

Feb 2024

OKINAWA

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TIMES

EV penetration is improving at a healthy pace, aided by enhanced customer acceptance

Jeetender Sharma, MD, Okinawa Autotech



Navigating New Horizons: Okinawa Autotech's Journey Amidst India's EV Evolution

Dear Team, Dealer Partners, and Esteemed Members of the Okinawa Family,

As we reflect on the month gone by, it's heartening to observe the dynamic shifts within the Electric Vehicle (EV) landscape of India, a domain we've passionately contributed to and grown within. The industry's trajectory, marked by increasing customer acceptance and technological advancements, is a testament to the collective efforts of innovators, policymakers, and consumers towards a sustainable future.



Our journey, particularly in the recent months, has been nothing short of remarkable. The dedication and hard work of our employees have been pivotal in steering Okinawa Autotech towards achieving milestones that resonate with our vision of leading the EV revolution in India. Each one of you plays an integral role in this ongoing saga of success, and for that, I extend my deepest gratitude.

A significant highlight of our journey has been our strategic association with Pine Labs. This collaboration has proven to be a game-changer, especially during the festive seasons, by offering seamless payment solutions that significantly enhance the EV buying experience. Our initiative to offer instant loans with flexible tenures and the innovative 'Buy Now, Pay Later' option have not only facilitated smoother transitions to EV ownership but have also been instrumental in attracting a larger crowd to our dealerships. This forward-thinking approach aligns perfectly with our mission to make EVs accessible to all, eliminating financial constraints and procedural hassles.

Turning our gaze towards the recent budget announcements for the fiscal year 2024-25, it's encouraging to see the Government's reinforced commitment towards electric mobility. The continuation of FAME II subsidies is a significant boost for the EV sector. This move not only underscores the Government's faith in electric mobility as the future but also aligns with our aspirations to contribute meaningfully to India's green mobility transition.

The Government's sustained focus on enhancing the EV ecosystem, particularly in improving charging infrastructure, is a critical step towards mitigating range anxiety and promoting EV adoption. As we look forward, the timely rollout of new subsidy schemes remains a key factor in accelerating the electrification transition, and we at Okinawa Autotech are fully geared to navigate this evolving landscape.

As we continue to make strides in the electric mobility domain, your unwavering support and dedication fuels our drive towards innovation and excellence. Together, let's ride towards creating a sustainable, electrified future, making every milestone a testament to our shared vision and commitment.

Warm regards,

Jeetender Sharma
Managing Director
Okinawa Autotech



OUT OF THE BOX THINKING

Spotlight on Innovation: Yogi E-Bikes Leads the Way at Auto Event

In a remarkable display of creativity and strategic foresight, Yogi E-Bikes, our dealer partner from Surendranagar, Gujarat, took the lead in showcasing Okinawa's cutting-edge electric scooters at the recent "Business cum Auto Expo" held in City Hall. This initiative not only highlighted the innovative spirit of our dealer network but also significantly boosted customer interest in our eco-friendly scooters.



The expo turned out to be a bustling hub of excitement, with a vast number of attendees expressing keen interest in the sustainable mobility solutions



The expo turned out to be a bustling hub of excitement, with a vast number of attendees expressing keen interest in the sustainable mobility solutions



offered by Okinawa. This event underscores the growing curiosity and demand among the public for electric vehicles that combine style, efficiency, and environmental stewardship.

At Okinawa Autotech, we are incredibly proud of Yogi E-Bikes for their out-of-the-box

approach to enhancing brand visibility and engagement. Their success serves as an inspiration for our entire dealer network, encouraging more such forward-thinking initiatives that align with our mission to lead the electric mobility revolution across India.



We extend our heartfelt appreciation to Yogi E-Bikes for their outstanding effort and look forward to witnessing more innovative strategies from our dealer partners in the future. Together, we are not just selling scooters; we are driving towards a greener, more sustainable future for all.



Allied Auto, Korba



Ramsons Motors, Ranchi



AutoScan, Jeypore



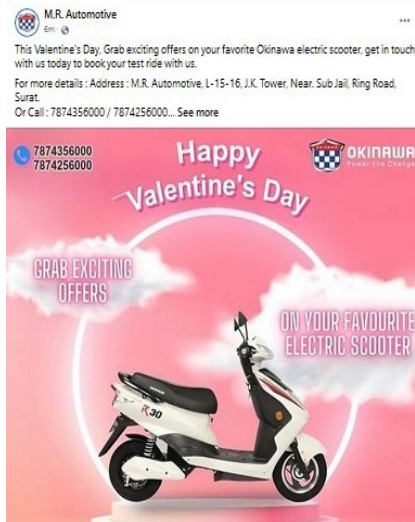
BS Automobiles, Kendujhar



Gayatri Motors, Pune



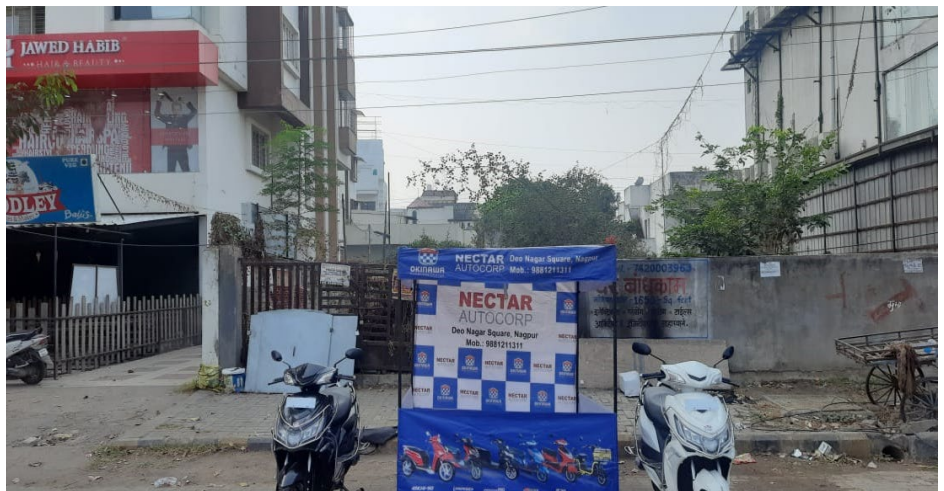
M.R. Automotive, Surat



Korea Auto Center, Baikunthpur



Nectar Autocorp, Nagpur



Om Aaoush Motors, Jharkhand



Ramsons Motors, Ranchi



Rinku E Motors, Jagdalpur



Sunrise Motors



Yogi E Bikes, Surendarnagar



Recap of the best Social Posts in Feb 2023

Here's a quick recap to keep you updated on all the latest news, events, and initiatives from Okinawa Autotech in Feb 2024. 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!



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micku_lyrics • O Desh Mere. IN

okinawaautotech On the occasion of Republic Day, let us pledge to protect our nation and make it proud! Happy Republic Day!

#republicday #india #constitution #independence #okinawa #electric

3w

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okinawaautotech To lead the charge towards a cleaner, sustainable tomorrow, igniting change!

#sustainability #evrevolution #revolution #ev #electricvehicle #gogreen #environment #change #okinawa

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1w Reply

👤 mr_onkar_mali_ 🥰🥰🥰🥰
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okinawaautotech Sparking more than volts: electrifying hearts this Feb!

#okinawa #okinawascooters #february #valentines #roseyday #valentinesday

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February 7

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#okinawa #okinawacity #japan #sustainability #longevity

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6d Reply

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#savings #okinawa #yehesahihai #evrevolution #explore
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Liked by okinawa_balangir and 61 others
20 hours ago

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Original audio

okinawaautotech In January 2024 alone, Okinawa scooters have saved over Rs. 45 crores in fuel costs!
#yehesahihai #okinawa #okinawascooters
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singh_amrendra_rathore ❤️
3w Reply

singh_amrendra_rathore Okinawa is best
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shivajipollampally How you saved
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January 31

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okinawaautotech Wishing you a vibrant #vasantpanchami! May this occasion bring joy and success to all your endeavors. #basantpanchami #saraswatipuja #okinawaautotech #yehesahihai #powerthechange

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February 14

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okinawaautotech Driving Towards Sustainability: The Impact of EVs on Emissions, Energy, and Culture.

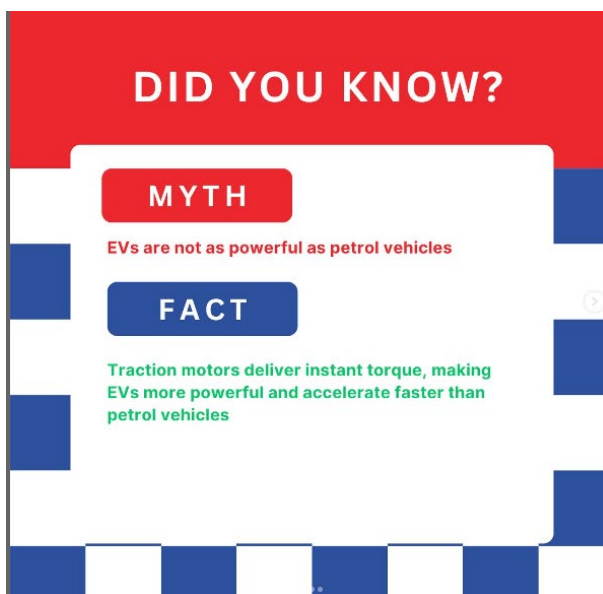
#okinawa #sustainability #gogreen #electricvehicle #renewableenergy #revolution

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5 days ago

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okinawaautotech Busting common myths about EVs

#okinawa #okinawascooters #yehesahihai #evrevolution #electricvehicles

2w

36 likes

February 2

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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 February 2023.



Yeh eSahi Hai

OKINAWA
Power the Change

Ride home an Okinawa Electric Scooter with Pine Labs.

- 5-year extended warranty
- Runs @ 7Paisa/KM
- EMI Starts at Rs.2,500/month
- Elevated comfort, spacious ergonomics.

Elevate your style with a splash of dazzling colors!

Color swatches: Sun Orange, Sapphire Green, Moon Brown, White, Olive Green, Copper Red, Blue, Black



Yeh eSahi Hai

OKINAWA
Power the Change

पाइन लॅब्सह ओकिनावा इलेक्ट्रिक स्कूटर घरी घ्यावा

- 5 वर्षासाठी वाढीव वॉरंटी
- @ 17 पैसे/किमी
- ईएमआय 2,500 रुपये प्रति महिना सुरू होते
- भारदस्त आराम, प्रशस्त अर्गोनॉमिक्स

चमकदार रंगांच्या स्पॅशसह आपली शैली वाढवा!

Color swatches: Sun Orange, Sapphire Green, Moon Brown, White, Olive Green, Copper Red, Blue, Black

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.





OKINAWA
Power the Change

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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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