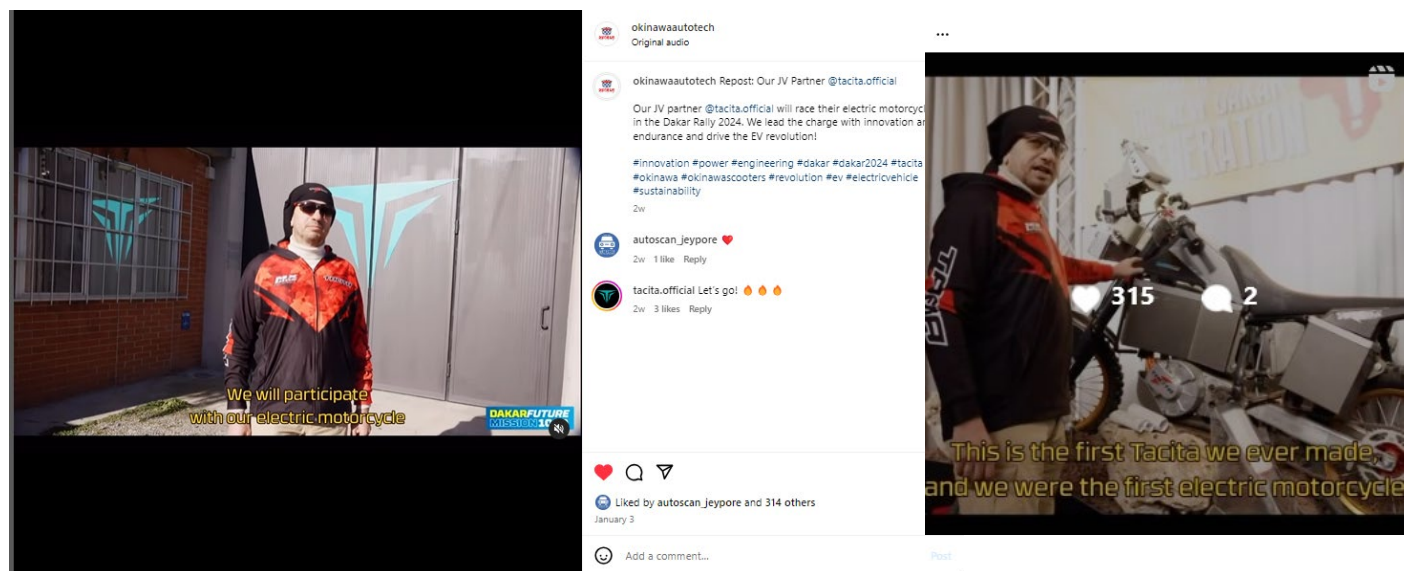
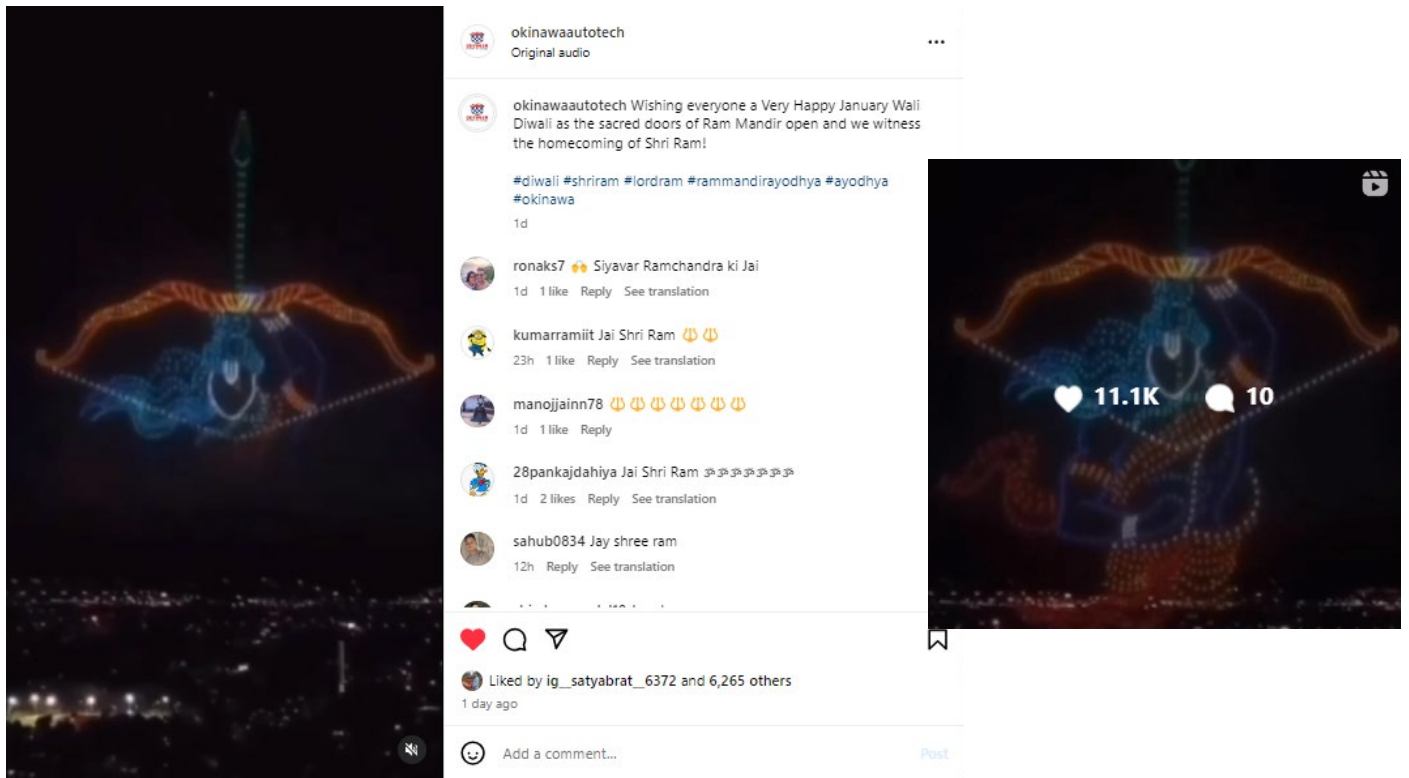
Celebrating the 250,000th Scooter: A milestone moment was the roll-out of our 250,000th Praise Pro model from the plant. This event was marked by the inspiring speeches from our MD, Mr. Jeetendra Sharma, and Chairperson, Dr. Rupali Sharma, celebrating the collective effort and dedication of the entire Okinawa family.

Looking Ahead: As we step into our eighth year, the journey continues with renewed vigor and enthusiasm. Our vision remains steadfast - to lead the charge in India's transition to sustainable mobility. With the support of our employees, customers, and partners, we are excited to explore new horizons and achieve greater heights.

Here's to many more years of innovation, growth, and electric mobility leadership!

Recap of the best Social Posts in Dec 2023

Here's a quick recap to keep you updated on all the latest news, events, and initiatives from Okinawa Autotech in December 2023. 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!





okinawaautotech
Original audio

okinawaautotech Rev into 2024: eco-friendly rides, silent journeys, electric adventure awaits!
#newyear #newyear2024 #happynewyear #2024 #resolution #sustainability #gogreen #revolution #okinawa
3w

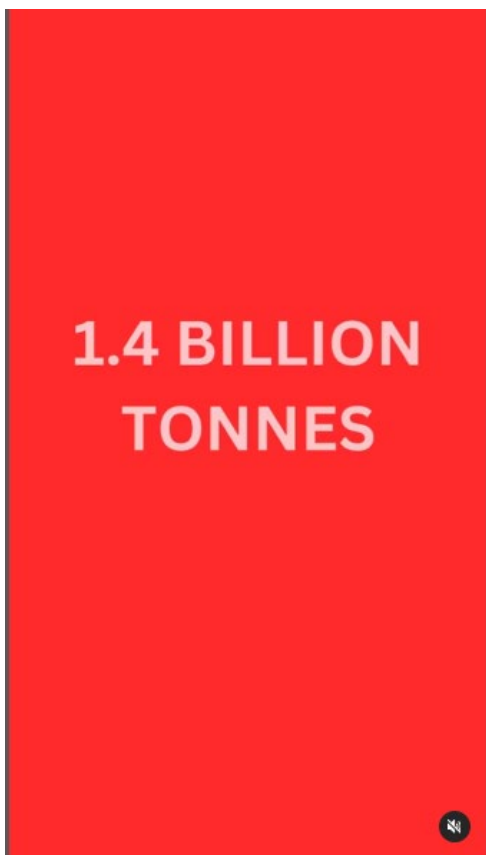
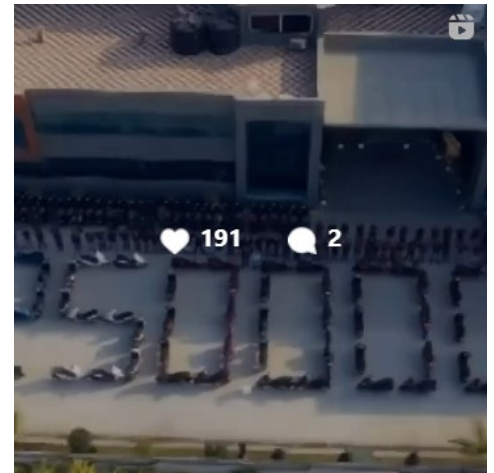
autoscan_jeypore ❤️
2w Reply

mr_biswajit_18a #okinawa
3w Reply

191 likes, 2 comments

Liked by shivanisams1996 and 190 others
January 1

Add a comment... Post



okinawaautotech
tonyannnn • Eb Major new piece x tony ann

okinawaautotech First 10 days of 2024!
#okinawa #okinawascooters #pollution #climatechange #revolution #ev #sustainability #yehesahihai
1w

khushi_0518 🍌🍌
1w 2 likes Reply

ronaks7 Choose your side wisely!!
1w 1 like Reply

sawanpradhan_official 🍌🍌🍌❤️❤️
1w 1 like Reply

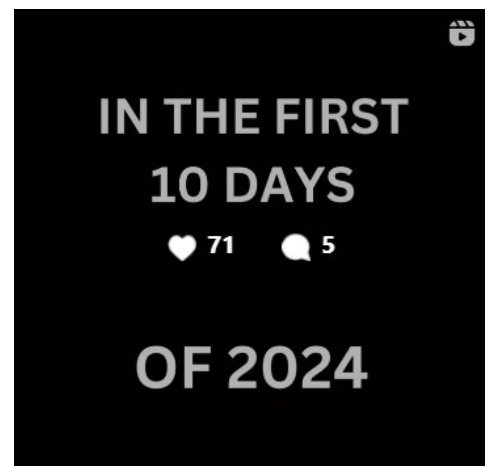
lal.dhanna ❤️
1w Reply

sushant_16 ❤️❤️
1w Reply

71 likes, 5 comments

Liked by shivanisams1996 and 70 others
January 10

Add a comment... Post





okinawaautotech Original audio

okinawaautotech Repost: @tacita.official

Kudos to our JV partner @tacita.official for their fearless performance, navigating the thrilling race with electric prowess at #dakar2024. @tacita.official is redefining EV adventure.

#dakar #powerful #adventure #tacita #okinawa

6d

kumarsandeeps100394 Nice ❤️❤️❤️
6d Reply

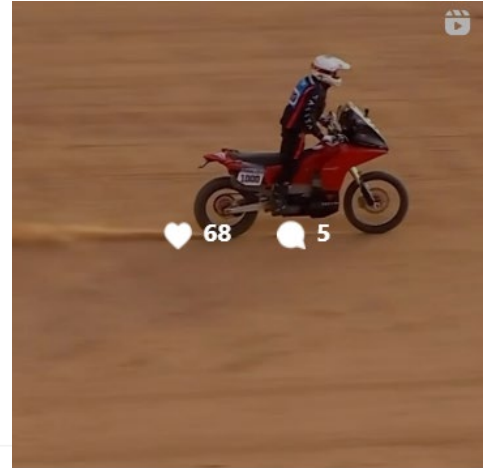
ankmeh48
6d Reply ...

tacita.official Thank you 🍷🍷🍷
6d Reply

kumarramiit EV at #dakar ❤️❤️
6d Reply

68 likes
6 days ago

Add a comment...



okinawaautotech

okinawaautotech Don't just say it, revolutionise your new year, new electric two wheeler rides! 🌱🌱 #rideelectric #ev #evrevolution #gogreen #sustainability #okinawa

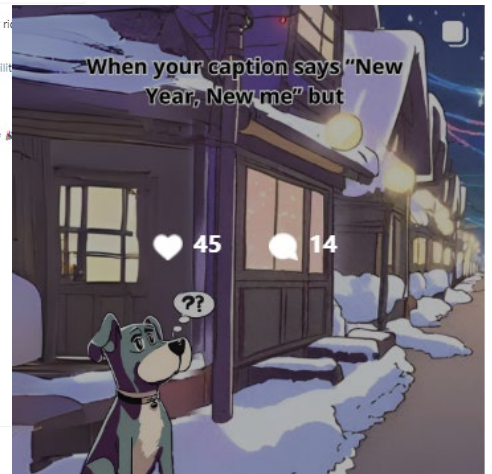
3w

vighneshkumar Happy New Year in Advance... 🎉🎉
3w Reply

kumarramiit Happy new year 🎉🎉
3w Reply

Liked by autoscan_jeypore and 44 others
December 29, 2023

Add a comment...



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. Here's a glimpse of our best creatives from December 2023.



Yeh eSahi Hai

Happy Republic Day

OKINAWA Power the Change

Elevated comfort, spacious ergonomics.

5-year extended warranty

Ride home an Okinawa Electric Scooter with Pine Labs this Republic Day.

Elevate your style with a splash of dazzling colors!

Runs @ 17Paisa/KM

EMI Starts at Rs.2,500/month

Available in other exciting colors: Sun Orange, Seafarm Green, Alocha Brown, White, Olive Green, Cuspy Red, Blue, Black.



Yeh eSahi Hai

HAPPY Makar Sankranti

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.

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

Runs @ 17Paisa/KM

Available in other exciting colors: Sun Orange, Seafarm Green, Alocha Brown, White, Olive Green, Cuspy Red, Blue, Black.



Yeh eSahi Hai

Happy Pongal

OKINAWA Power the Change

Festive FREEDOM
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Available in other exciting colors: Sun Orange, Seafarm Green, Alocha Brown, White, Olive Green, Cuspy Red, Blue, Black.



OUT OF THE BOX THINKING

Our dealer Dev Motors, Patna participated in the Bihar EV Expo 2024 and managed to attract several eyeballs with his display of our entire range 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.



Allied Auto, Korba



M.R.Automotive, Surat



Om Aayush motors, Ramgrah



Parve Motors, Jalana

Phutela Associates, Anupgarh



आनंदोत्सव साजरा करा..

ओकिनावा इलेक्ट्रीक
स्कुटर सोबत.



2000/-रु.
खास स्पेशल
डिस्काऊंट

एकदा चार्जिंग करा व १५० कि.मी.चा प्रवास फ्री...

इंजिन नाही..ऑईल नाही.. स्मार्ट गाडीसोबत मिळवा
आजच खरेदी करा. स्मार्ट मोटल टायर्स रिपेअर किट
व हेलमेट फ्री.



आजच...अॅडव्हान्स बुकिंगसाठी संपर्क साधा.

* अधिकृत विक्रेता *

पारवे मोटर्स

पोलीस चौकी समोर मेन रोड
राजूर गणपती ता.भोकरदन जि.जालना

प्रो.राम पारवे

मो.7020523104,
9421322225

3
YEAR WARRANTY

**Okinawa का
फैस्टिवल सीज़न**

Phutela
OKINAWA
Power the Change
Anupgarh

महाबचत ऑफर ₹3000/-* की छूट

Offer Till 13 Jan. 2024 | Bajaj Card Finance Available*

अपनाइये भारत का सबसे भरोसेमंद व
सबसे ज्यादा बिकने वाला
ओकिनावा इलेक्ट्रिक स्कूटर

डेबिट कार्ड/
क्रेडिट कार्ड
से पैमेन्ट करने पर
₹5000/-
का कैश बैक

हमसे सस्ता
कोई नहीं!

*T&C apply

Praise pro

Ridge+

Yeh Sahi Hai

Phutela Associate's Anupgarh
8094433000.9549876076.9649876076.01498294344

Yogi E-Bike, Surendranagar

OKINAWA
Power the Change

**श्री रामलला प्राणप्रतिष्ठा
महोत्सवानी अनेक शुभसामनाओ**

आ दिवस आआए ભારતના ઇતિહાસમાં સુવર્ણ અક્ષરોએ અંકિત થનાર છે
અને સૌ કોઈને તેના સાક્ષી બનાવાનું સૌભાગ્ય પ્રાપ્ત થવાનું છે...!!!

YOGI E- BIKE

Near kamnath Mahadev temple surendranagar gujarat

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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Distt. Alwar-301707(Rajasthan)

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