

FULL CIRCLE: KINETIC WATTS & VOLTS OPENS IT'S FIRST DEALERSHIP IN PUNE

There are moments in a company's journey that remind us why we do what we do, and this is one of them.

Kinetic Watts and Volts has officially opened its very first 3S dealership in Vishrantwadi, Pune; and there couldn't be a more fitting place to begin. Pune has always been our home, the birthplace of the Kinetic spirit, and now, it becomes the starting point for our electric future too.

What makes this milestone special isn't just the product or the space, it's the people behind it. (Continued below)



A LEADER IN MOTION

As we celebrated the birthday of our Vice Chairman & Managing Director, the Kinetic family paused to honour the man steering the company into its next chapter.

Blending heritage with modern vision, he continues to shape Kinetic's evolution through innovation, sustainability, and people-first leadership, a legacy that moves with purpose.

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KINETIC DX MAKES ITS PUNE DEBUT THE DX RETURNS TO ITS HOMETOWN

THE CITY MARKS THE FIRST STEP IN KINETIC'S REFRESHED EV JOURNEY

(Continued) Our dedicated team has worked tirelessly to bring this vision to life, from designing the new Kinetic EV range to ensuring a service experience we can proudly stand behind. The newly launched Kinetic Lab service centre in Vishrantwadi is another step towards delivering support that truly earns customer trust.

Sharing his thoughts on the launch, Mr. Ajinkya Firodia said that Pune marks the ideal beginning for our EV story, a place where our heritage and our

future come together. And with Mr. Ravindra Bhelke leading the dealership operations, customers will experience the same warmth, reliability, and transparency that Kinetic has always stood for.

This launch also puts our refreshed product line-up, the modern Kinetic DX and DX+ into the spotlight. Inspired by a name that many Indian families still remember fondly, these scooters carry forward the legacy with smarter tech, a stronger battery, and features made for everyday convenience.

THE TORCHBEARER OF MOTION: A BIRTHDAY TRIBUTE TO OUR VICE CHAIRMAN & MD



Every great legacy is defined by the people who nurture it, protect it, and propel it into the future. As we recently celebrated the birthday of our Vice Chairman & Managing Director, we took a moment to reflect on the remarkable journey of a leader who continues to carry forward the pioneering spirit of the Kinetic legacy, one that began decades ago and still inspires motion today.

Born into a family of visionaries who redefined Indian mobility, our Vice Chairman & MD has always embodied the perfect blend of heritage and innovation. He represents not just the continuation of a name, but the evolution of an idea — that progress must always move hand in hand with purpose.

Under his leadership, Kinetic has stepped confidently into a new era of reinvention, where tradition meets technology and every milestone pays tribute to the company's proud roots.

Over the years, his dynamic leadership has shaped Kinetic into a forward-thinking organisation, embracing change while remaining grounded in the values that define us. From driving the growth of our electric mobility division to modernising our manufacturing capabilities, he has steered the company with clarity, strategic foresight, and a deep commitment to sustainability. His vision continues to push boundaries, ensuring that Kinetic remains synonymous with progress.

But beyond his strategic brilliance lies a leader who believes deeply in people. His leadership style is rooted in humility, inclusivity, and empowerment. He inspires teams to dream bigger, think differently, and create with purpose — qualities that have become the heartbeat of Kinetic's culture.

This year's Filmfare Awards-themed birthday celebration was not only a tribute to him as a leader, but also a reflection of the joy, creativity, and camaraderie he fosters across the organisation. It was a night that celebrated his vision, his leadership, and the enduring legacy he continues to strengthen — one that inspires every member of the Kinetic family.

As we extended our warmest wishes to our Vice Chairman & Managing Director, we celebrated more than just a birthday; we celebrated a legacy of motion, innovation, and leadership that defines Kinetic's past, present, and future.

Here's to the man who keeps Kinetic moving with vision, passion, and purpose.

DESIGNING WITH HEART

THE STORY OF *Vaishnavi Dhond*



In the fast-paced world of automobiles, precision and creativity often travel side by side. At Kinetic, where innovation meets motion, it takes a special kind of mind to translate that spirit into design. One such creative powerhouse is Vaishnavi Dhond, Senior Graphic Designer at BIRTHDAY, a creative space by Kinetic. She is the visual storyteller behind many of the designs that define Kinetic's modern identity, from campaigns that celebrate legacy to visuals that speak to the next generation of riders. Her work blends creativity with clarity, ensuring that every piece doesn't just look good, but feels right. What makes her stand out isn't only her eye for detail, but also her ability to understand the emotion behind an idea. She doesn't just follow a brief; she dives into it. She explores what the message means, what it should make people feel, and how it can best represent the Kinetic spirit. Whether it's an internal celebration, a milestone announcement, or a digital campaign, her work always carries warmth and wit.

Of course, the creative process isn't all smooth roads. It's tight timelines, multiple revisions, and the occasional "can we try one more version?", but she handles it all with her trademark calm and a touch of sarcasm that keeps the team smiling. Her humour is as much a part of the design process as her colour palettes and pen tool. Her colleagues describe her as the person who can find structure in chaos, the one who can turn a spark of an idea into something meaningful and complete. She brings balance to the creative studio, effortlessly blending imagination with discipline. Every design Vaishnavi creates tells a story, not just of Kinetic as a brand, but of the people, energy, and legacy that power it. Her designs don't simply capture attention; they connect with emotion. This month, *The Kinetically Yours* celebrates Vaishnavi Dhond, for her craft, her consistency, and the creativity she brings to every brief. Her work reminds us that while machines may drive motion, it's people like her who give that motion soul.

FOUNDERS DAY 2025

CELEBRATING THE SPIRIT OF KINETIC



On 1st October, the Kinetic family came together to celebrate Founders Day 2025, a day dedicated to honouring the remarkable vision of the Late Mr H. K. Firodia and the enduring legacy he set in motion over five decades ago. More than an event, it became a heartfelt tribute to the spirit that defines Kinetic: its people, its innovation, and its unwavering commitment to progress.

The celebration brought together employees from across the Kinetic ecosystem — Kinetic Engineering Limited, Kinetic Watts & Volts, BIRTHDAY: A Creative Space by Kinetic and Kinetic Communication Limited; each representing an important chapter of our growth and evolution. The afternoon was filled with moments of pride and nostalgia. Stories from the early days of Kinetic were revisited, highlighting tales of challenges that transformed into opportunities, breakthrough ideas that reimaged Indian mobility, and a founder whose vision continues to inspire every generation that follows. What truly made this Founders Day special was the way it beautifully connected our rich past with our promising future. A particularly touching highlight was the felicitation of employees who had recently booked the new Kinetic DX. Joined by their families, they stood as proud symbols of the company's next chapter,

a future that is electric, sustainable, and forward-looking. Their decision represented far more than a purchase; it reflected belief in Kinetic's evolving journey and confidence in the exciting EV era ahead. The event also shone a spotlight on the people who make Kinetic what it is today. From long-standing members who have devoted decades to the organisation, to young creative minds shaping the next wave of transformation, every contribution was celebrated with gratitude and applause. The room was filled with warmth, laughter, and an immense sense of pride in being part of something meaningful and enduring. As the day drew to a close, one message resonated clearly: Kinetic's greatest strength has always been its people.

Machines, designs, and technologies may shape our products — but it is the passion, resilience, and shared belief of our people that keep the wheels turning and the legacy alive.

Founders Day 2025 wasn't just a commemoration, it was a powerful celebration of continuity and change, legacy and innovation, heart and drive. It reminded each one of us that while technologies evolve, the Kinetic spirit of dreaming, daring, and doing — remains timeless.

NEW JOINEES



Satyaranjan Pal
Sr. Executive, KVV



Ashutosh Kumbhar
Sr. Manager, KVV



Dal Pratap Singh
Sr. Engineer, KVV



Shantanu Poddar
Asst. General Manager, KVV



Pandurang Patil
Asst. Manager, KVV



Sagar Patil
Executive, KVV



Atharva Wazalwar
Sr. Engineer, KVV



Subhash Singh
Engineer, KVV



Yogesh Kumar
Asst. Manager, KVV



Arya Ubhe
Graphic Designer, BIRTHDAY



Mandar Borle
Motion Graphics Artist, BIRTHDAY



Omkar Chavan
Video Editor, BIRTHDAY

MONTHLY BIRTHDAYS



Ankush Bajad
Asst. Manager, KVV



Priti Narwade
AGM, KVV



Rahul Jadhav
Sr. Executive, KVV



Vaishnavi Paygude
Graduate Engineer Trainee, KVV



Veer Prashar
Executive, RANGE-X



Priya Malhotra
Sr. Executive Social Media, BIRTHDAY



Chaitanya Mundra
Sr. Manager, KEL



Chandrakant Madhav
SO, KEL



Raju Malkani
IT Head, KEL



Ram Kolhe
Sr. Executive, KEL

The KINETICALLY Yours

OCTOBER 2025

THE LEGEND IS REBORN

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