

The KINETICALLY *Yours*

AUGUST

2025

Ganapati Celebrations at KEL Five Days of Joy, Creativity & Togetherness

At Kinetic India, festivals have always been more than just rituals, they are occasions that bring people together, create cherished memories, and strengthen the bonds that make us one family. This year's Ganesh Chaturthi celebration was no exception. For five days, the atmosphere at Kinetic was filled with devotion, joy, and camaraderie as employees came together to welcome Ganapati Bappa with wholehearted enthusiasm.

The festivities began with the arrival of Lord Ganesha, when employees gathered to offer prayers and seek blessings. The festive spirit quickly spread across the premises, and every corner reflected the warmth and positivity that this special occasion brings. It was a time when work and tradition blended seamlessly, reminding us of the importance of culture in building connections at the workplace.

To make the five days even more memorable, a series of activities and competitions were organised. The Rangoli Making Competition transformed the floors of Kinetic into vibrant displays of colour and pattern, showcasing the creativity and teamwork of our employees. The Clay Ganapati Idol Making event added a deeper meaning to the celebrations, encouraging eco-friendly practices while allowing participants to express their devotion in a personal and artistic way.

Of course, no celebration is complete without moments of fun and laughter. The Musical Chairs Competition brought colleagues together in a light-hearted and cheerful setting, creating moments that everyone enjoyed. The much-anticipated Talent Show proved to be the highlight of the festivities, as employees took to the stage to showcase their hidden skills. From singing and dancing to a variety of unique performances, each act reflected not only individual talent but also the confidence, enthusiasm, and spirit of the Kinetic family.

What made this year's celebration truly special was the wholehearted participation of employees across departments. Every individual contributed in their own way, making the five days feel less like a workplace event and more like a festival at home. It was not just about honouring tradition, but also about celebrating teamwork, unity, and the shared joy of being part of Kinetic.

As we bid farewell to Ganapati Bappa, we carry forward his blessings and the festive energy that will continue to inspire us in days to come. The celebrations were a reminder that at Kinetic, we are not simply colleagues, we are a family that grows, celebrates, and moves forward together.

Ganapati Bappa Morya!



The Kinetic family celebrating Ganesh Chaturthi together



Employees showcasing their creativity in the Ganapati-making competition

THE NEXT CHAPTER IN MOBILITY: KINETIC DX

Kinetic, one of India's most iconic two-wheeler brands, returns to the roads with a bold new chapter in its journey, the launch of the all-electric Kinetic DX. A reimagination of the beloved classic that once defined everyday mobility, the DX combines the timelessness of its heritage with cutting-edge technology, designed specifically for the needs of India's urban commuters.

At first glance, the DX captures nostalgia through its familiar silhouette, sturdy all-metal body, and spacious flat floorboard. Yet, it brings contemporary flair through Italian design collaboration, available in a choice of elegant and vibrant colourways. The DX variant is offered in Silver and Black, while the premium DX+ is available in Red, Blue, White, Silver, and Black.

The scooter is equipped with several segment-first features, showcasing Kinetic's innovative spirit. The DX+ introduces the patented Easy Charge retractable charging cable, allowing riders to plug in with unmatched convenience. A one-touch Easy Flip pillion footrest and Easy Key for keyless operation make everyday use intuitive and seamless. Adding a personal dimension, the Kinetic Assist switch connects riders instantly to customer support, while My Kiney, a voice-enabled companion, offers ride navigation, safety alerts, and personalised greetings such as birthday wishes.

Practicality remains at the core of the DX's design. The scooter offers a class-leading under-seat storage of 37 litres, ample enough to hold a full-face helmet, a half-face helmet, and everyday essentials. Safety and comfort are equally prioritised with reverse assist, hill-hold control, telescopic front suspension, adjustable rear shocks, and a combi-braking system that includes a 220 mm front disc and 130 mm rear drum.

The DX+ is powered by a 2.6 kWh LFP (Lithium Iron Phosphate) battery, developed by Range-X. Known for its superior thermal stability and durability, this battery technology offers a longer lifespan of 2,500 to 3,500 charge cycles. The DX offers an IDC-estimated range of upto 102kms while DX+ offers upto 116kms, operating on a 60V system. The DX range gets three riding modes: Range, Power, and Turbo, with a top speed of up to 90 km/h. This ensures riders have flexibility, whether prioritising efficiency or performance.

The riding experience is further elevated through Telekinetic features. These include real-time ride statistics, geo-fencing, intruder alerts, remote vehicle tracking, Find My Kinetic and more. With Bluetooth integration, riders can also enjoy music playback and voice navigation, enhancing both connectivity and convenience on every ride.

The new Kinetic DX stands as more than just an electric scooter. It is a fusion of legacy, practicality, safety, and advanced technology designed to empower a new generation of riders, while honouring the spirit of the classic Kinetic.



The all-new Kinetic DX – reborn in electric avatar

SRIKANTA KUMAR SAHOO, FROM ADMIRATION TO INNOVATION



This month, we proudly recognised Mr Srikanta Kumar Sahoo, Manager in the Testing Department, whose journey with the Kinetic DX EV is both remarkable and inspiring.

His bond with the DX began long before his professional career. As a young boy, he was fascinated by his neighbour's Kinetic DX and would often ask for a chance to ride it. "It was more than just a scooter, it was freedom on two wheels," he fondly recalls. He once dreamt of even owning one. However, the DX had already been discontinued by the time he could buy his own.

Years later, however, destiny gave him something even greater: The opportunity to develop and test the Kinetic DX reborn as an EV.

When he joined Kinetic, the EV Testing Department was still at a nascent stage. With no components, processes, or systems in place, he had to build everything from the ground up. Under the guidance of Vice Chairman and Chairman, he began by converting ICE scooters into EV models and initiated validation activities.

He also developed a dedicated testing area, where scooter parts and vehicles could be assessed for finishing, component reliability, and vehicle-level performance.

Testing the new DX was not without its challenges. Critical features such as Easy Charge and Easy Flip demanded rigorous validation to ensure practicality and durability. He and his team benchmarked the DX against leading scooters in the market, focusing on performance, range, and efficiency. Every stage brought new hurdles, yet his persistence turned obstacles into milestones.

For him, the project is deeply personal. From admiring the DX as a child to shaping its electric reincarnation, he has lived through a full-circle moment. "At the beginning, it was only an idea," he shares. "With the right guidance, effort, and teamwork, that idea is now a product in my hands, a scooter that blends nostalgia with innovation."

Today, the Kinetic DX EV stands as proof of Srikanta's dedication. For him, it is more than a professional achievement, it is the fulfilment of a dream and a proud chapter in both his career and Kinetic's legacy.



Manager : Srikanta Kumar Sahoo



Shrikanta and Team at the DX launch event

KINEY: MORE THAN JUST SCOOTERS, THEY WERE BEST FRIENDS

When Indian roads were bustling with promise and progress, the Kinetic scooter emerged as more than just a vehicle. For many households, it was a symbol of independence, convenience and pride. Over time, owners developed such an intimate bond with their scooters that they began affectionately referring to them as “Kiney”.

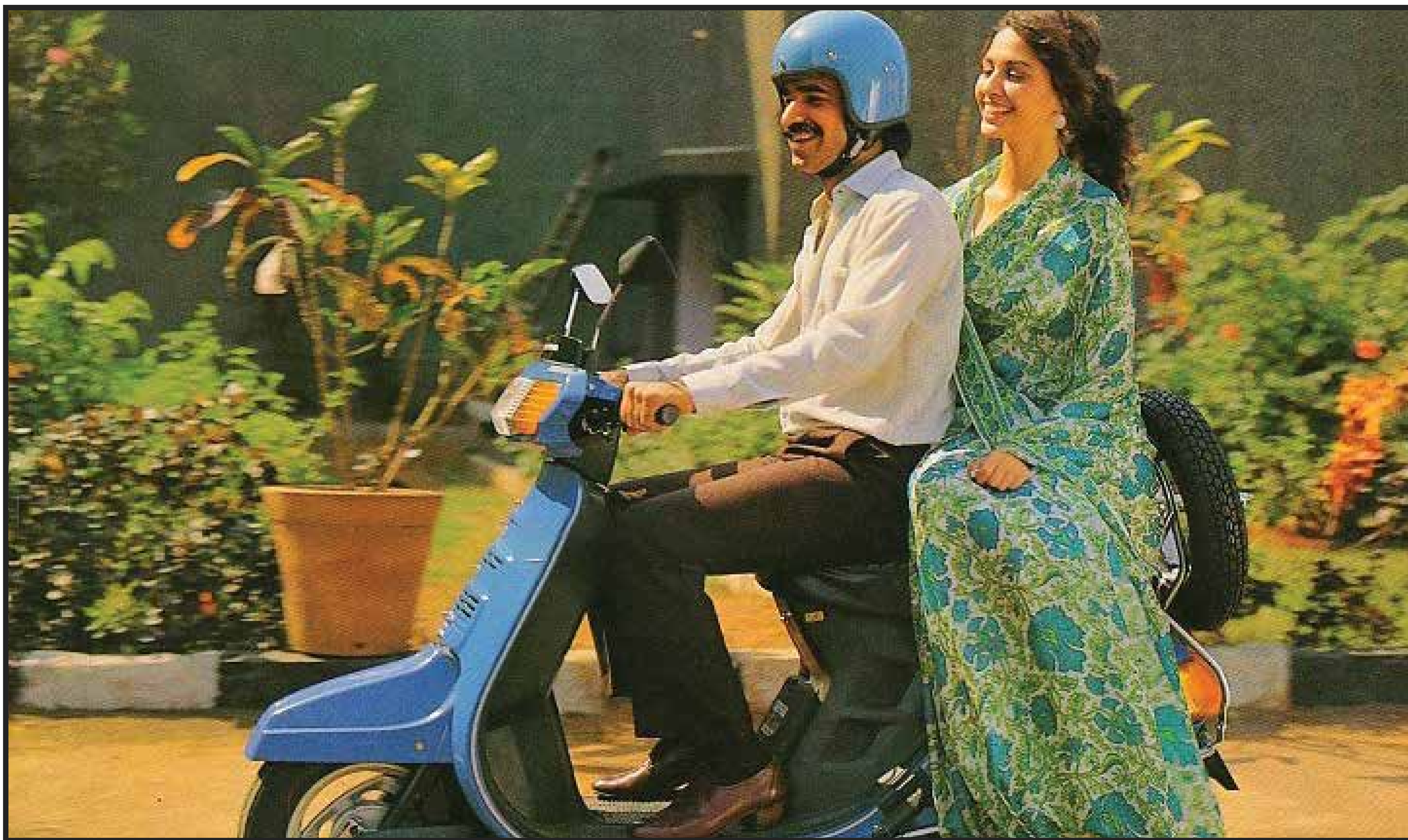
The name was more than a playful shortening, it represented a sense of belonging. Much like a trusted companion, the Kinetic was always there: from early morning office rides, to family trips, to spontaneous adventures with friends. It wasn't merely a machine; it was a reliable partner that carried countless stories on two wheels.

The design of the Kinetic made it approachable and dependable. It was known for its sturdiness, comfortable ride and easy handling, equally loved by men and women across generations. For many, their first Kinetic marked a milestone - A young professional buying independence, a family celebrating a new purchase, or a youngster learning the joy of riding. No matter the occasion, the “Kiney” was woven into everyday life.

What set the Kinetic apart was the emotional attachment it garnered. Owners would polish their scooters on weekends, adorn them with stickers, and some even spoke to them as though they were confidants. They weren't just vehicles parked and forgotten; they were celebrated, trusted and cherished. This affectionate culture led to the scooter becoming an icon, remembered fondly even today.

The nostalgia surrounding the Kinetic lives on, because it represented something bigger than mobility, it embodied freedom, reliability and companionship. To call it a best friend was not exaggeration but truth. For countless families, the “Kiney” was not just part of their journey; it was their journey.

Even as modern electric vehicles take the stage, the legacy of the Kinetic endures in the memory and in spirit of millions of Indians. The “Kiney” remains a reminder that sometimes, machines can feel like a family that carries us forward, mile after mile



Everyday rider's trusted companion

NEW JOINEES



Rahul Jadhav
Sr. Executive, KVV



Vilas Patil
Manager, KVV



Barathan R.
Sr. Engineer, KVV



Pawan Kumar Singh
Asst. Manager, KVV



Nilkanth Kale
Sr. Engineer, KVV



Gaurav Kumar Mishra
Asst. Manager, KVV



Prasanna Kumar Pujari
Asst. Manager, KVV



Sudhakar Shukla
D Y Manager, KVV



Pawan Itagi
Sr. Executive, KVV



Badal Borkar
Asst. General Manager, KVV



Aman Attri
Asst. Manager, KVV



Satveer Singh Shekhawat
Asst. Manager, KVV



Anand Deshpande
Asst. Manager, KVV



Amit Raj
Asst. Manager, KVV



Vaibhav Borkar
Executive, KVV



Sandip Dave
Manager, KVV



Vaibhav Khare
D Y Manager, KVV



Pardeep Kumar
General Manager, KVV



Alagesan T
Manager, KVV



Karanjyot Singh Gulati
Jr. Engineer, KVV



Ranjeet Bhelke
Vice President, MAIPL



Sawan Patil
Sr. Executive, MAIPL



Veer Prashar
Executive, MAIPL

The KINETICALLY *Yours*



Kinetic employees celebrating their Birthdays



Appericiating Kinetic's Talent

THE LEGEND IS REBORN

The advertisement features two Kinetic scooters, one blue and one red, parked on a red carpet. The background is a white wall with a large blue and red banner that reads "LEGEND REBORN". The Kinetic logo is visible in the top left corner. In the bottom right corner, there is a QR code and the text "BOOK NOW".

KINETIC

LEGEND REBORN

BOOK NOW