



**OKINAWA SCOOTERS**

Power the Change

#PowerTheChange





# ABOUT OKINAWA



Okinawa Autotech Pvt. Ltd. is a 100% Indian electric two-wheeler manufacturing company that was established in 2015 with a mission to create two wheelers that can drive our present towards a sustainable future.

Founded by Jeetender Sharma and Rupali Sharma, Okinawa's headquarter is located in JMD Megapolis, Gurugram, while the manufacturing facility is located in Bhiwadi, Rajasthan.

Steering the electric vehicle revolution in India, we have been working aggressively towards offering our customers the product that serves their purpose just right.

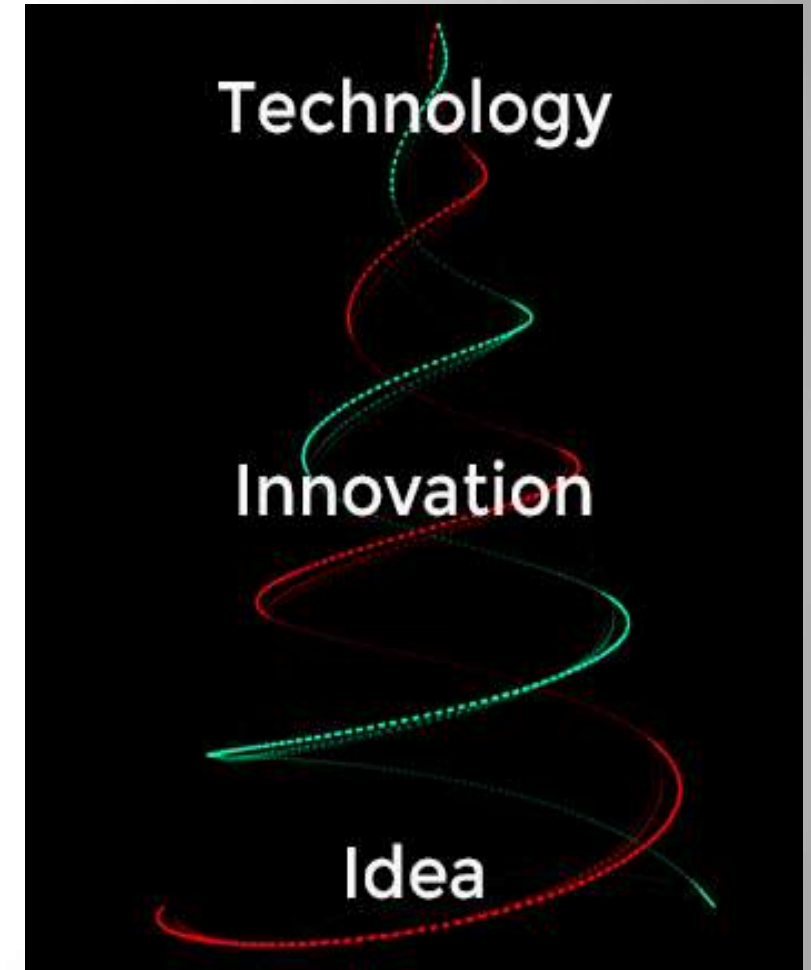
We believe that our business is not just about building a loyal customer base, but also about building a better, cleaner and greener future for the generations to come. As an ambitious player of India's evolving E-scooter market, we wish to be the benchmarks of affordable eco-friendly technology.



## OKINAWA Scooters is the next step in mobility evolution...!

By combining the best aspects of a conventional scooter with today's most advanced technology, OKINAWA produces high performance electric two-wheelers.

that are :



"Okinawa Technology Structure"





## Our Vision

To become, a leading manufacturer and exporter of eco-friendly two-wheelers and contribute towards the society with absolutely zero-emission vehicles. We are continuously in the process of developing new technologies that overcome the daily challenges and meet our customers need keeping them on a priority. We also aim to achieve the best in class technology and achieve customers trust by putting in constant efforts through rigorous hard work and team planning.

## Our Mission

To be the No. 1 electric two-wheeler company by introducing the world to the best of electric automobile technology. And to establish Okinawa as a trusted brand by delivering smart, stylish, comfortable and energy efficient vehicles that inspire the riders to live to the fullest. As it is said you cannot judge a book by its cover, so here we keep all the things transparent enough to achieve your trust. A minute that seems to go by quickly, especially in a fast-paced environment we try to become better with evolving techniques.

## Our Core Values

- Honesty
- Co-operation
- Innovation
- TeamWork

These qualities as a whole make the company an outstanding performer in the automobile industry.





# Our Philosophy



Go Green  
Save Mother Earth  
Clean Environment & Reduce CO2





Employee is the First  
**Brand Ambassador** of  
Okinawa,  
Great Company is  
made by Great  
Team...





# Okinawa Journey....



Foundation  
2015

Established  
in 2016

1st Product  
in Jan-2017

Growth  
2017-2018

2nd Product  
in Dec-2017

3rd Product  
in Oct -2018

4th Product  
in Jan -2019

5th Product  
in Apr-2019

6th Product  
in Sep-2019

7th Product  
Nov' 19

8th Product  
Coming Soon

Future  
Launches

Market  
Research on  
EV  
requirement

Company  
Formation

Testing &  
Prototype

Endurance  
Testing

Facility in  
Bhiwandi,  
Rajasthan

Production  
Capacity of  
300 units/  
shift

First  
Okinawa  
Product –  
Ridge

55 Km/hr  
with 80-90  
km/charge

4 vibrant  
colors

Presence of  
200+  
network

4 Regional  
Office

Collaboration  
with HDFC  
Bank

Promoting  
Online sale  
through  
Paytm &  
Droom

PRAISE  
#Wheels of  
Change

75 Km/hr  
with 170-200  
km/charge

3 colors

Ridge+

55 Km/hr  
with 90-100  
km/charge

Equipped  
with  
Detachable  
Li-ion  
battery

2 Colors

i-Praise+

70-75 km/hr  
with 160-  
180  
km/charge

Equipped  
with  
Detachable  
Li-ion  
battery

3 Colors

R30

25 km/hr  
with 50-60  
km/charge

Equipped  
with  
Detachable  
Li-ion  
battery

5 Colors

Praise Pro

70-75  
km/hr with  
160-180  
km/charge

Equipped  
with  
Detachable  
Li-ion  
battery

2 Colors

Lite

25 km/hr  
with  
60  
km/charge

Equipped  
with  
Detachable  
Li-ion  
battery

2 Colors

Motorcycle

100 km/hr  
with  
160-180  
km/charge

Equipped  
with  
Detachable  
Li-ion battery

Future Launches



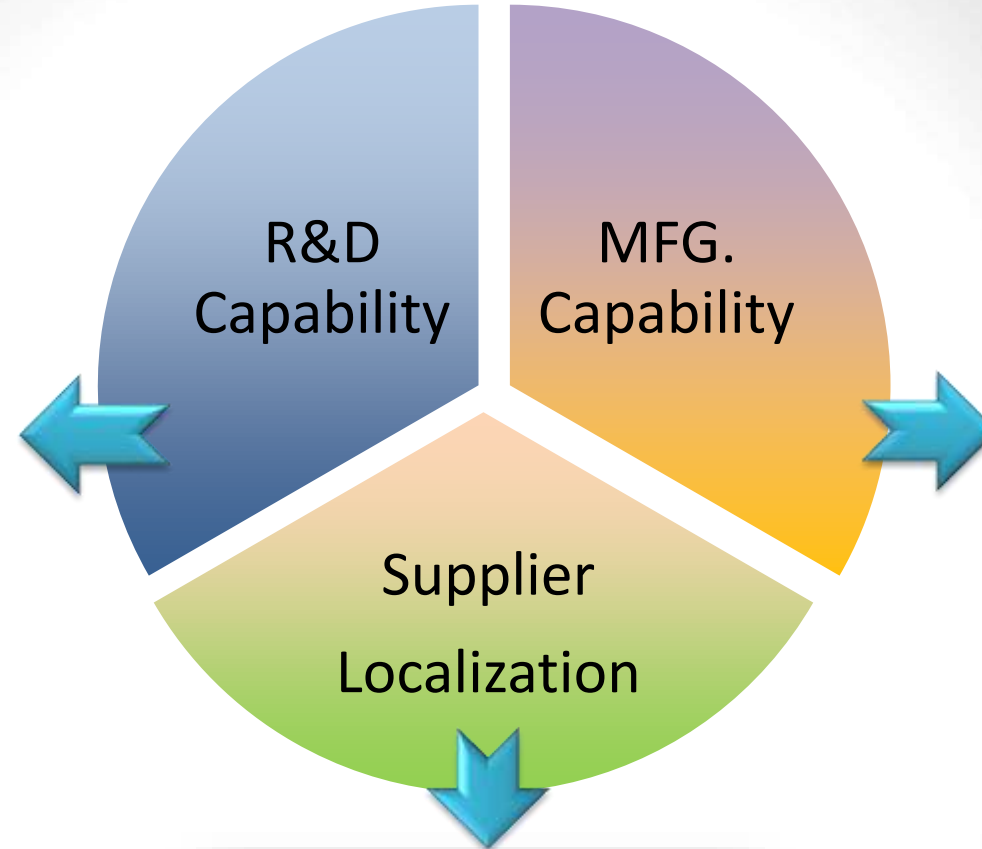


# OKINAWA STRENGTH



## INTELLECTUAL PROPERTY RIGHTS

| TITLE OF INVENTION                                     |
|--|
| MICRO PROCESSOR CONTROLLER FOR ELECTRIC TWO WHEELER    |
| PERMANENT MAGNET BLDC MOTOR FOR ELECTRIC TWO WHEELER   |
| NMC LITHIUM ION BATTERY WITH BATTERY MANAGEMENT SYSTEM |







# Okinawa Expansion Plan



## Key Enablers

- Strengthen Product Quality
  - > New Model
  - > Mass Production
  - > After Sales
- Future Model development

Brand Establishment  
&  
Connecting Customers

No1 **EV** Trusted **B**rand  
With Global Presence

2021-22

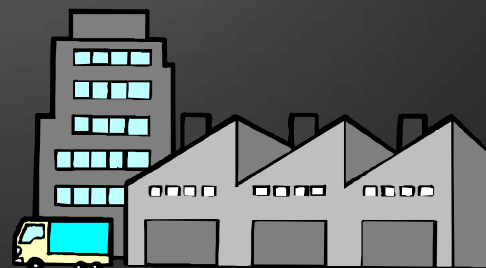
- **Swappable battery stations Expansion**
- **Export Stabilization**

2020-21

- **2nd Facility Set Up - R&D, Motor Assembly, Scooter Assembly**
- **Setup Swappable battery Stations / Charging Station**
- **New Models – M/C & E-Cycle**

2019-20

- **Sales Network Expansion**
  - Offline & Online
- **Li-ion battery Products Roll out**
- **Tie-Up with E-Fleet Players**
- **Government Orders**





# 2<sup>ND</sup> FACILITY IN RAJASTHAN (2020-2021)



## EXISTING FACILITY



## UPCOMING FACILITY



- ☐ R&D Set Up
- ☐ Scooter Assembly Unit
- ☐ Motor Assembly Unit
- ☐ Paint Shop
- ☐ Li-ion battery Pack Assembly Unit
- ☐ Controller Mfg.
- ☐ Final Inspection & Testing

Area = 17 acres (1 st Phase )  
Production Starts from 2020-21





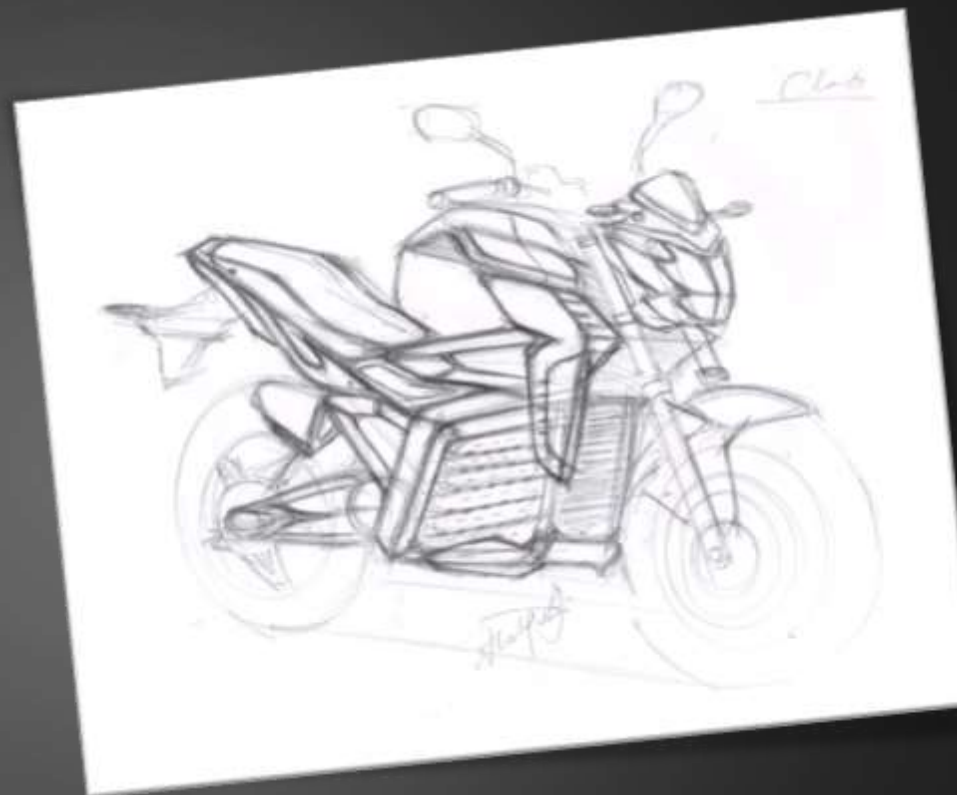
# SWAPPABLE BATTERY & NEW MODELS (2020-2021)



## Swappable Stations (With Government Tie-Up)



## New Model Development



**(Motorcycle – OKI 100)**

Launch in 2020

Illustration for Ref.



# SPARE PARTS DISTRIBUTION HUB



## Phase 1 (Mar 2020)

- ☐ Hyderabad ( AP , Telangana)
- ☐ Bangalore (Karnataka)
- ☐ Chennai (Tamil Nadu , Kerala , Pondicherry)
- ☐ Pune (Maharashtra , Goa , Gujarat)

## Phase 2 (May 2020)

- ☐ Guwahati (North East mkt)
- ☐ Lucknow (UP )
- ☐ Indore (MP , Chhattisgarh)
- ☐ Patna / Ranchi (Bihar , Jharkhand)





# Awards & Accolades



NDTV – Green CNB Award



MotorOctane – Praise – Best Electric Scooter of the year



NDTV – PR & Communication of the Year

## 2018 -19 Awards

## 2019 -20 Awards

Droom – PraisePro New Electric Scooter of the Year

MSME – Best Electric 2W Company of the year

All India Achievers Award – 1> Gem of India  
2 > Social Entrepreneur of the Year







# Okinawa Ridge bagged 'CNB Green Award' - By NDTV Car& Bike – Dec' 2017



OKINAWA RIDGE  
CNB Green Award



Speed

Range

Drivability





# Okinawa Ridge bagged 'Best PR & Communications' - By NDTV Car& Bike – Dec' 2017



OKINAWA  
Power The Change

Best PR & Communications  
Team Of The Year  
(Two Wheeler)







# Okinawa Praise bagged 'The Best Electric Scooter' - By Motor Octane



OKINAWA PRAISE

The Best Electric Scooter  
of The Year 2018  
by MotorOctane







**OKINAWA SCOOTERS**  
Power the Change



Best Electric Scooter  
Green Award  
NDTV

New Electric Two  
Wheeler Of the Year  
DROOM

Best Electric Two Wheeler Company  
MSME



सद्व्य प्रदेश  
सिगढ़



**Best Electric Two Wheeler Company**  
**MSME Awards 2020**

**#PowerTheChange**





# Media Coverage, Reviews & acceptance









# FESTIVE OFFER & ACTIVITIES - 2019



**Aug' 19: OKINAWA FESTIVE OFFER - Okinawa launches a special campaign this festive season from August 12 to October 31, 2019.**

- Assured Rs. 1000 (Rupees One Thousand Only) discount on the purchase of any Okinawa Electric Scooter.
- 20 lucky winners will win mega prizes like Air conditioner, LED Television, Microwave, Mixer Grinder.
- 1 lucky customer will also get a chance to win the bumper prize - a 'Foreign Trip'.

**SEP' 19: Okinawa Going Digital**

- Google Display Network – Test Ride Leads Generation
- Competitive Banner Ad At Bike Dekho
- Mobile Marketing - Pan India

**SEP' 19: Print Ad No.1 Auto Magazine – Autocar India**

In the month of Sep' 19, Okinawa got the print ad published in the Auto sector No. 1 magazine named Autocar India.

[www.okinawascooters.com](http://www.okinawascooters.com)





# OKINAWA PRODUCTS MARKING THEIR PRESENCE WITH THEIR STRENGTH



## DEHRADUN

## HALDWANI

## GUWAHATI

## SILIGURI



### JUL' 19: OKINAWA ELECTRIFYING DEHRADUN ROADS

### OCT' 19: POWERING THE CHANGE WITH R30

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### OCT' 19: POWERING THE CHANGE WITH R30

Akriti Motors in Dehradun organized an electric scooter rally, where more than 25 units of Okinawa Scooters – **PRASEPRO** initiated the 40-kilometer ride on the roads of Dehradun. With this awareness campaign, Okinawa wants to support sustainable means of transport.

Mr. Shuaib Nek Haider Ansari from Bhimtal who owns an Okinawa Ridge30 rode the scooter from Nainital to Haldwani 1370 meters above the sea level. Ridge30 shows the power of Okinawa technology marking their bold stance in heights also.

Mr. Indrajit Sharma from Guwahati who owns an Okinawa Praise claims to have saved Rs 63364 amount in his 39047 km journey in one year. Riders of these scooters have many reasons to smile due to which it is going to become a rage for every generation and gender.

Okinawa Scooters is helping India travel smarter and greener way. Mr. Harsh Agarwal, an Okinawa dealer from Siliguri has made his journey on his R30 to Ghum Railway Station, Darjeeling - the highest railway station in India, with an altitude of 2,258 meters above sea level.

[www.okinawascooters.com](http://www.okinawascooters.com)





# Praise De Himalaya - 2018



**Height: 18,380 feet**  
**Days: 10 Days**  
**Km covered: 1350 km**



VIDEO: PraiseDeHimalaya

<https://www.youtube.com/watch?v=nWluPINV1AQ>





## Print Coverage of Leh Activity



## ओकिनावा ई-स्कूटर का नया कीर्तिमान



## शत-प्रतिशत स्वदेशी तकनीक

[illegible][illegible]

50,000 स्कूटरों की  
बिक्री का लक्ष्य

[illegible]

## SUCCESS STORY



• **multisystemic therapy**



बढ़ रही है  
लोकप्रियता

पायीकरण अनुकूल और 42,500 रुपये (जि) एवं 65,000 रुपये (ग्रेज) की अपेक्षितवाय कोषों पर लालसब बचतों के इलेक्ट्रिक स्कूटर पर 10 फीस में एक कि.मी. की घास अथवा बचतों हैं, जो वेस्टिंग व कोषों की तुलना में बचतों की वार 2 वर्ष की बचतों,

**ओकिनावा स्कूट**

## ओकिनावा स्कट्सचा भरारी

इलेक्ट्रिक दुचाकी कंपनी ओकिनावा स्कूटरची निर्मिती असलेल्या 'प्रेज' ने गुडगाव ते लेहपर्यंतचा १३५० कि.मी. अंतराचा दहा दिवसांचा प्रवास यशस्वीरित्या पूर्ण केला. 'प्रेज हिमालय' या मोहिमेअंतर्गत या इलेक्ट्रिक दुचाकीने १८ हजार फुटांपेक्षा अधिक उंचीवर पोहोचण्याचा यशस्वी प्रयत्न केला.

ओकिनावा स्कूटर्स बनली १८००० फूट उंचीवर  
प्रवास करणारी पहिली इलेक्ट्रिक टू-व्हीलर

मुंबई, दि. १९ (प्रतिपक्ष) : भारताच्या वेगवेगळ्या विकसित होण्याच्या झुंजबंदक दुप्पटीचा उपयोग करून घेऊन ओडीशाच्या झुंजबंदकी निर्मिती असलेल्या 'ट्रेन' ने मुंबईच्या सेल्हदपूरच्या २३५० किमी अंतराच्या १० दिवसांच्या प्रवासा प्रवासीसुखीच्या पूर्ण केला. 'ट्रेन' द ह्यालायल' या मोडिर्नजंमल्लर या मोठ्याच प्रवासीनी सुक्यात सुक्यावयावायु झाली. या अंतर्गत 'ट्रेन' या झुंजबंदक दुप्पटीची १६००० मेट्रीसिअर झाली. मुंबईच्या पेट्रोव्यावसायाच्या प्रमाणे अशीही प्रवासीनीही तालत.



ओकिनावा स्कटर्सद्वारा निर्मित 'प्रेज' ने पार केला ऐतिहासिक टप्पा

[illegible]

अधिकारवादा या प्रिन्सिपल  
पाठीत विविधता असून कीही  
नहीं, जी अस्मात्परम हस्तगत  
दुर्गम ज्ञान ज्ञानी काही विचार्य  
साधारण मध्यमे आढाव फेळी.  
रीते ज्ञान वाचकाची वैजनी

संविधान के अंतर्गत प्रत्येक नागरिक को  
राज्य के अंतर्गत ही रहने का अधिकार है।  
यदि कोई नागरिक अपने राज्य छोड़कर  
दूसरे राज्य में जाये तो उसे वहाँ के  
राज्य के नागरिक बनना पड़ेगा।

या प्रकाशाने, अंधकारापासून  
 हिको लईक पावपाचे ज्ञान  
 आल्याने शिविपाय-आयन  
 लोभाने वैजिपायाने पैसा. पा  
 ज्ञाना काळा वेगवेगळे शिविपाय-  
 ज्ञान वैजिपायाने पावलेले पैसा  
 कानून व लोकांचा पावलेले  
 कोणासाठी पावले, पावलेपावले  
 टपलेले पावले पावले कानून  
 कोणासाठी पावलेपाय पावले  
 पावले पावले. या पावले पावले  
 टपलेले पावले अंधकार  
 अंधकाराने ज्ञानापावले पावले

[illegible]

**Okinawa is first E2W brand to reach the 'roof of the world'**

A child monk screaming excitedly while zipping across the windy mountain roads on a brand new electric.

## ઇલેક્ટ્રિક ટુ-હોલરની સિદ્ધિ



મુબઈ | પ્રેષ ધ હિમાલય સુંબેશ અંતર્ગત ગુડગાવધી લેખ  
સુધી 1350 કિમી અંતરનો 10 દિવસના પ્રવાસમાં 18000  
ફૂટ ચિંચાઈ પાર કરનારી ઓકિનાવા સ્કૂર્ટસ પ્રથમ ઈલેક્ટ્રિક  
ટ-બીલર બની છે.

## ओकिनावा टू व्हीलर ने गुड़गांव से लेह तक की सफल यात्रा पूरी की

अद्वैत/गुरुदेव भैरव

गुडराव, 25 जून। एक बाल मधु  
विषाकुल नई इलीक्ट्रिक म्यूटर पर  
लेज हावाधी वाली पहाड़ी गडकों में  
धुंधी हुए कपसाह से ढिंलता रहा है -  
यह बाल जीत भविष्य में पूरी तरह  
लेज बहाली लखी है ।

[illegible]

समय, ओरिफ़ेरा की प्रीमियम प्रशुति सुनोलेपन पोषाक। परावर्तित, दुष्कर क्षेत्रों और कुशल हिमाली में खराब सड़कों के सामने सफल रही। यह अधिपन्न, जियाका प्रयोग इतनी लंबी दूरी में सफल करने को लेकर प्रेक्षकों की ध्यान का परीक्षण करना था, हमने ओरिफ़ेरा की

गुणवत्ता के दृष्टिकोण से प्रदर्शित किया।

इस सत्र में ओजिस्वा की प्रेम इस लंबी घुड़ी की चुनौती में जीत पाई अपनी विविधता आकर मैट्रो होने की मुख्य मुद्दा की वजह से। इटैलियन विविधता अपने मैट्रो के इस जरूरी विकास को इस्तेमाल, इसे उपयोग की गई मैट्रो के साथ बदलने और पहाड़ी इलाके में किसी भी धाम स्टेशन, फुल पॉइंट जैसे उदाहरण पार्क करने हेतु अत्यंत विकास के रूप में किए गए थे, जिससे यह राष्ट्र किसी भी विकास के बिना घुड़ी हो।

इस प्रकार अधिवास पर टिप्पणी करते हुए, जॉर्जिया शर्मा, मीनेजिंग डाइरेक्टर, ओकफावा अडिरेक, ने कहा, प्रेसूट के विधान पर एक पैरदर काईल रूई - स्मूटर का पहना ओर अपनी तरह का अधिवास रखें। जो ट-शर्टों के अक्षर को कोशिश करण भी काशे जड़ित हैं। भले ही ऐसे जड़ित अक्षर को पुरा करने के लिए प्रेस का सामन पर कई तरह की विधान प्रयोग करें।

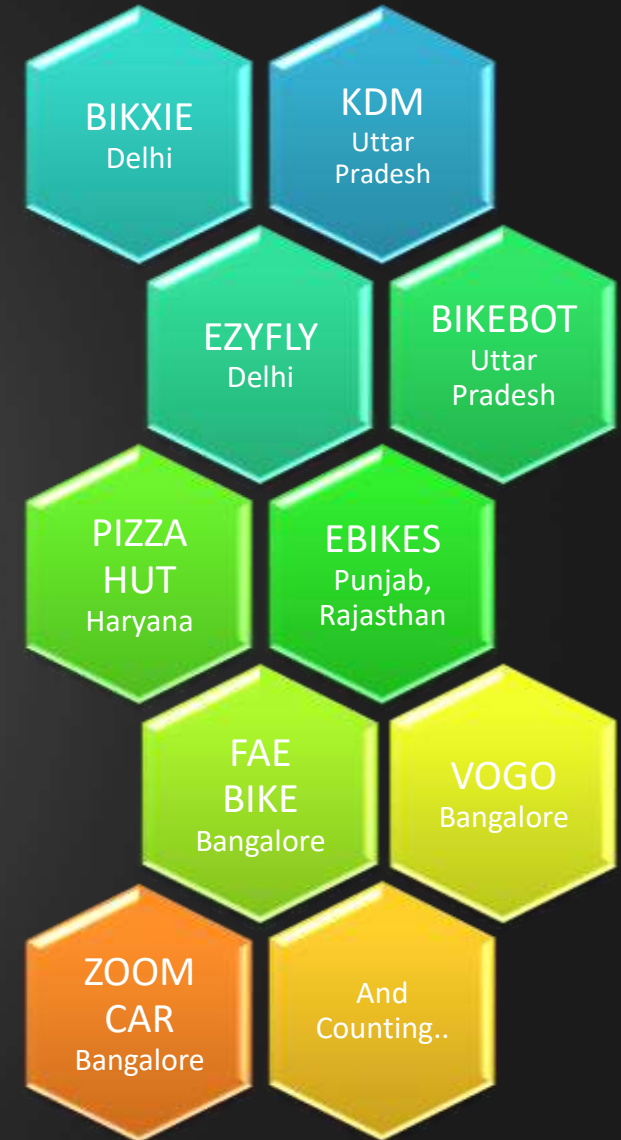




# E-FLEET PLAYERS BUSINESS TIE-UP



*#LastMileConnectivity*  
*#Delivery*  
*#E-Fleet*  
*#E-taxi*





# Okinawa Tie-up with DTC (Delhi Transport Corporation)



**Mr. Jeetender Sharma**  
Founder & Managing Director



**Okinawa & DTC Tie-up**



**Mr. Manoj Kumar**  
Chairperson cum Managing Director





# BAGGED GOVERNMENT TENDERS (2018-2019)



## INDIAN NAVY

- **INDIAN NAVY** DELIEVERD THE PRODUCTS IN NOV' 18
- **INDIAN NAVY** DELIVERED IN FEB' 19

### Autocarpro:

<http://www.autocarpro.in/news-national/okinawa-ipraise-launched-at-rs-115-000--indian-navy-becomes-first-customer-41927>



## TIRUPATI SMART CITY

- **TIRUPATI SMART CITY** 105 UNITS DELIVERED IN MAR' 19





# TIRUPATI CITY GETTING MORE SMART WITH OKINAWA SCOOTERS



## Chief Minister lays stone for 'Smart City' project in Tirupati

Highest ever allocation made for the city: sports village to be developed

**SPECIAL CORRESPONDENT  
TIRUPATI**  
Chief Minister N. Chandrababu Naidu unveiled a series of plaques to mark laying of foundation stones for facilities as part of the 'Smart City' project.

The works include: ₹624 crore elevated corridor, ₹236 crore underground power line, integrated command control centre, development of Vinayaka Sagar water body with ₹46.40 crore, health schemes for 40 municipal health workers and students worth ₹2.37 crore, solar pabelling with ₹46.47 crore, ₹14.71 crore for converting municipal schools as smart

campuses, introduction of e-scooters with ₹2.6 crore, and multi-level parking with ₹4.73 crore.

**Eye hospital**  
The other salient features include comprehensive drinking water scheme for the city, art district design studio, convention centre and sports village and solid waste management project. This is the highest single allocation ever made for the development of the city so far. Later, he inaugurated the Tirupati branch of Aravind Eye Hospital, the fourteenth unit in the country for the Madurai-based eye specialists.



Chief Minister N. Chandrababu Naidu launching electric bikes in Tirupati on Monday. ■ K.V. POORNACHANDRA SUMAR

## Handed over 105 units of i-Praise To Tirupati Smart City in the presence of Honourable Chief Minister of Andhra Pradesh – Shri. N. Chandrababu Naidu

### OKINAWA BAGS TIRUPATI SCOOTERS TENDER

## e-Scooters for crowd mgmt in Tirupati

**PNS ■ TIRUPATI**

Okinawa Scooters, India's fastest growing electric two-wheeler manufacturing company, bagged the tender to equip the holy city Tirupati with e-Scooters to facilitate internal city touring and crowd management for the Municipal Corporation for the Tirupati (MCT) staff.

Okinawa has provided 105 'i-Praise - The Intelligent Scooter' to the holy city, customised, according to design specifications suggested by Tirupati Municipal Commissioner Vijay Rama Raju. These e-Scooters for Tirupati is equipped with smart features like - Remote Immobilise, Geo-Fencing, Trips, Tracking & Monitoring, Driver Score and Find My Scooter.

These e-Scooters have been installed with speakers and sirens for public addressing in the city. The e-Scooters offered by Okinawa are a part of this massive transition towards becoming a spiritual city equipped with the latest features that enrich a devotee's spiritual journey further by making it more secure and convenient.

In order to bolster the

crowd management system and enhance the experience of the devotees, Okinawa has equipped the MCT staff and the public service framework of the city with eco-friendly, high performance i-Praise scooters. To ensure they blend in the spiritual environment, the scooters have been specially customised according to the concept of Lord Garuda, the vahana of Lord Vishnu, a dharmaprotector and God of the Vehicles.



Jeetender Sharma, M D, Okinawa Scooters, said, "It is great honour for us to be a part of one of the most ancient and holiest pilgrimage centres in the country. The city of Tirupati has always been a symbol of the perfect amalgamation between spirituality and a modern outlook, which even earned it the title of 'The Best Heritage City' in 2012-13 by the Ministry of Tourism.

By integrating Okinawa i-Praise e-Scooters into their pilgrimage management framework, the city and MCT employees have further shown their sustained focus on utilising technology to ensure the safety and security of devotees.





**OKINAWA SCOOTERS**  
Power the Change

[PROUD TO ANNOUNCE]

Okinawa Scooters becomes  
the First Electric Two-Wheeler  
company to get FAME-II approval  
from Government of India



#PowerTheChange

[www.okinawascooters.com](http://www.okinawascooters.com)

Okinawa becomes the  
1<sup>st</sup> electric two-  
wheeler company to  
get the FAME-II  
approval & to be  
incentivized by the  
government for  
“MAKE IN INDIA”  
Product.





बैटरों की KWH क्षमता के आधार पर ग्राहकों को 17,000 से लेकर 26,000 रुपये तक का सब्सिडी मिलेगा।

ओकिनावा स्कूटर्स बनी फेम-2 अनुमोदन और प्रोत्साहन  
राशि पाने वाली पहली इलेक्ट्रिक टूहीलर कंपनी

[illegible]

## Okinawa Scooters gets nod for FAME II subsidy

**GREEN PUSH:** The company's lithium-ion products Okimura iPrise and iRider are eligible for incentives.

tender Sharma said. Under the government's ambitious FAME II scheme to popularise electric and hybrid vehicles, up to 10 lakh electric two-wheelers powered by new advanced technology battery of 2KWH are pegged to get subsidy of up to Rs 20,000.

Under the scheme, the maximum ex-factory price

of an electric two-wheeler to avail of the subsidy is up to Rs 1.5 lakh. The company said, "With this testing, Okinawa products have met all the government parameters of having a speed of around 40km/h, range of about 80 km/charge, 50 per cent localisation and incentivising on the Li-ion battery capacity".

## ओकिनावा के दो बिजली चालित वाहनों को मंजूरी

**नई दिल्ली।** ई वाहन कंपनी ओकिनावा को दो मॉडलों के लिए मंजूरी मिल गई है। इससे कंपनी सरकार की फेम-दो योजना के तहत प्रोत्साहन पाने की पात्र हो गई है। उसे लिथियम आयन उत्पादों ओकिनावा आई-प्रेज व ओकिनावा रिज प्लस के लिए मंजूरी मिल गई।

# Okinawa Scooters gets nod for FAME II subsidy

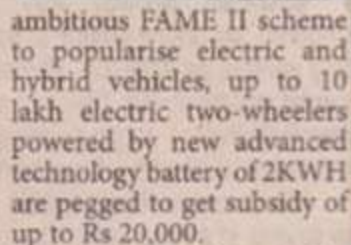
PNS ■ NEW DELHI

Electric two-wheeler maker Okinawa Scooters Wednesday said it has received regulatory approvals for two models, making it eligible to receive incentives under the government's FAME-II scheme.

The company has received certificate of eligibility from Automotive Research Association of India (ARAI), the prime testing and certification agency notified by the government, for its lithium-ion products - Okinawa i-Praise and Okinawa Ridge+, it said in a statement.

"With eligibility under Fame-II, our customers will be able to enjoy standard subsidy depending upon the model battery KWH (kilowatt hour). For Okinawa Ridge+ & i-Praise the subsidy would be between Rs 17,000 and Rs 26,000 based on KWH," Okinawa Autotech Pvt Ltd Founder and Managing Director Jeetender Sharma said.

Under the government's



Under the scheme, the maximum ex-factory price of an electric two-wheeler to avail of the subsidy is up to Rs 1.5 lakh. The company said, "With this testing, Okinawa products have met all the government parameters of having a speed of around 40km/h, range of about 80 km/charge, 50 per cent localisation and incentivising on the Li-ion battery capacity".

## Okinawa Scooters aims to sell 1 lakh E2Ws in FY 2020

**ELECTRIC** two-wheeler (E2W) maker Okinawa Scooters on Thursday said it has received regulatory approvals for two models, making it eligible to receive incentives under the government's FAME-II (Faster Adoption of Manufacture of (Hybrid and) Electric Vehicles) scheme. Jeetender Sharma, founder and managing director of Okinawa Scooters, talks about the importance of this approval, his target for FY 2020, infrastructure availability and more. Excerpts:

from the government, which somewhere has impacted the sale of Li-ion (lithium ion) products in April. However, this did not impact us, since our lead acid products met the customers' requirements in terms of pricing and performance.

How was FY 2018-19 for Okinawa Scooters, and what are your expectations for the ongoing financial year? Also, what is your current market share and what are you aiming for by the end of this fiscal?

How important is it for you to become eligible for FAME-II approval and the incentivisation on your electric two-wheelers? In which ways will it boost demand for your scooters? The approval is quite significant for an electric two-

Chinese sold 45,000 units of both lead acid and Li-ion products. And in FY 2019-20, we aim to sell 1 lakh units.

A lot of new players are entering the E2W segment. What does it mean for the industry?

Many players entering the EV market shows the scope of electrification in the future. The contribution of many new players to the EV industry is opening up the market with many options for end users. This is good, from an industry perspective. The more the number of players, the more the buying options as well as comparison. Ultimately the end-user will select the best product.

Is the infrastructure for supporting the EV ecosystem still too nascent?

Yes, from a broader perspective, the EV ecosystem is at a nascent stage. To support this

**Electric Vehicle sales** dropped significantly in April. What were the reasons? Do you expect a pick-up in sales in the near future?  
A number of products haven't received FAME-II approval

Okinawa Scooters has already worked on the detachable Li-ion battery in their flagship models Ridge+ and i-Praise, which allows the user to take out the

battery and charge it anytime, anywhere, akin to a mobile phone.







# Roadside Assistance Programme (RSA) on World Environment Day' 2019



**OKINAWA SCOOTERS**  
Power the Change

## YOU NEVER RIDE **ALONE**

No matter where your Okinawa Scooters go, we're close by. Okinawa Roadside Assistance, wherever you need it, whenever you need it.

- Assistance Over Phone
- Safe Towing\*
- Onsite Repair\*
- Cab Assistance\*
- Nation Wide Coverage\*
- Key Lock Out Services\*
- Assistance In Hilly Terrains\*
- Flat Tyre Support\*

**24x7** Roadside Assistance support  
#OkinawaCares4You

24 1800 419 2229

1 Year Validity

Okinawa Scooters introduces 24X7 Roadside Assistance Programme (RSA) for its customers on World Environment Day on 5<sup>th</sup> Jun' 19.

# Dealer Management System



Billing & Invoicing



Service/Workshop



CRM



Inventory



Order Management



Reporting



Accounts







# RETAIL / WHOLESALE FINANCE



## Tie up with Banks for Retail Finance & Working Capital Finance

| Retail Finance |                  | Wholesale Finance   |                  |
|----------------|------------------|---|------------------|
| Bank Name      | Remarks          | Bank Name   | Remarks          |
| HDFC           | Implemented      | PROGCAP   | Implemented      |
| IDFC           | Implemented      | SBI   | Under Discussion |
| Malappuram     | Implemented      | IDFC  | Under Discussion |
| Pine Labs      | Implemented      | <div><div>Pine labs Participating Partners</div><div></div></div> |                  |
| Bajaj Fiserv   | Implemented      |   |                  |
| Credit fair    | Implemented      |   |                  |
| L&T finance    | Under Discussion |   |                  |
| Wheels EMI     | Under Discussion |   |                  |
| HDB Financial  | Under Discussion |   |                  |
| Indian Bank    | Under Discussion |   |                  |



# Warranties Process



Corporate Warranties has got into a strategic tie up with Okinawa Scooters whereby we will be managing the entire Warranty claims portfolio for Okinawa and will be offering the following services to dealers and end customers.

- ✓ Dedicated online portal
- ✓ Vehicle Sale data registration
- ✓ Individual dealer login & data management
- ✓ Claims approval & reimbursement
- ✓ Free Service coupon data management
- ✓ Customer Feedback
- ✓ Dealer Trainings
- ✓ Promotional material support
- ✓ Product support & quality inputs
- ✓ Clearance of Claims with in 72 hours.

**WARRANTY CLAIMS  
PROCESS FLOW**





# OKINAWA

## PRODUCT RANGE



i-PRAISE+

RIDGE+

Raise



Lite



R30

RIDGE

PRAISE



**i-PRASE +**

# LITHIUM-ION HIGH SPEED



**RIDGE+**





Geo-Fencing

Immobilization

Trips

Secure Parking

Driver Score

Alerts

PRAISE

Complete Control  
Like Never Before, with  
OKINAWA eco  
Mobile App  
Download on the Google Play

Tracking & Monitoring

Speed

Maintenance / Insurance Reminder

Battery info

Direction to Vehicle



|                        | iPraise+   | PraisePro  | Ridge+  |
|------------------------|--|--|---|
| Rated Power            | 1000Watt, BLDC motor(Waterproof)   | 1000Watt, BLDC motor(Waterproof)   | 800Watt, BLDC motor(Waterproof)   |
| Peak Power             | 2500Watt   | 2500Watt   | 1200Watt  |
| Speed                  | Economy: 35kmph, Speed: 55-60kmph, Turbo: 70-75kmph  | Economy: 35kmph, Speed: 55-60kmph, Turbo: 70-75kmph  | 55 km/hr  |
| Range/Charge           | 160 - 180 km/per charge*   | Sports – 88 km/charge (As claimed by ARAI) Eco – 110 km/per charge*  | 90 - 100 km/per charge*   |
| Climbing               | 15 Degrees   | 15 Degrees   | 15 Degrees  |
| Brake System           | FR - Big/Small Disc   RR - Disc Brake  | FR - Big/Small Disc   RR - Disc Brake  | Drum Brakes - Front and Rear  |
| Seat Height            | 800mm  | 800mm  | 735mm   |
| Dimensions (L X W X H) | 1970X745X1165mm  | 1970X745X1165mm  | 1725X695X1080mm   |
| Loading Capacity       | 150kg  | 150kg  | 150kg   |
| Tyre                   | 90/90 - 12 Tubeless (Front/Rear)   | 90/90 - 12 Tubeless (Front/Rear)   | 3.00 - 10 Tubeless (Front/Rear)   |
| Speedometer            | Digital  | Digital  | Digital   |
| Voltage                | 72V  | 72V  | 60V   |
| Battery                | 2.9KWH Lithium-ion (Detachable Battery)  | 2.0KWH Lithium-ion (Detachable Battery)  | 1.75KWH Lithium-ion (Detachable Battery)  |
| Controller             | E-ABS (Electronic - Assisted Braking System) with regenerative energy  | E-ABS (Electronic - Assisted Braking System) with regenerative energy  | E-ABS (Electronic - Assisted Braking System) with regenerative energy   |
| Charger Specification  | Micro Charger with Auto Cut  | Micro Charger with Auto Cut  | Micro Charger with Auto Cut   |
| Charging Time          | 2 – 3 hr*  | 2 – 3 hr*  | 2 – 3 hr*   |
| Suspension             | Front - Hydraulic Telescopic<br>Rear - Double shocker with dual tube technology  | Front - Hydraulic Telescopic<br>Rear - Double shocker with dual tube technology  | Front - Hydraulic Telescopic<br>Rear - Double shocker with dual tube technology   |
| Ground Clearance       | 175mm  | 175mm  | 160mm   |
| Boot Space             | 7ltr   | 7ltr   | 17ltr   |
| Key Feature            | Find My Scooter Function, Mobile Charging USB Port, Motor Walking Assistance (Fr/Rr Motion), Geo-Fencing, Immobilization, Trips, Secure Parking, Tracking & Monitoring, Maintenance / Insurance Reminder, Battery Info, Speed, Alerts and Driver Score | Central Locking with Anti-theft Alarm, Keyless Entry, Find My Scooter Function, Mobile ChargingUSB Port, Motor Walk Assist (Front/ Reverse Motion) | Central Locking with Anti-theft Alarm, Keyless Entry, Find My Scooter Function, Geo-Fencing, Immobilization, Trips, Secure Parking, Tracking & Monitoring, Maintenance / Insurance Reminder, Battery Info, Speed, Alerts and Driver Score |
| Side Stand Sensor      | Sensor Enabled - Vehicle will not start  | ---  | - - -   |
| Headlight              | LED with DRL (Day Running Light) Function  | LED with DRL (Day Running Light) Function  | Stylish Headlight   |
| Back light             | Unique Design with LED rear Winkers  | Unique Design with LED rear Winkers  | Stylish Rear Light  |
| Wheel                  | Stylish Aluminium Alloy Wheel  | Stylish Aluminium Alloy Wheel  | Stylish Aluminium Alloy Wheel   |
| Floor Mat              | Stylish Body Coloured  | Stylish Body Coloured  | Stylish Body Coloured   |
| Brake Lever            | CNC Machined with Lever Adjustment   | CNC Machined with Lever Adjustment   | Aluminium Alloy   |
| Battery Warranty       | 3 Years or 20000 km (whichever is earlier)**   | 3 Years or 20000 km (whichever is earlier)**   | 3 Years**   |
| Motor Warranty         | 3 years***   | 3 years***   | 3 years***  |
| ICAT / ARAI Approved   | Yes  | Yes  | Yes   |

\*Under ideal test conditions - Specific range will come under Eco mode only. \*\*2/3 year warranty on battery as per the warranty policy. \*\*\*18 months warranty on power train, not applicable on consumable. #As per the telecommunications charges at the time of renewal/subscription. The Scooter shown is only for representative purpose. The company reserves the right to change specification, colour and price without any prior notice.





**LEAD ACID  
HIGH SPEED**



**PRAISE**



**RIDGE**



|                        | Praise  | Ridge   |
|------------------------|---|---|
| Rated Power            | 1000Watt, BLDC motor(Waterproof)  | 800Watt, BLDC motor(Waterproof)   |
| Peak Power             | 2500Watt  | 1200Watt  |
| Range/Charge           | 170 - 200 km/per charge*  | 80 - 90 km/per charge*  |
| Speed                  | Economy: 35kmph, Speed: 55-60kmph, Turbo: 70-75kmph   | 55kmph  |
| Climbing               | 22 Degrees  | 15 Degrees  |
| Brake System           | FR - Big/Small Disc   RR - Disc Brake   | Drum Brakes - Front and Rear  |
| Seat Height            | 800mm   | 735mm   |
| Dimensions (L X W X H) | 1970X745X1150mm   | 1725X695X1080mm   |
| Loading Capacity       | 150kg   | 150kg   |
| Tyre                   | 90/90 - 12 Tubeless (Front/Rear)  | 3.00 - 10 Tubeless (Front/Rear)   |
| Speedometer            | Digital   | Digital   |
| Battery                | 72V/45Ah VRLA Battery   | 60V/24Ah VRLA Battery   |
| Controller             | E-ABS (Electronic - Assisted Braking System) with regenerative energy   | E-ABS (Electronic - Assisted Braking System) with regenerative energy           |
| Charger Specification  | Micro Charger with Auto Cut   | Micro Charger with Auto Cut   |
| Charging Time          | VRLA Battery 6 - 8hr  | VRLA Battery 4 - 6hr  |
| Suspension             | Front - Hydraulic Telescopic<br>Rear - Double shocker with dual tube technology   | Front - Hydraulic Telescopic<br>Rear - Double shocker with dual tube technology |
| Ground Clearance       | 170mm   | 160mm   |
| Boot Space             | 19.5ltr   | 19ltr   |
| Key Feature            | Central Locking with Anti-theft Alarm, Keyless Entry, Find My Scooter Function, Mobile Charging USB Port, Motor Walking Assistance (Front / Reverse Motion) | Central Locking with Anti-theft Alarm, Keyless Entry, Find My Scooter Function  |
| Side Stand Sensor      | Sensor Enabled - Vehicle will not start   | - - -   |
| Headlight              | LED with DRL (Day Running Light) Function   | Stylish Headlight   |
| Back light             | Unique Design with LED rear Winkers   | Stylish Rear Light  |
| Wheel                  | Stylish Aluminium Alloy Wheel   | Stylish Aluminium Alloy Wheel   |
| Floor Mat              | Stylish Body Coloured   | Stylish Body Coloured   |
| Brake Lever            | CNC Machined with Lever Adjustment  | Aluminium Alloy   |
| Battery Warranty       | 1 Year**  | 1 Year**  |
| Motor Warranty         | 3 Years***  | 3 Years***  |
| ICAT / ARAI Approved   | Yes   | Yes   |

\*Under ideal test conditions - Specific range will come under Eco mode only \*\*1 year warranty on battery as per the warranty policy, \*\*\*12/18 months warranty on power train, not applicable on consumable. The Scooter shown is only for representative purpose. The company reserves the right to change specification, colour and price without any prior notice.



# SLOW SPEED

LEAD ACID



**Rise**

LITHIUM-ION



**R30**



*Lite*



|                        |           | Raise   |             | R30   | Lite   |
|------------------------|-----------|---|-------------|---|--|
| Rated Power            | LEAD ACID | 250Watt, BLDC motor(Waterproof)   | LITHIUM-ION | 250Watt, BLDC motor(Waterproof)   | 250Watt, BLDC motor(Waterproof)  |
| Range/Charge           |           | 60 - 65 km/per charge*  |             | 60 km/per charge*   | 60 km/per charge*  |
| Speed                  |           | 25kmph  |             | 25kmph  | 25kmph   |
| Climbing               |           | 10 Degrees  |             | 7 Degrees   | 7 Degrees  |
| Brake System           |           | Drum Brakes - Front and Rear  |             | Drum Brakes - Front and Rear  | Drum Brakes - Front and Rear   |
| Seat Height            |           | 735mm   |             | 735mm   | 740 mm   |
| Dimensions (L X W X H) |           | 1725X695X1080mm   |             | 1725X695X1080mm   | 1790*710*1190 mm   |
| Loading Capacity       |           | 150kg   |             | 150kg   | 150kg  |
| Tyre                   |           | 3.00 - 10 Tubeless (Front/Rear)   |             | 3.00 - 10 Tubeless (Front/Rear)   | 3.00 - 10 Tubeless (Front/Rear)  |
| Speedometer            |           | Digital   |             | Digital   | Digital  |
| Battery                |           | 48V/24Ah VRLA Battery   |             | 1.25 KWH Lithium-ion (Detachable Battery)                                       | 1.25 KWH Lithium-ion (Detachable Battery)                                      |
| Controller             |           | E-ABS (Electronic - Assisted Braking System) with regenerative energy           |             | E-ABS (Electronic - Assisted Braking System) with regenerative energy           | E-ABS (Electronic - Assisted Braking System) with regenerative energy          |
| Charger Specification  |           | Micro Charger with Auto Cut   |             | Micro Charger with Auto Cut   | Micro Charger with Auto Cut  |
| Charging Time          |           | VRLA Battery 4 - 6hr  |             | 4 – 5 hrs*  | 4 – 5 hrs*   |
| Suspension             |           | Front - Hydraulic Telescopic<br>Rear - Double shocker with dual tube technology |             | Front - Hydraulic Telescopic<br>Rear - Double shocker with dual tube technology | Front- Telescopic Suspension<br>Rear- Dual Tube Spring type hydraulic shockers |
| Ground Clearance       |           | 160mm   |             | 160mm   | 160mm  |
| Boot Space             |           | 19ltr   |             | 19ltr   | 17 ltr   |
| Headlight              |           | Stylish Headlight   |             | Stylish Headlight   | Stylish LED Headlight  |
| Back light             |           | Stylish Rear Light  |             | Stylish Rear Light  | Stylish LED Rear Light   |
| Wheel                  |           | Stylish Aluminium Alloy Wheel   |             | Stylish Aluminium Alloy Wheel   | Stylish Aluminum Alloy Wheel   |
| Floor Mat              |           | Stylish Body Coloured   |             | Stylish Body Coloured   | Hard Mat Design  |
| Brake Lever            |           | Aluminium Alloy   |             | Aluminium Alloy   | Aluminum Alloy   |
| Battery Warranty       |           | 1 Year**  |             | 2 Year**  | 3 Years**  |
| Motor Warranty         |           | 1 Years***  |             | 1 Year***   | 3 Years***   |
| RSA Feature            |           | No  |             | No  | Yes  |
| ICAT / ARAI Approved   |           | Yes   |             | Yes   | Yes  |

\*Under ideal test conditions - Specific range will come under Eco mode only. \*\*1 for lead & 3 years warranty on battery as per the warranty policy. \*\*\*12/18 months warranty on power train, not applicable on consumable. The Scooter shown is only for representative purpose. The company reserves the right to change specification, colour and price without any prior notice.





# Dealership Proposal



# Okinawa Product Range



| Product     | White | Fire Red | Arctic White | Silky Silver | Red | Lucent Orange/<br>Magna Grey | Midnight Blue | Black | Red Black | Golden | Silver Black | Blue | Yellow | Orange | Dark Blue | Green |
|-------------|-------|----------|--------------|--------------|-----|------------------------------|---------------|-------|-----------|--------|--------------|------|--------|--------|-----------|-------|
| RAISE       | Yes   |          |              |              |     |                              |               |       |           |        |              |      |        |        |           |       |
| R30         |       | Yes      | Yes          |              |     |                              |               |       |           |        |              |      | Yes    | Yes    |           | Yes   |
| Lite        | Yes   |          |              |              |     |                              |               |       |           |        |              | Yes  |        |        |           |       |
| Ridge       |       |          |              | Yes          | Yes |                              |               |       |           |        |              |      |        |        |           |       |
| Ridge +     |       |          |              |              |     | Yes                          | Yes           |       |           |        |              |      |        |        |           |       |
| Ridge + GPS |       |          |              |              |     | Yes                          | Yes           |       |           |        |              |      |        |        |           |       |
| Praise      |       |          |              |              |     |                              | Yes           |       | Yes       | Yes    | Yes          |      |        |        |           |       |
| Praise Pro  |       |          |              |              |     |                              |               | Yes   | Yes       |        |              |      |        |        | Yes       |       |
| iPraise +   |       |          |              |              |     |                              |               |       | Yes       | Yes    | Yes          |      |        |        |           |       |





# Dealership Requirement



| Elements                               | Requirements                    |
|--|---------------------------------|
| Showroom Space                         | Min. 1000 Sq. ft.               |
| Workshop (Service) Space               | Min. 500 Sq. ft.                |
| Showroom Frontage                      | Min. 20-25 ft.                  |
| Warehouse (Stock Yard)                 | Min. 500 Sq. Ft.                |
| Manpower                               | 4 -6 Manpower (Sales & Service) |
| Security Deposit (Refundable)          | 2 Lac.                          |
| Fixed Investment (Dealership Branding) | 2 - 3 lac.                      |
| Workshop setup                         | 1-2 lac.                        |
| Working Capital (Vehicles)             | 30 lac                          |
| Working Capital (Spares)               | 3.5 Lac                         |
| Initial Vehicle Order                  | 36 Units                        |
| Safe Capital for next 3 months         | 30 Lac                          |



Reach to us : -



<https://okinawascooters.com>



<https://www.facebook.com/okinawascooters/>



<https://twitter.com/OkinawaScooters>



<https://www.linkedin.com/company/okinawa-scooters>



[https://www.instagram.com/okinawa\\_scooters](https://www.instagram.com/okinawa_scooters)



<https://okinawascooters.com/media-news/#collapse1>

Application & Profile  
presentation from  
the Candidate

**Candidate Selection**

- Visit location by  
ASM/RM/SE

**Candidate Selection**

- Candidate Visit to  
HO for face to face  
Round

Security Deposit  
Demand Draft & LOI  
issue

Dealership  
Preparation as per  
company Norms (3S-  
sales/service/Spare)

Dealership Staff  
appointment and  
training

1<sup>st</sup> Billing to  
Dealership & Start  
Retail  
(Go-Green)

+91-7733993999

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[dd@okinawascooters.com](mailto:dd@okinawascooters.com)

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Thank You