

GROWING WITH INDIA, ONE SHOWROOM AT A TIME



Every milestone at Kinetic is rooted in a deeper purpose: to grow alongside India and be present where journeys truly begin. The inauguration of our new showrooms in Dapodi, Hadapsar, Ulhasnagar, and Vadodara marks another meaningful chapter in Kinetic's expanding presence across the country.

INDIA MOVES FORWARD, AND WE ARE MOVING WITH IT NEW CITIES. DEEPER ROOTS. ONE GROWING JOURNEY.



These new locations are more than physical spaces; they are symbols of trust, progress, and connection. Each showroom brings Kinetic closer to vibrant, aspirational, constantly evolving communities. From Maharashtra to Gujarat, this expansion reflects our commitment to understanding regional needs while delivering mobility solutions that are reliable, innovative, and future-ready.

For generations, Kinetic has been an integral part of India's mobility story, evolving in tandem with changing times, technologies, & expectations. As India grows, so does Kinetic, driven by the belief that mobility is not just about reaching destinations, but about empowering everyday lives. The launch of these showrooms strengthens our network and reinforces our promise to offer seamless experiences, dependable service, & products designed for real-world journeys.

This growth is made possible by the dedication of our teams, the support of our partners, and the unwavering

trust of our customers. Every new opening represents countless shared efforts and a collective vision to build a stronger, more connected mobility ecosystem. Looking ahead, Kinetic's journey continues with renewed energy and optimism. As we expand across cities and communities, our focus remains unchanged—to innovate with purpose, grow responsibly, and stay deeply connected to the people we serve. With each new showroom, Kinetic moves closer to its vision of shaping the future of mobility in India—and this journey has only just begun.

KINETIC DX: A HOMECOMING HONOURED BY PUNE

The vibrant spirit of Pune radiated on December 9 at the Iconic Punekar Awards 2025 – Season 2, organised by Pune Times Mirror and Civic Mirror, and hosted at The Westin, Pune. The evening celebrated individuals, ideas, and institutions that truly embody the culture, values, and progressive spirit of the city. Among the icons honoured stood a name deeply intertwined with Pune's own journey, Kinetic. At this prestigious event, Kinetic DX was conferred with two special Iconic Punekar Awards, recognising it both as a standout product and as a powerful symbol of the brand's legacy and return to the market. The recognition marked more than an achievement—it acknowledged a revival rooted in purpose, trust, and decades of engineering excellence.



Kinetic DX represents the coming together of heritage and innovation. Designed for today's mobility needs while carrying the DNA of a brand trusted across generations, DX stands as a bridge between Kinetic's storied past & its future-forward vision. The awards celebrated this dual role honouring DX not just for what it delivers on the road, but for what it represents emotionally to the people of Pune and beyond.



Adding to the significance of the evening, Mr. Ajinkya Firodia, Managing Director of the Kinetic Group, was also recognised and featured across the event's promotional platforms. This acknowledgment reflected his leadership in steering the brand through a renewed phase of growth, particularly in electric mobility—and in the thoughtful revival of iconic names like Luna, reintroduced with relevance for a new generation. His recognition underscored the role of leadership in shaping not just products, but long-term vision and belief.

Being honoured in Pune holds special meaning for Kinetic. The city has been the brand's home, its foundation, and its strongest ally. Pune's values of innovation, discipline, and quiet determination mirror the ethos that continues to guide Kinetic today.

As Kinetic moves forward with renewed momentum, the Iconic Punekar Awards serve as a reminder that true progress is built on legacy, guided by leadership, and powered by purpose. With DX leading the way, Kinetic's journey continues—rooted in trust, inspired by Pune, and driven toward the future.

Mehfil-e-Shaam: AN EVENING OF CELEBRATION, LEADERSHIP AND TOGETHERNESS

On 16th December, the organisation came together for a warm and meaningful evening titled Mehfil-e-Shaam, organised to celebrate the birthday of the Director at KWV and Founder of BIRTHDAY. The evening was thoughtfully curated to go beyond a conventional birthday celebration, becoming a tribute to leadership, people and the shared journeys that define the organisation. Colleagues from KWV, KEL Nagar and Team BIRTHDAY gathered to mark the occasion, creating an atmosphere of togetherness and belonging. From the very beginning, the celebration focused on relationships and values rather than formality, reflecting an inclusive and people-first culture across teams.

An important part of the evening was dedicated to recognising individuals who contribute to the organisation's growth. New team members were welcomed with warmth, while the Member of the Month was felicitated for consistent dedication and commitment.

This segment reinforced the belief that progress is shaped by people who work quietly yet purposefully, strengthening the organisation from within.

The celebration also offered moments of reflection through a thoughtfully curated recap of milestones achieved together. These moments allowed teams to look back on shared successes and appreciate the collective effort behind them. Leadership insights shared during the evening highlighted vision, belief and the importance of walking the path of growth together. One of the most meaningful highlights was a special journey segment that reflected different phases of leadership and life, shared through visual storytelling and heartfelt words from close collaborators. This moment offered a glimpse into resilience, learning and empathy, qualities that continue to shape the organisation's culture.



The evening reached a joyful high point with birthday wishes, felicitation and cake cutting, as team members with December birthdays were also celebrated. The celebration concluded with a special dance performance by Team BIRTHDAY, followed by a soulful Sufi performance that added depth and emotion to the evening. Mehfil-e-Shaam concluded not merely as a birthday celebration, but as a shared memory, one rooted in respect, emotion and togetherness.

KINETIC PARTNERS WITH JIO THINGS TO POWER THE NEXT ERA OF CONNECTED MOBILITY



At Kinetic, innovation has always been driven by purpose—to make mobility simpler, smarter, and accessible for India. Taking this belief forward, Kinetic Watts & Volts Ltd. (KWV), the electric mobility arm of Kinetic Engineering Ltd., has entered into a strategic technology partnership with Jio Things Limited, a subsidiary of Jio Platforms, to introduce next-generation connected technologies across Kinetic’s upcoming electric two-wheeler portfolio. This collaboration marks a significant step in Kinetic’s journey towards building intelligent, connected, and future-ready electric scooters for both personal and commercial users. Through this partnership, advanced features such as voice-assisted controls, IoT-enabled smart digital instrument clusters, and connected vehicle technologies will be seamlessly integrated into all future Kinetic electric two-wheeler models.

By leveraging Jio Things’ full-stack IoT ecosystem, including edge devices, connectivity, cloud infrastructure, remote device management, and aftermarket support, Kinetic EVs will offer enhanced rider convenience, improved safety, and real-time vehicle insights. Riders can expect features such as voice-assisted interaction, connected diagnostics, ride analytics, and smarter infotainment, designed to make everyday mobility more intuitive and dependable. For commercial and fleet customers, these connected solutions will enable advanced telematics, performance monitoring, and operational insights, helping reduce downtime, improve efficiency, and enhance reliability at scale.

Speaking on the collaboration, Ajinkya Firodia, Vice Chairman & Managing Director, Kinetic Watts & Volts Ltd., shared that the partnership strongly aligns with Kinetic’s long-standing philosophy of democratising mobility and innovation. The introduction of voice assistance and connected features builds upon Kinetic’s well-known “Easy” approach to ownership, complementing practical innovations such as Easy Key, Easy Flip, and Easy Charge.

This partnership brings together Kinetic’s deep engineering and manufacturing expertise with Jio’s digital and IoT leadership, with a shared vision of making connected electric mobility mainstream and affordable. As India moves towards a smarter and more sustainable transportation future, Kinetic remains committed to leading this transformation—thoughtfully, responsibly, and at scale.

FROM LUNA TO LEADERSHIP: *Pralhad Kalamkar's* KINETIC JOURNEY



Some journeys begin with ambition. Others begin with inspiration. For Pralhad Kalamkar, the journey with Kinetic began much earlier—back in his childhood, when he first saw the Kinetic logo on his father's Luna. That moment sparked a connection that would later shape his professional path. Pralhad joined Kinetic in 2015, and over the years, he has become a strong pillar of the organisation. He oversees maintenance activities across multiple halls and cells, managing both mechanical and electronic departments with precision & responsibility. From preventive maintenance planning to handling critical breakdowns & conducting detailed Y-Y analysis, every key maintenance activity passes through his leadership.

Known for his calm approach and problem-solving mindset, Pralhad is always the first to step in during breakdowns, complex technical challenges, or team brainstorming sessions. His personal motto defines his work ethic: Zero breakdowns, 100% production, and on-time delivery to ensure complete customer satisfaction.

He believes in identifying root causes, taking swift corrective action, and resolving issues in the shortest possible time. What truly sets Pralhad apart is his collaborative spirit. He works freely and flexibly with his teammates, guiding them through challenges and escalating matters constructively when needed. He often recalls a powerful thought shared by VC Sir—that every mechanical student carries a fire within. As a mechanical engineer, Pralhad has consistently channelled that fire into dedication, ownership, and performance. His commitment was formally recognised in 2018, when he received the Good Business Contribution Award from Padma Shri Dr. Arun Firodia, Chairman of the Kinetic Group. Supported by a strong team and a management that empowers decision-making, Pralhad continues to strengthen Kinetic's operations every day. His journey reflects the spirit of Kinetic—rooted in passion, driven by purpose, and built to last.



Pawan Itagi
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