

AN ICONIC JOURNEY MOVES FORWARD

KINETIC EV'S EXPANSION REACHES SURAT



This Republic Day became more than a day of national pride for us at Kinetic Watts & Volts, it marked the opening of our Kinetic EV-Surat showroom, another important step in bringing electric mobility closer to customers. Launching the dealership on India's 76th Republic Day reflects the values we stand for: solutions that are proudly Indian, future-ready, and rooted in self-reliance.

For over five decades, Kinetic has been part of India's everyday movement, from the Luna and the

original DX to today's electric generation. The Surat facility, developed with our partners Parikh Mobility, continues that journey. With sales, service, and support under one roof, the integrated showroom and workshop are designed to give customers a simple and confident ownership experience, exactly what our teams strive to deliver every day.

The new showroom strengthens our presence across Gujarat and western India and reflects the qualities that have defined Kinetic across generations: simplicity, reliability, and practical usability. Surat, with its entrepreneurial energy and fast-growing urban landscape, is a natural home for our EV vision. The introduction of the Kinetic DX EV adds special meaning to this milestone. By blending familiar design with modern electric engineering and connected features, the DX EV carries forward a beloved legacy while meeting today's mobility needs.

This launch is part of our wider effort to expand the dealership network across western India and to build a service-led ecosystem that supports customers throughout their EV journey. Kudos to the team that contributed to projects, network development, service, sales, and operations. The Kinetic EV-Surat showroom stands as a symbol of how our heritage and innovation continue to move forward together.



CREATIVE EXCELLENCE CELEBRATED BIRTHDAY WINS AT FOXGLOVE AWARDS



We have a proud moment to celebrate across the Kinetic family. BIRTHDAY, our design-led creative studio, has won two national honours at Afaq's Foxglove Awards for the campaign "The Legend Is Reborn," created for the launch of the Kinetic DX EV. The campaign was recognised for Best Storytelling and Best Guerrilla Marketing, reaffirming the strength of ideas that are rooted in authenticity, culture, and legacy. The return of the DX was the revival of a scooter that shaped memories for millions of Indian families. Bringing back such an icon required sensitivity and imagination, and a deep understanding of what the DX has represented across generations.

The BIRTHDAY team approached the brief not just as communication, but as a cultural conversation. The campaign positioned the DX as a bridge between nostalgia and modern aspiration, blending archival emotion with contemporary design language. Reflecting on the recognition, Arzoo Alamin, Founder, BIRTHDAY, shared, "The DX was never a product brief; it was a cultural memory. Our role was to translate that memory into a language today's India understands: honest,

energetic, and unfiltered. With 'The Legend Is Reborn,' we didn't just launch an EV; we reintroduced a feeling that had quietly lived in millions of homes." An exciting part of the campaign was its guerrilla chapter in Goa, where creators, riders, and storytellers experienced the DX EV in real, unscripted settings. Night rides, street-style shoots, and spontaneous interactions allowed the scooter to become part of youth culture naturally. As Adil Lokhandwala, Co-Founder, BIRTHDAY, said, "Brands grow powerful not when they interrupt culture, but when they become a natural part of it."



At Kinetic, we view these awards as more than just creative recognition; they symbolize the teamwork between the design, the product development, marketing, and leadership that made the DX EV narrative a reality. The recognition reinforces our belief that heritage and innovation can move forward together, and that every team plays a role in shaping how the world experiences Kinetic. Congratulations to everyone who contributed to this journey and helped in the rebirth of the Legend.

MAKING ELECTRIC MOBILITY MORE ACCESSIBLE THROUGH SMARTER RETAIL FINANCE

At Kinetic Watts & Volts, our mission has always been bigger than building electric scooters, it is about making electric mobility truly accessible for everyday India. For all of us working across sales, service, product, & operations, that goal becomes real when a customer can confidently say “yes” to a DX EV without worrying about affordability or complicated processes.



One of the strongest enablers of this journey is retail finance. As interest in electric vehicles grows across metros and emerging markets, flexible and reliable financing options are playing a crucial role in helping more customers make the switch to EVs.

Keeping this in focus, we have strengthened our finance ecosystem through partnerships with Hero FinCorp Ltd., Bajaj Finserv Ltd., and CleverPe for the Kinetic DX and DX+ range.

These collaborations combine nationwide trust of established financial institutions with speed and convenience of digital platforms. For dealership this means the ability to offer customers tailored finance options right at the showroom with simpler documentation, faster approvals, & greater choice.

Whether it is a first-time EV buyer seeking reassurance or a young professional looking for an easy digital purchase journey, we are now better equipped to support diverse needs.

By offering a mix of EMI-based lending and tech-enabled payment solutions, we are helping reduce upfront cost barriers & making the buying experience smoother. This stronger finance framework also supports our phased expansion strategy, ensuring that as our network grows, retail readiness grows with it.

Our scooters are built on solid fundamentals with safety focused design, modern manufacturing and dependable performance. When these strengths are paired with accessible financing, we create a complete ownership experience, builds long-term trust.

With an expanding dealership footprint, a stronger after-sales ecosystem, and comprehensive finance support, we are laying the foundation for sustainable EV growth.

This progress is the result of collective effort, from product teams to dealership partners, from service engineers to customer support. Together, we are making electric mobility easier, more approachable and more human.

THE LEADERSHIP POWERING KINETIC'S VEHICLE DEVELOPMENT



At Kinetic, innovation is not just about ideas; it is about the people who transform them into reality. This month, we celebrate Ashok Kumbhar, whose dedication to vehicle development reflects the precision, passion, and perseverance that define Kinetic's engineering culture. Working at the heart of the Vehicle Development team, Ashok plays a critical role in ensuring that every product meets the highest standards before it reaches the road. From rigorous testing protocols to cross-functional collaboration with marketing, he helps bridge the gap between concept and customer experience, ensuring that each vehicle embodies reliability, performance, and thoughtful design.

For Ashok, the journey has been both challenging and deeply rewarding. Reflecting on his experience, he shares, "Working on vehicle testing and development has been both challenging and rewarding. Seeing our vehicles perform reliably on the road makes every effort worthwhile." His engineering approach is rooted in ownership and continuous learning, qualities essential in an industry evolving as rapidly as electric mobility. Beyond technical expertise, colleagues value his collaborative spirit and unwavering focus on quality. Ashok attributes much of his growth to the environment at Kinetic. "The support from my team and the opportunity to innovate keep me motivated every day," he says, a reminder that progress is always powered by collective effort.

Yet, what makes Ashok truly distinctive is the balance he brings to his professional and personal life. Outside the lab and test tracks, he enjoys watching cricket and exploring his interest in watches, pursuits that reflect the same appreciation for precision and timing that he brings to his work. His advice to aspiring engineers is simple yet profound: "Stay curious, embrace challenges, and never stop learning. The automotive world is full of opportunities for those willing to grow." Ashok Kumbhar represents the quiet force behind Kinetic's progress, individuals who work diligently behind the scenes to ensure that every vehicle carries forward our legacy of trust and engineering excellence. His journey is a testament to what happens when skill meets commitment, and when passion drives performance.

As we celebrate Ashok as our Member of the Month, we also celebrate the spirit of innovation he embodies, one that continues to propel Kinetic toward the future of mobility.

A PATRIOT AT HEART

REMEMBERING SHRI H. K. FIRODIA THIS REPUBLIC DAY

Republic Day is a reminder of the courage and conviction that built our nation, and of the individuals who carried that spirit forward through their life's work. Late Shri H. K. Firodia was one such individual. A visionary industrialist and proud alumnus of COEP (Mechanical Engineering, Batch of 1946), he was not only a pioneer in India's automotive journey but also a true patriot whose love for the country shaped his choices early on.

As India stood on the threshold of independence, Shri H. K. Firodia made a deeply personal decision he delayed his departure to the United States, so he could witness India become a free nation. It was a moment he did not want to miss, reflecting a profound emotional connection to his homeland and an unwavering belief in its future. This commitment to the nation was shared by the entire Firodia family, who were torch-bearers during the freedom movement. Smt. Pankuwari Firodia, driven by the dream of an independent India, joined the Nai Talim movement led by Mahatma Gandhi and Vinoba Bhave, which



promoted self-reliance and social transformation through education. Her courageous contribution earned her the Freedom Struggle Medal, a recognition of her role in strengthening the foundations of a free India. Carrying these values into his professional life, Shri H. K. Firodia went on to become widely known as the Pioneer of the Indian three-wheeler industry. Through Kinetic Engineering and his association with Force Motors, he helped introduce vehicles that transformed mobility, and connected communities across the country. A strong advocate of "Made in India" technology, he believed that true independence meant building capabilities within the nation.

Often described as the "Doyen of the Indian Automobile Industry," he believed that "The growth of an industry is measured by the progress of the society it serves." This Republic Day, we are remembering Shri H. K. Firodia as more than an industry leader; we remember him as a nation builder whose life reflected the very spirit of India: resilient, visionary, and deeply committed to progress.



NEW JOINEES



Prashant Kumar
Sr. Executive, KWV



Khadija Shaikh
Executive, KWV



Ujjwal Kaushik
Executive, KWV



Prafullkumar Pujari
Sr. Engineer, KWV



Samiket Wanedkar
Cinematographer, BIRTHDAY



Sanket Gujar
Sr. Engineer, KEL



Satyajit Pawar
Executive, KEL

MONTHLY BIRTHDAYS



Bhagyashree Kadam
Social Media, BIRTHDAY



Anjali Nagpure
Creative, BIRTHDAY



Akash Patil
R & D, KWV



Sabareesan Rajan
R & D, KWV



Pradip Chavan
Production, KWV



Shantanu Poddar
Sales & Dealer Dev., KWV



Pratap Wagh
Finance, KWV



Somesh Dhake
Its'Pune, KWV



Sachin Kumar
Stores, KWV



Ashutosh Kumbhar
R & D, KWV



Farhan Ahmed
Production, KWV