

THE LEGEND IS REBORN *Launch Edition* 2025

Kinetic DX EV Launches with a Futuristic edge

Kinetic has made a powerful return with the all-electric DX EV, blending the nostalgia of its legendary design with modern innovation. Retaining its classic silhouette and sturdy all-metal body, the DX offers segment-first features like a retractable charging cable, voice-enabled My Kiney companion, and 37 litres of storage. Powered by a 2.6 kWh LFP battery with a range of up to 116 km, it delivers safety, comfort, and versatility with multiple ride modes and advanced connectivity. The DX+ variant further enhances the experience with Telekinetic app features, geo-fencing, and music playback. With bookings now open and limited to the first 35,000 units, the DX marks not just a comeback but a bold step into India's electric future.

The KINETICALLY *Yours*



DECADES AHEAD OF THE CURVE: THE VISION BEHIND KINETIC

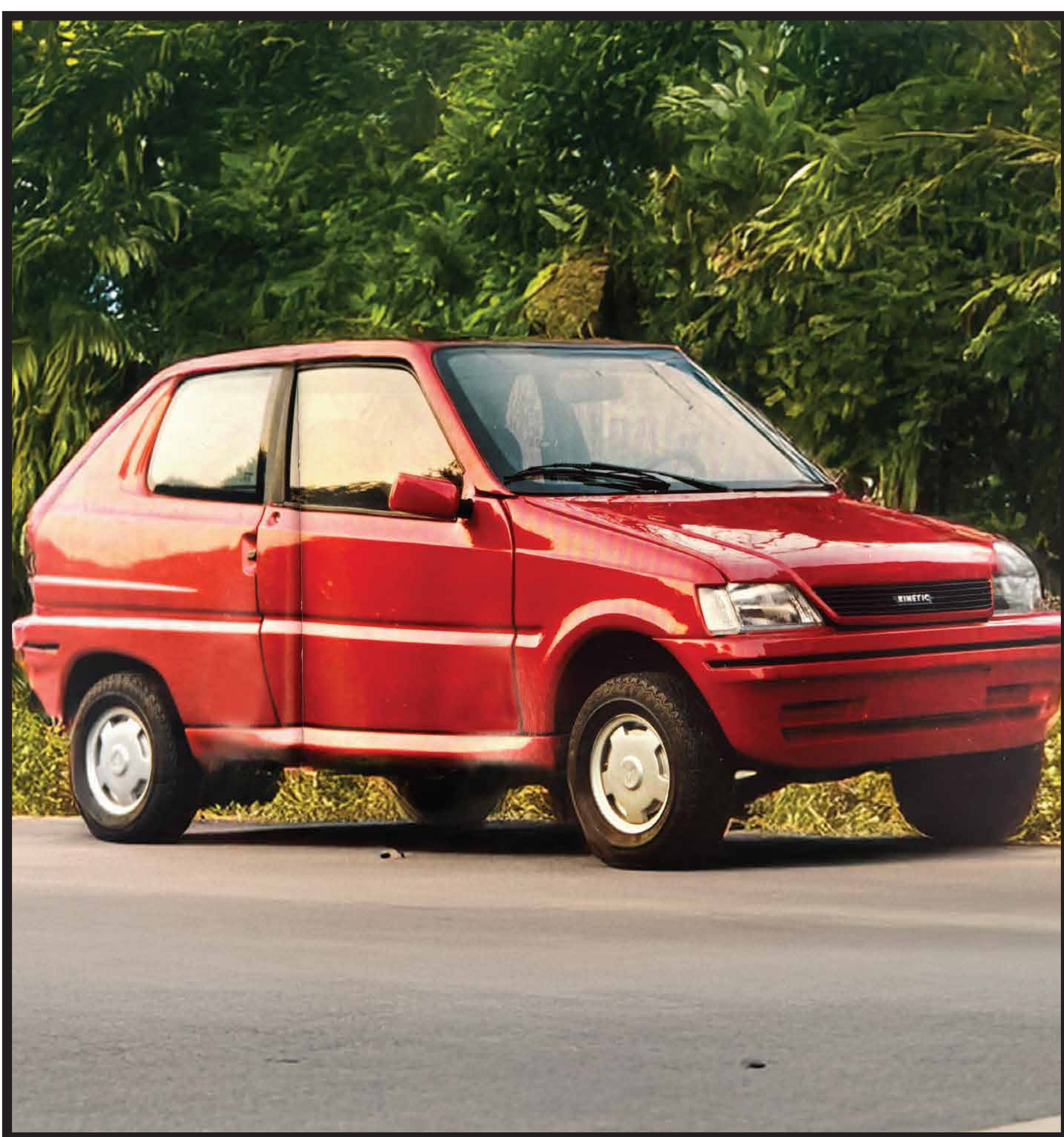
Kinetic's journey has always been defined by daring ideas and a visionary spirit that looked far beyond the present, a legacy shaped by none other than Padma Shri Dr. Arun Firodia, the pioneering force behind Kinetic's innovation-first philosophy. Long before smart televisions or personal computers became household items, Dr. Firodia had already led the development of the Merlin, a combined television and computer, years ahead of its time. This wasn't just a product; it was a symbol of a mind unafraid to challenge norms and think decades ahead. That same foresight gave rise to the Kinetic City Car, a compact, affordable vehicle envisioned for Indian families with a target price of just ₹1 lakh, long before the concept of budget-friendly cars entered mainstream automotive discourse.

For him, engineering was not only about machines, it was also about democratising access, giving every Indian family the freedom to move and dream. From building a cooking robot long before smart kitchens were fashionable, to developing an earthquake warning system that earned international acclaim, his work consistently bridged imagination and impact. He pushed the boundaries further with innovations like the digital nose and tongue, machines capable of "smelling" and "tasting," created for use in food safety and industrial automation.

During the COVID-19 crisis, under his guidance, Kinetic rose to the occasion once more with the UV Warrior, a UV-C disinfection device built for the Indian Air Force, delivering innovation at speed in a time of national urgency. Even in the arena of clean energy, he was ahead of the curve, steering the company towards hydrogen-powered two-wheelers long before hydrogen was considered a mainstream green fuel.

These bold initiatives all point to a single truth: Dr. Arun Firodia has always dared to imagine the future and then build it. As we now launch the Kinetic DX EV and enter a new chapter of sustainable mobility, his vision remains the cornerstone of our journey.

To him, the future isn't a distant possibility, it's something to be shaped with purpose, courage, and care. As he reflects on decades of invention, impact, and resilience, one thing is clear: Kinetic's legacy isn't just about what has been built, it's about how fearlessly we've imagined what's next.



Kinetic City Car innovation in urban mobility



Launch of the Merlin, the TV that doubles as a computer

KINETIC DX

THE TWO-WHEELER THAT CHANGED THE WAY INDIA MOVED

Ask anyone who grew up in the '90s or early 2000s, and chances are they'll remember the Kinetic DX. Not just as a scooter, but as a part of daily life. It was the two-wheeler that stood out on Indian streets, practical, reliable, and quietly revolutionary. Even today, decades later, people still discuss it. Why? Because the DX wasn't just a mode of transport. It was a moment in time. To understand its impact, you have to go back a few decades. In the 1970s and '80s, India was changing fast. Cities were growing, people had big dreams, but mobility was stuck. Most scooters were heavy, gear-operated machines that required strength, patience, and, frankly, some luck to get going. Starting one was an effort. Riding one was even harder. For many people, especially women, it was simply not an option. That's when Kinetic came in and changed the game. Founded by Padma shri Dr. Arun Firodia, the company dared to ask a simple but powerful question: Why can't mobility be easy? Why should starting a scooter feel like a workout? And why shouldn't everyone, not just men, be able to ride one?

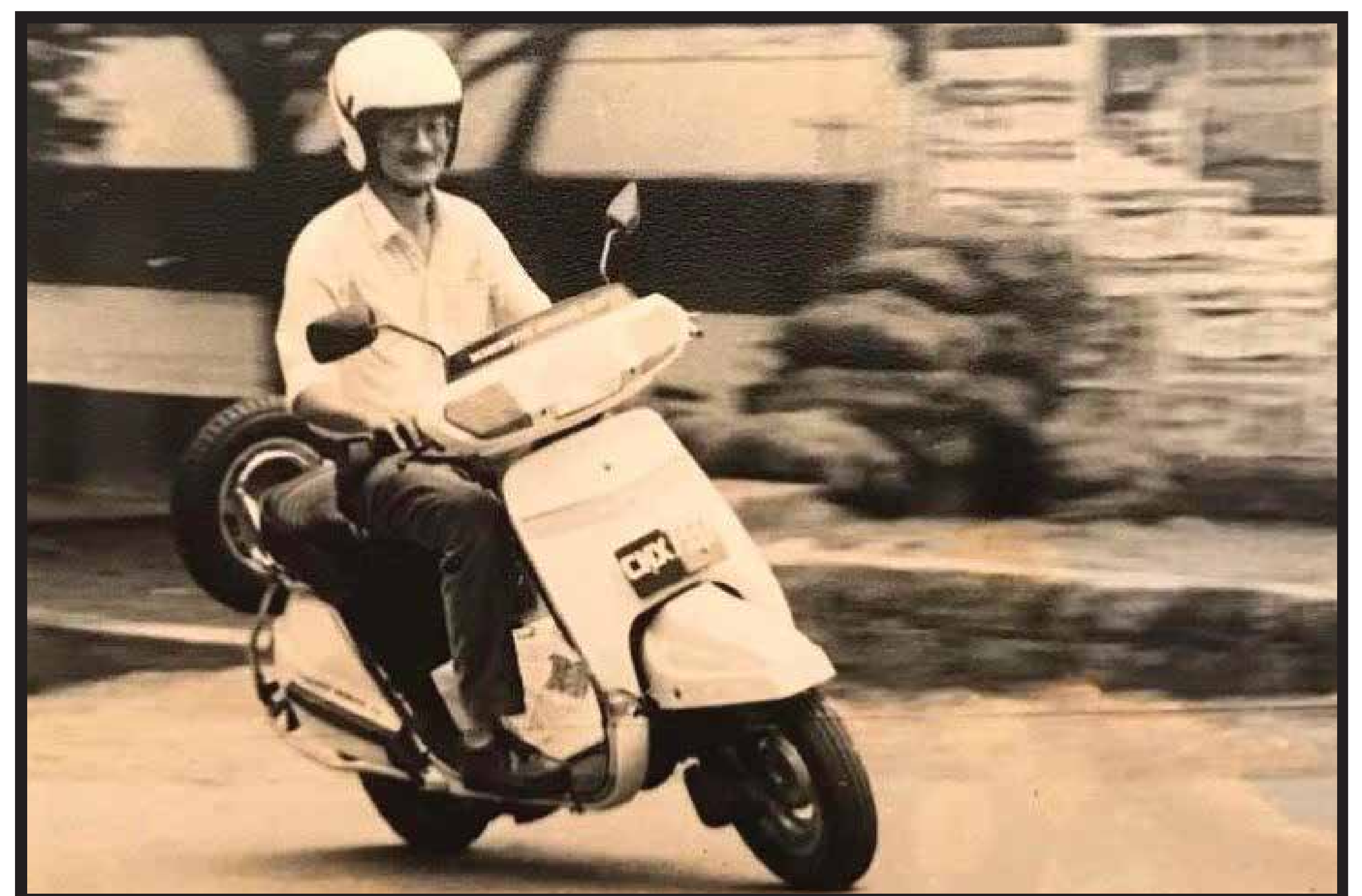
From that belief came the Kinetic DX. A scooter that took away the complexity and gave India a smoother, simpler ride. No clutch. No gears. No exhausting kick-starts. Just press a button and go. It sounds normal now, but at the time, it was a small revolution. The DX wasn't flashy. It wasn't trying to be futuristic. It was just smart. Self-start, automatic transmission, integrated indicators, things we now take for granted, but back then, they were game-changers. For the first time, students, teachers, housewives, small business owners anyone and everyone could ride on their terms. It gave people confidence. It gave them freedom. But the DX wasn't just about everyday convenience. It also had a bit of a wild side. In one unforgettable campaign, Kinetic ran the DX non-stop for 1001 hours, yes, without switching off the engine once, while inviting the public to throw stones, scatter glass, and even puncture its tyres. The team kept changing the tyres while the engine kept running. It earned a Guinness World Record and made sure no one ever questioned the scooter's durability again.

Then there was the Kinetic Football Tournament, a full match, played on scooters, broadcast across India, and even shown during the World Cup halftime. It was mad, it was brilliant, and it was pure Kinetic. Still not convinced? The DX also made it to Khardung La, the highest motorable road in the world. It survived the thin air, snow, and dangerous terrain where even four-wheelers struggle. Then it crossed 4,500 km of the Sahara Desert. Blistering heat, sandstorms, impossible terrain, and the DX handled it all without breaking a sweat. Another world record. Another story for the books. But ask anyone who owned a DX, and they'll tell you it's not the records that made it special. It was what the scooter meant to them. It was their first ride to college, their first family vehicle, the first time a woman rode without waiting for someone else to drive her. It was pride, it was independence, it was progress.

In many ways, the Kinetic DX reflected the India it was born into: resilient, practical, and quietly ambitious. It didn't shout for attention. It just showed up, worked hard, and changed lives. That's what makes it a legend. And as India today leads the world in two-wheeler mobility, with one in four scooters bought by a woman, it's clear, the DX didn't just move people. It moved a nation forward.



Kinetic Football Tournament celebrating energy, teamwork, and passion



The legendary Kinetic DX a scooter that changed India's perspective on mobility

KINETIC REVIVES ICONIC DX AS EV, MARKS NEW ERA IN MOBILITY



Dignitaries with Kinetix DX

In a powerful return to the Indian two-wheeler landscape, Kinetix has officially launched the all-new Kinetix DX EV, marking not just the comeback of a beloved product but the continuation of a legacy that shaped Indian roads for decades.

The new electric scooter was unveiled at an emotional event led by Kinetix’s Vice Chairman, who paid tribute to the company’s rich history and to its founder, Padma Shri Dr. Arun Firodia. “I haven’t inherited a VIP ticket through politics,” he said during his address. “I’ve inherited it through legacy.”

The original Kinetix DX, launched in the 1990s, quickly became an icon, remembered for its simplicity, practicality, and emotional connection with Indian families. It was a scooter that stood for freedom and convenience, particularly at a time when gear-operated two-wheelers were not accessible to everyone. Now, decades later, the DX returns in an all-electric avatar, built to meet the needs of a new generation of Indian riders.

To bring this vision to life, the company established Kinetix Watts & Volts (KWV) under the larger umbrella of Kinetix Engineering Limited (KEL). With over ₹150 crore invested and ₹177 crore committed, Kinetix has built a fully integrated EV manufacturing ecosystem. Impressively, 98% of the DX EV is produced in-house, including the battery, motor, chassis, electronics, and software, a rare feat in today’s EV market. The design of the new DX EV was reimagined in collaboration with Italian designer Alessandro Tartarini in Dubai. The result is a product that retains key visual cues from the original DX, including the signature red start button, metal body, and classic Speedo console, while embracing modern design and electric technology.

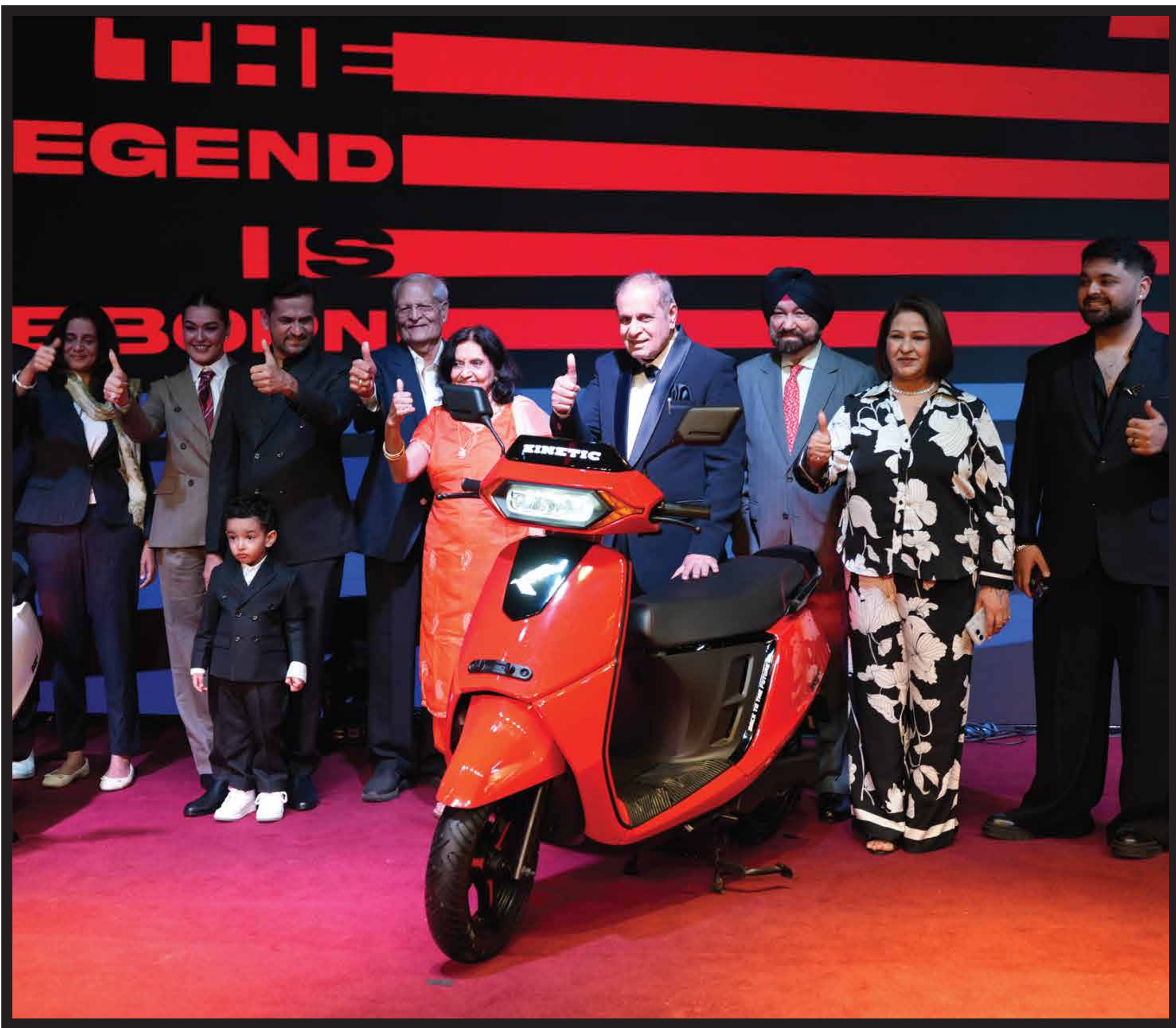
What also sets Kinetix apart is its manufacturing strength. With a cutting-edge plant in Ahilya Nagar, robotic production lines, and proprietary technology developed in-house, the company is positioning itself as a serious long-term player in India’s EV space, not just a start-up looking for valuation.

“Kinetix is not chasing hype,” said the Vice Chairman. “We have 79 years of manufacturing expertise. We’re here to build EVs that are world-class, made in India, and made for India.”

Kinetix is back. And this time, it’s electric.




The Legend is Reborn.




The Kinetix family welcomes the new avatar of the iconic DX

MEDIA SPOTLIGHT ON THE ALL-NEW KINETIC DX




BREAKING: Kinetic Rides The Nostalgia Wave; New DX Electric Scooter Launched




Launched
Kinetic DX Electric Scooter


Kinetic is back and with a bang! The manufacturer has launched its brand-new DX electric scooter. Inspired by the two-stroke screamer from the 1990s, it makes a comeback in an electric avatar. After the e-Luna, unveiling the new and revamped DX is the next logical step. While the brand had a few affordable e-scooters, there was no visual distinction from the Chinese ones. This is their first EV specifically for India, and it makes a lot of sense to use the legacy of the DX. Let's have a look at what the new electrified version has to offer.



Kinetic DX returns as EV, marking cautious re-entry built on in-house capabilities



Back in the 1980s, when India was still wedded to kick-starts and clunky gearboxes, a new scooter emerged that changed how the country moved. The Kinetic **Honda DX**, born from a joint venture with Honda Motor Co., brought self-start convenience and a gearless ride to urban India. It became an icon – not because it was transformational in performance, but because it slotted into everyday Indian life in a way few products do.




Kinetic DX Electric Scooter Returns! Price Starts at ₹1.11 Lakh with 100+ Km Range




The legendary Kinetic DX scooter has made a striking comeback, this time reborn as the fully electric Kinetic DX EV.

Blending vintage charm with modern electric innovation, this reinvented classic is aimed at urban commuters who crave style, nostalgia, and sustainability in a single ride.



Kinetic DX Electric Scooter Launch Price Rs 1.11 L – 90 Kmph Top Speed, 116 Km Range



A New Era of 'Watt'-power


The launch also saw the unveiling of Kinetic Watts & Volts' new red-and-blue logo, while the DX scooter carries forward the iconic Raptor-inspired styling, reflected in the Raptor-shaped indicators, LED DRLs, and illuminated 'KINETIC' badging on the handlebar cowl. Two variants are on offer - **DX and DX+**. **Price for DX is Rs 1,11,499 and for DX+ is 1,17,499, ex-sh. Bookings are now open. Deliveries from Sep/Oct 2025.** Bookings are capped at 35,000 units initially.




Kinetic Watts and Volts Revives Iconic DX in New Electric Avatar



Kinetic Engineering Ltd. (KEL) proudly announces its return to the two-wheeler market with the launch of the all-new Kinetic DX EV, a made-in-India model range, through Kinetic Watts and Volts Ltd. (KWV), its dedicated EV manufacturing subsidiary. Admired across generations for its innovation, practicality, and iconic silhouette, the DX returns as an advanced electric scooter, blending timeless design with modern technology, true to the DX's spirit. It has been attractively designed along with Italian designers to inculcate the original DNA of the scooter, making it a true family vehicle.




Kinetic Engineering re-enters two-wheeler market with DX EV from ₹1.11 lakh




Kinetic Engineering Ltd. (KEL) has re-entered the two-wheeler segment through its EV subsidiary, Kinetic Watts and Volts Ltd. (KWV), with the launch of the electric Kinetic DX scooter —reviving the 1990s model in a new electric format.

The Kinetic DX EV is offered in two variants—DX and DX+—priced at ₹1,11,499 and ₹1,17,499 respectively (ex-showroom, Pune). Customers can book the scooter on the official website for ₹1,000, with bookings limited to 35,000 units. Deliveries are scheduled to begin in **September 2025**. The DX+ is offered in five colours—Red, Blue, White, Silver, and Black—while the DX is available in Silver and Black.



Kinetic DX EV: Things You Need To Know About This Electric Scooter



Kinetic DX EV: Old-School Looks with New-Age Heart


At the first look, you will notice the familiar design which shows the headlight cowl, the "Kinetic" badge that now lights up, and those classic Red, Blue, White, Black, and Silver colours. But it's grown bigger, riding on 12-inch wheels instead of the old 10-inch ones, which is more comfortable than the original one.




Kinetic DX electric scooter teased ahead of July 28 launch



Kinetic Green is going to be launching a new electric scooter in India on July 28 and this model will bear close resemblance to the original Kinetic Honda DX scooter from yesteryear.



Kinetic DX EV Launched from ₹1.11 Lakh – Book Yours Now for Just ₹1000 and Relive a Legend in Electric Style!



Intro: When Nostalgia Meets Next-Gen Electric Mobility

Back in the '90s, the Kinetic DX was more than just a scooter—it was a family member. It ferried kids to school, parents to work, and became a symbol of Indian middle-class reliability. Fast forward to 2025, and that same spirit has been reignited, but this time, it runs on clean, silent electric energy.

Kinetic Engineering Ltd. has officially revived the beloved DX—this time as an electric scooter under its EV division, **Kinetic Watts and Volts Ltd.** The result? A bold leap into the future that doesn't forget where it came from.

The KINETICALLY *Yours*



**SCAN TO JOIN
THE KINETIC FAMILY**

The KINETICALLY *Yours*