

The KINETICALLY *Yours*

MAY KINETIC WATTS & VOLTS: A LEGACY RECHARGED FOR THE FUTURE 2025

The inauguration of the Kinetic Watts and Volts factory marks a pivotal moment in India's electric mobility story one that seamlessly connects a rich legacy with a bold, future-focused vision. For decades, the name "Kinetic" has stood for innovation, resilience, and Indian engineering excellence. From the iconic Luna that revolutionised personal transport to its continuing evolution in the EV space, Kinetic has consistently stayed ahead of the curve. KWV is more than just a manufacturing facility. It is a powerful symbol of reinvention where heritage meets high technology, and every corner echoes with purpose. With sustainability at its core, the facility is poised

to become a central hub for electric vehicle development and production, driving India's transition to cleaner, greener mobility. This factory is a living testament to Kinetic's enduring commitment to not just building vehicles, but to building a smarter future. Equipped with state-of-the-art infrastructure, KWV is designed for scalability, precision, and next-generation EV manufacturing. This isn't just about keeping up with change it's about leading it. What makes this milestone particularly meaningful is the harmonious blend of past and future. While the world accelerates toward modernity, Kinetic remains deeply rooted in its core values resilience, purpose, and innovation. KWV signals a decisive leap forward, powered by the strength of a legacy that has never stopped evolving. As we enter an era where conscious choices and connected systems define progress, the launch of KWV reinforces a profound belief: that true innovation builds upon strong foundations. This isn't merely a factory it's a vision made tangible, a step toward empowering generations with sustainable solutions. There is the force of heritage, the spark of bold thinking, and the momentum to shape what's next. The story of KWV is one of evolution rooted in the past, engineered for the present, and charged for the future. With this new chapter, Kinetic doesn't just enter the electric vehicle space with greater force, it redefines it. The legacy continues, not by looking back, but by pushing forward with clarity, confidence, and commitment. KWV isn't just a name. It's a beacon progress, a symbol of India's growing leadership in sustainable mobility, and a promise of what's possible when tradition fuels innovation.



VC sir and family inaugurating the KWV factory



Kinetic Watts & Volts Factory Ahilyanagar

PIONEER OF TWO-WHEELERS

KINETIC: THE PIONEER THAT PUT INDIA ON TWO WHEELS

In 1972, as a newly independent India was finding its footing on the global stage, one visionary quietly sparked a revolution that would forever change how the country moved. H.K. Firodia, the founder of Kinetic Engineering, didn't just establish a company he laid the foundation for India's two-wheeler industry and gave millions of Indians the freedom of mobility. The story of Kinetic is not just about vehicles. It's a story of a nation on the move, of ingenuity, determination, and a deep understanding of the Indian consumer. It begins with a name that still evokes a deep sense of nostalgia: Luna. Launched in 1972, the humble moped became a household name, instantly recognizable on every street and by-lane across India. The Luna was affordable, sturdy, and perfect for the times. For countless Indians, it was their first taste of independent travel and for many, it still holds a special place in memory. By the 1980s, Kinetic was firmly established as a leader in India's mobility movement. In 1984, it launched the Kinetic DX, a sleek and modern scooter that captured the aspirations of a growing middle class. With it, the company proved that style and substance could coexist, all while being manufactured with Indian roads and realities in mind. As India stepped into liberalization and the global era in the 1990s, Kinetic continued to evolve. In 1999, it introduced Kinetic Style — a bold, youthful scooter designed for the changing face of urban India. It was edgy, eye-catching, and packed with the kind of innovation that Kinetic had become known for. The early 2000s saw the brand flex its engineering prowess further. In 2004, it launched both the Kinetic Boss and the Kinetic Nova. The Boss was a commuter's dream — reliable, efficient, and built to last, while the Nova brought in a new wave of gearless riding that perfect for both men and women navigating increasingly busy cityscapes. But Kinetic wasn't just content with making everyday two-wheelers. In 2006, it entered the performance space with the launch of the Blaze scooter, which redefined the expectations of Indian riders, in terms of speed, design, and power. This machine resonated with the young hearted, thrill-seeking generation and cemented Kinetic's place as a forward-looking brand, unafraid to take risks. True to its pioneering DNA, Kinetic made one of its most ambitious moves in 2018 with the launch of Motoroyale, a multi-brand superbike venture that brought the world's finest motorcycles to Indian shores. In one stroke, Motoroyale introduced Indian riders to the Italian flair of MV Agusta, the British engineering pedigree of Norton, the rugged capability of SWM's Superdual 650T, and the muscular presence of Hyosung's from South Korea. With Motoroyale, Kinetic didn't just import bikes, it curated experiences. It redefined aspiration for Indian bikers and proved that an Indian company could stand shoulder to shoulder with global giants in the premium motorcycle space. Behind these machines and milestones lies the legacy of H.K. Firodia and the Firodia Group a family synonymous with innovation and excellence in Indian automotive history. From forging joint ventures with the world's top automobile brands to nurturing homegrown talent and technology, Kinetic has consistently blazed a trail where few dared to venture.

Today, the roads may have changed, and technology may have leapt forward, but the Kinetic spirit of fearless energy to lead, to move and to empower, remains unchanged. Over five decades since its first ride rolled out, Kinetic continues to remind us that the journey matters just as much as the destination and for India, that journey truly began with two wheels and a dream.



Chairman sir with the Kinetic two wheelers

INSIDE THE WORKSPACE: A Spotlight on Company Talent



MEMBER OF THE MONTH: GANESH CHINTAL

This September marks a remarkable 29-year journey for Ganesh Chintal at Kinetic – a story of dedication, transformation, and unwavering belief in the power of evolution. Ganesh began his career in September 1995 as a Trainee Engineer, bringing in valuable experience and a strong desire to grow. Over the years, his journey has seen him wear many hats: Senior Engineer in Production, Assistant Manager – Projects, Manager – Business Development, and now a key figure in Customer & Plant Coordination. Each role has added a new layer to his contribution, always centered around one mission – achieving customer satisfaction through seamless execution. Ganesh's typical day starts early, at 8 AM, with internal team coordination, and by 9 AM, he is at Kinetic headquarters, ready to prioritize urgent matters and align the day's strategy. His leadership involves daily calls with the team, identifying needs, understanding

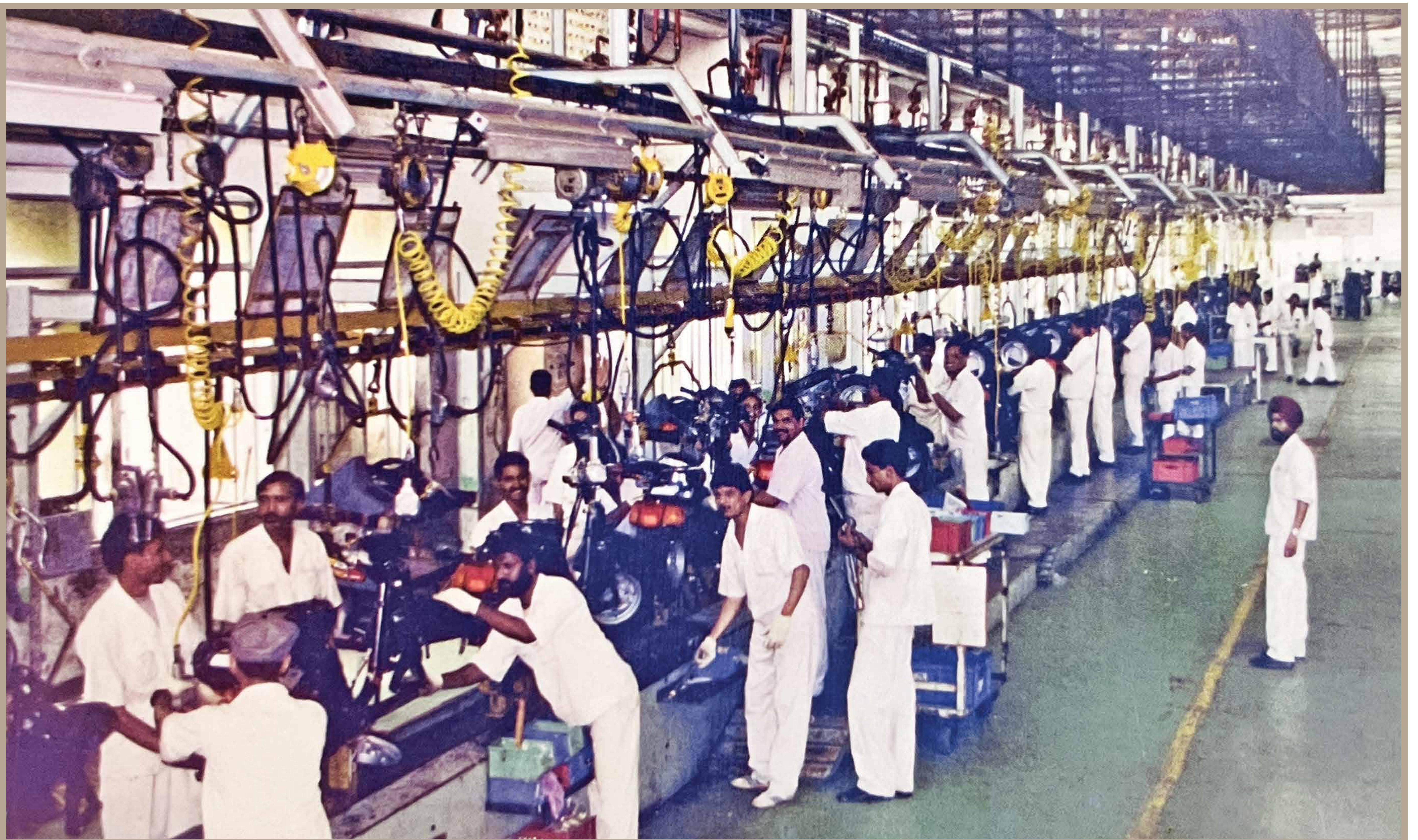
maintenance challenges, and mobilizing support where needed. Whether it's discussing customer requirements or aligning goals, Ganesh ensures that every task is approached with clarity and purpose. "Kinetic has transformed drastically over time," he shares. "From an automobile company to a focused auto-component powerhouse, the growth has been steady, and being part of this evolution is deeply fulfilling." For Ganesh, the biggest sources of inspiration remain Chairman Sir, Padmashri Dr. Arun Firodia, and Vice-Chairman Sir, Mr. Ajinkya Firodia. Their visionary leadership, decisiveness, and clarity of thought have taught him to act with confidence, a trait he applies in his everyday decisions. Among his fondest memories is a moment that broke the mould – walking the ramp as a biker at a Kinetic-organized event. "It was an amazing experience – doing something new and fun at this age reminded me how dynamic life at Kinetic is." When asked for advice to younger team members, Ganesh keeps it simple yet powerful: "Be hardworking. Be calm. And never lose sight of the customer – because strong relationships are what drive long-term success."



Unity in Motion: The Kinetic Story of Collective Vision and Execution

In the industrial heartland of Pithampur, Madhya Pradesh, birthplace of Bharat Ratna Dr. Babasaheb Ambedkar, stood a remarkable symbol of Indian innovation: The Kinetic Honda. It is mentioned in a lot of places factory. This wasn't just a production site; it was a beacon of unity, equality, and purpose-driven progress. At its foundation was a powerful gesture: every worker, technician, and even the chairman, Padmashri Dr. Arun Firodia, wore the same uniform. This wasn't about appearances; it was a declaration that every role mattered equally in building modern India's mobility. From boardroom to shop floor, dignity and respect were worn as proudly as the uniform. But Kinetic Honda didn't stop at symbolism. It redefined vendor relationships with a pioneering "just-in-time" supply chain model. Suppliers were encouraged to set up operations adjacent to the factory, breaking down logistical barriers and fostering real-time collaboration. What made this truly groundbreaking was how the company nurtured its vendors. It shared factory layout blueprints, offered machinery guidance, and even trained vendor operators inside the Kinetic Honda plant. Vendors began production within the main factory itself, only relocating once they met the company's high-quality and productivity benchmarks. This rare level of handholding built deep trust and interdependence, a model of mutual growth.

The results spoke for themselves. When Kinetic Honda went public, its issue was oversubscribed 165 times by the general public and 20 times by NRIs. This was more than financial success; it was a vote of confidence in a brand built on inclusion and transparency. The legendary Dilip Kumar graced the launch of the first Kinetic Honda scooter, then Sheriff of Bombay, marking not just a product debut, but the birth of a movement. In today's era of competitive silos, the Kinetic Honda story from Pithampur is a powerful reminder: when unity fuels vision, industry becomes a force for collective upliftment.



Kinetic workers at the Pithampur factory

NEW JOINEES



Ankush Bajad
Asst. Manager IT, KWV



Ashish Pohankar
Quality Engineer FI, KWV



Nikhil Shinde
Manager, KWV



Mansoor Shaik
Sr. Engineer, KWV



Sampat Jadhav
Sr. Engineer, KWV

Birthday CELEBRATIONS



Celebrating together



Engaging team building activities



Our quality-manager sharing his wise words



Employee appreciation by VC sir & Arzoo Ma'am

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SCAN TO JOIN THE KINETIC FAMILY