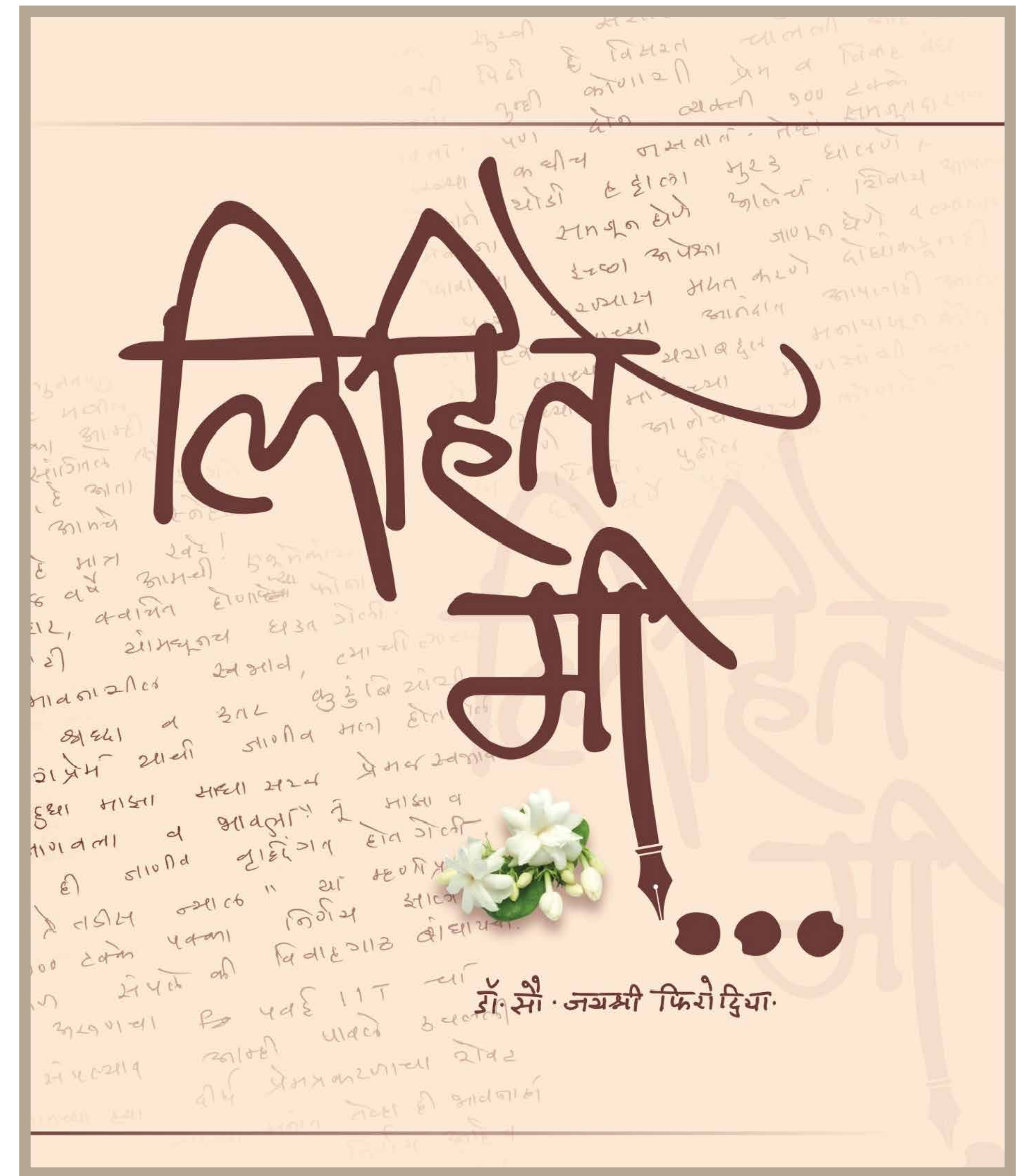


Few stories touch the heart with as much honesty and warmth as "Lihte Mi", the autobiography of Dr Jayashree Firodia. Through its pages, readers are invited into the life of a woman who chooses to live each day with meaning, courage, and deep compassion.

Her journey has been anything but ordinary. A doctor by profession, a social worker by calling, a patron of the arts by passion, and above all, a devoted mother to four children, she has worn many hats with unwavering commitment. She shares these experiences not as grand accomplishments, but as real moments filled with struggles, decisions, doubts, and triumphs. One of the standout aspects of her story is her deep connection to rural and semi-rural communities. Through her medical practice and active work with NGOs, she stepped far beyond the comforts of city life, dedicating herself to those who needed care the most. Her life reminds us that true service often happens quietly, away from the spotlight.



The cover of Dr. Jayashree Ma'am's inspiring autobiography

For over fifty years, she also led the Firodia Trophy, one of Maharashtra's most respected cultural platforms. Many young performers have found their voice and confidence through this event, all nurtured under her vision. She believes deeply in the creative spark that lives within every individual, a belief captured beautifully in her own words: "Everybody has a creative life, and it is good to show the future generations how their loved ones lived their life."

But "Lihte Mi" is not just a chronicle of achievements. It is an honest account of the challenges, too. Balancing a demanding career with raising a family, navigating societal expectations, and forging her path in times when choices for women were far fewer. Her resilience shines through every chapter, not as a loud declaration, but as a quiet, steady flame that never wavered.

Reading this book feels like sitting down with an old friend; someone who not only shares the highs but also the messy, difficult, beautiful middle parts of life. It's a book that leaves you thinking about your journey, the values you carry forward, and ways we can all live with a little more purpose.

Dr Jayashree Firodia's story is not just hers alone. It's a story that reminds us that a life well-lived is made up of service, creativity, compassion, and courage.

KINETIC AWARDS

CELEBRATING THE HEART OF KINETIC: OUR PEOPLE, OUR PRIDE

At Kinetic, we believe that true strength lies not just in machines or milestones, but in the people, the passionate individuals who show up daily with purpose, resilience, and a strong commitment to excellence.

This month, the Kinetic family gathered for a special occasion: The Kinetic Awards Ceremony. It was an evening dedicated to honouring not only individual achievements but the enduring spirit of teamwork and the deep relationships that have powered our journey over the years.



VC sir addresses employees at Kinetic awards

Gracing the event was our Vice Chairman & Managing Director, Mr. Ajinkya Firodia, who personally presented the awards and shared his heartfelt appreciation for every individual's contribution. In his inspiring address, VC Sir said, "What sets Kinetic apart is not just innovation or infrastructure; it's our people. Their energy, dedication, and pursuit of quality truly power our progress." Awards were presented across key categories such as Best Production Manager, Best Production Supervisor, Best Quality Achievement and more, reflecting excellence in leadership, execution, and commitment to world-class standards. But beyond the titles and trophies, the evening celebrated something even more powerful: the people behind the roles, the relationships built through challenges faced side by side, and the shared victories along the way.

Throughout the ceremony, team members took a moment to reflect on late nights, early mornings, and the trust that only years of working shoulder-to-shoulder can build. In that space, among colleagues old and new, the workplace felt less like an organisation and more like a family bound by respect, resilience, and a shared vision.

The Kinetic Awards are more than a tradition. They are a reminder that success isn't just measured in output or efficiency; it's measured in the dedication, passion, and unity of the people who make it all possible.

As we move forward, we reaffirm our commitment to building a culture where contributions are recognised, achievements are celebrated, and every individual's growth is a shared priority.

Here's to the people who make Kinetic what it is, and to the many more milestones we will create, together.



VC sir and Arzoo Ma'am recognising engineering talent



VC sir recognising the excellence award

INSIDE THE WORKSPACE: A Spotlight on Company Talent



ADINATH SURYAWANSHI

This month, we are celebrating Adinath Suryawanshi, a true pillar of dedication, growth, and commitment at Kinetic.

Adinath began his journey with the Kinetic Group in 1996 as a young technician. Over the last 29 years, through hard work, continuous learning, and a spirit of perseverance, he has grown to lead the entire electronic maintenance operations at our Nagar Plant.

In 2010, after completing his diploma through correspondence, his efforts caught the eye of our leadership. During a plant visit, Vice Chairman Sir, Mr. Ajinkya Firodia personally noticed his dedication. Soon after, he was promoted, and with the support and recognition from his department head, he steadily rose to become a Manager, handling a key pillar of our plant operations. His workday starts early in the morning by coordinating with contractors, checking night shift breakdowns, and ensuring any machinery issues are tackled promptly. He strongly believes that most problems should be solved in-house, encouraging teamwork and quick solutions rather than outsourcing.

One of his most cherished memories is when VC Sir acknowledged his efforts during a critical machine breakdown. Despite the urgency and late hours, Adinath ensured the machine was

repaired swiftly, earning a personal thank-you call from VC Sir himself, a moment of pride that he carries to this day. Today, Adinath oversees the electronic side of production closely, providing regular updates directly to leadership. He appreciates the spirit of unity across departments at the Nagar Plant, where mechanical and electronic teams work hand in hand to keep operations running smoothly.

Reflecting on his 29-year journey, Adinath shares, “I’ve seen Kinetic through good times and challenging times. But since VC Sir took over management, things have been moving upward again. It’s a proud feeling to see the company grow and to be part of it.” His story is a shining example of loyalty, skill, and growth at Kinetic. We are honoured to have leaders like Adinath Suryawanshi setting an example for us. This month, we are celebrating Adinath Suryawanshi, a true pillar of dedication, growth, and commitment at Kinetic.

Adinath began his journey with the Kinetic Group in 1996 as a young technician. Over the last 29 years, through hard work, continuous learning, and a spirit of perseverance, he has grown to lead the entire electronic maintenance operations at our Nagar Plant.

In 2010, after completing his diploma through correspondence, his efforts caught the eye of our leadership. During a plant visit, Vice Chairman Sir, Mr. Ajinkya Firodia personally noticed his dedication. Soon after, he was promoted, and with the support and recognition from his department head, he steadily rose to become a Manager, handling a key pillar of our plant operations.

His workday starts early in the morning by coordinating with contractors, checking night shift breakdowns, and ensuring any machinery issues are tackled promptly. He strongly believes that most problems should be solved in-house, encouraging teamwork and quick solutions rather than outsourcing.

One of his most cherished memories is when VC Sir acknowledged his efforts during a critical machine breakdown. Despite the urgency and late hours, Adinath ensured the machine was repaired swiftly, earning a personal thank-you call from VC Sir himself, a moment of pride that he carries to this day.

Today, Adinath oversees the electronic side of production closely, providing regular updates directly to leadership. He appreciates the spirit of unity across departments at the Nagar Plant, where mechanical and electronic teams work hand in hand to keep operations running smoothly.

Reflecting on his 29-year journey, Adinath shares, “I’ve seen Kinetic through good times and challenging times. But since VC Sir took over management, things have been moving upward again. It’s a proud feeling to see the company grow and to be part of it.”

His story is a shining example of loyalty, skill, and growth at Kinetic. We are honoured to have leaders like Adinath Suryawanshi setting an example for us.

HISTORY CORNER

KINETIC'S BOLD COMEBACK: A STORY OF LEGACY, CRICKET, AND THE KINETIC BOSS

In the early 2000s, as India's two-wheeler market evolved rapidly with fierce competition and rising consumer aspirations, Kinetic Engineering Ltd., one of the original pioneers of personal mobility in India, was preparing for a remarkable comeback. Known for its spirit of innovation and commitment to empowering Indian commuters, Kinetic was poised to re-enter the mainstream motorcycle segment with renewed energy and ambition.



Kapil Dev endorses Kinetic legacy

At the centre of this strategic resurgence was a visionary move: the appointment of cricketing legend Kapil Dev as the brand ambassador. This decision was far more than a conventional celebrity endorsement; it was a masterstroke that combined emotion with engineering, and legacy with leadership. In a country where cricket transcends the realm of sport to become a national passion, aligning with Kapil Dev — a symbol of resilience, performance, and pride, allowed Kinetic to rekindle its emotional connection with millions across India. However, Kinetic's bond with cricket ran deeper than a single partnership. Few realise that Kinetic pioneered, what is now the most prestigious "Man of the Match" award in cricket. Early awardees included legends such as B.S. Chandrasekhar, Farokh Engineer, Salim Durrani, and Tony Greig. This enduring relationship with cricket further embedded Kinetic into the collective consciousness of a cricket-loving nation. The launch of Kinetic Boss, a 100cc motorcycle designed for everyday heroes, the commuters, the dreamers, and the doers, marked a defining moment in this journey. The Boss was more than just another motorcycle; it was a testament to trust, functionality, and value, engineered specifically for India's diverse and demanding terrains. It embodied the core principles that Kinetic had always championed: affordability, durability, and real-world performance.

Mirroring the qualities that led Kapil Dev to guide India to its historic 1983 World Cup victory, the Kinetic Boss promised consistent, no-nonsense performance. It prioritised fuel efficiency, low maintenance, and practical design, precisely what India's growing two-wheeler market demanded. It wasn't about flashy features; it was about delivering reliability with pride. Adding to its cricketing legacy, Kinetic also played a significant role in the early career of another Indian icon, Sachin Tendulkar. Remarkably, Sachin's first commercial was shot for Kinetic, intertwining the brand's story with the ascent of India's greatest cricketing legend. Kinetic's vision extended beyond just product innovation. Recognising that success in the motorcycle segment demanded accessibility, the company invested heavily in expanding its dealership network, particularly in semi-urban and rural markets. This strategy mirrored cricket's reach into the heart of India, ensuring that dependable mobility was within everyone's grasp.

The Kapil Dev campaign stood out not because of glamour, but because of its authenticity. It told a story millions of Indians could see themselves in, a story of hard work, resilience, and shared values. Kapil Dev wasn't just selling a motorcycle; he was endorsing a philosophy of performance, trust, and aspiration. Kinetic's resurgence was not merely about regaining lost market share; it was about reclaiming a legacy built on innovation, trust, and purpose. The brand reminded Indians that while new players would come and go, some names are forever etched in history.

Just like cricket, Kinetic remains woven into the fabric of Indian life. And with champions like Kapil Dev and unforgettable moments with legends like Sachin Tendulkar by its side, it once again proved that great innings are always built on bold, fearless strokes.

NEW JOINEES



Siddlinappa M Sankh
Service, KVV



Namrata Panaskar
Design Engineering, KVV



Rakesh Joshi
Purchase, KVV



Mangesh Naik
HR and Admin, KVV



Pranav Salukhe
Asst. Manager Videography, BIRTHDAY

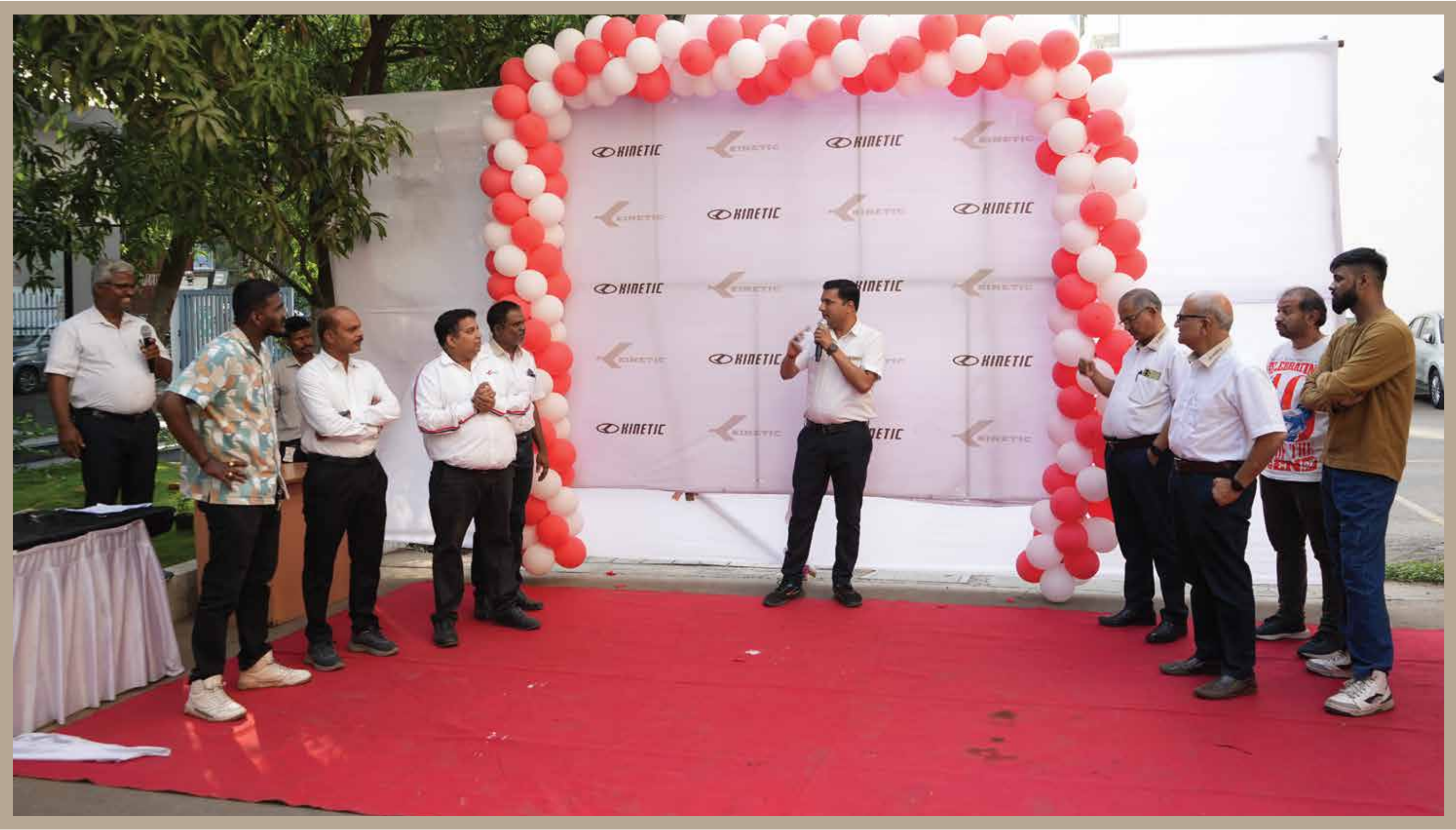


Pranav Gosavi
Videographer and Editor

Birthday CELEBRATIONS



Celebrating together



Engaging team building activities



Employee appreciation by Arzoo Ma'am



Employee recognition by VC sir

The KINETICALLY *Yours*



SCAN TO JOIN THE KINETIC FAMILY