

I AM KINETIC : REBUILDING

A COMMUNITY | REVIVING A LEGACY

Some brands are remembered. Others are lived. For decades, Kinetic has been more than a name on a vehicle, it has been a part of everyday life. From first rides to family errands, from independence to identity, Kinetic has quietly shaped millions of personal journeys. Today, as we step into a new era of electric mobility, we are bringing that legacy back to life through something far more personal: I Am Kinetic.

This is not a campaign. It is a community. I Am Kinetic is built for everyone who has ever owned, ridden, or been a part of the Kinetic story at any point in their life. It is for those who remember the feeling of their first ride, the reliability of a trusted companion, and the nostalgia that comes with it. Because while technology evolves, emotions stay. At its core, this initiative is about reconnecting people not just to a brand, but to a shared past. It is about turning memories into moments again.

Through **I AM KINETIC**, we are creating a space where this connection comes alive. Members of the community will gain access to exclusive events, curated experiences, and a range of benefits including special gifts and vouchers. But beyond the offerings, what truly defines this community is the sense of belonging it brings. This is where stories will be shared, where nostalgia will be celebrated, and where a new generation will discover what Kinetic has always stood for. As we build the future with innovation, we are equally committed to honoring the past that made it possible. The transition into the electric age is not just about new products, it is about carrying forward the emotional equity that has defined Kinetic for years.

I AM KINETIC is our way of ensuring that this legacy continues, not as a memory, but as a living, breathing community. Because once you've been a part of Kinetic, you always are. As we reintroduce Kinetic to a rapidly evolving world, we also recognize the importance of preserving the emotional connection that generations have built with the brand.

Every Kinetic rider has a story weaved in to memories through simple journeys. These stories are not just moments from the past; they are a part of India's cultural fabric. With I Am Kinetic, we celebrate these stories and give them a platform to live on. The community is designed to bring together people across generations; those who grew up with Kinetic and those who are discovering it for the first time.

Through meetups, nostalgia drives, digital storytelling, and member-led experiences, we aim to create interactions that feel authentic, emotional, and meaningful.

Join the community by registering on www.kineticcv.in

★ **I AM KINETIC** ➡ ★

if you ever owned a kinetic
JOIN THE COMMUNITY

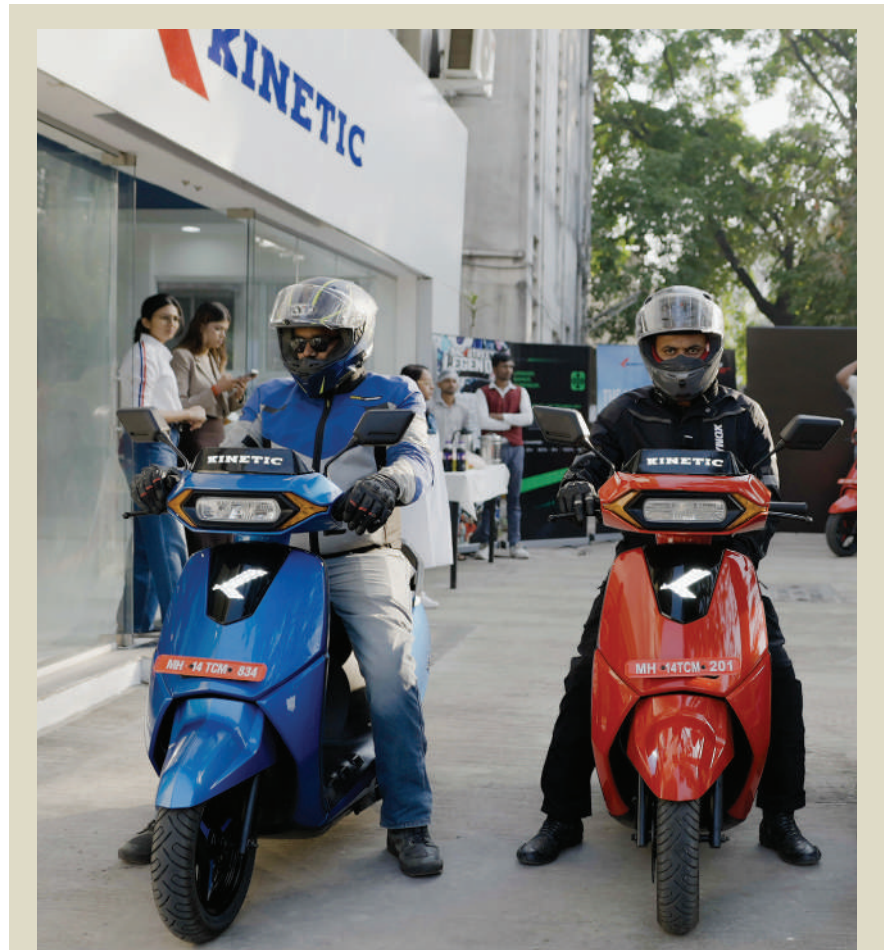
Get welcome gifts & chance to win the new
KINETIC DX

KINETIC EV HOSTS ITS FIRST-EVER MEDIA RIDE EXPERIENCE IN PUNE

Every legendary journey deserves a memorable beginning, and for Kinetic EV, that beginning happened where it all started, Pune, the hometown of Kinetic and the city that has been deeply connected with the brand's legacy for decades. In a proud milestone moment, Kinetic EV recently hosted its first-ever media ride experience for the all-new KINETIC DX+, bringing together some of India's most respected automotive journalists, reviewers, and digital creators to witness the rebirth of an icon. Representatives and journalists from renowned automotive platforms and publications including EVO India, BikeDekho, Bike India, TopGear India, BikeWale, and several other leading media houses participated in the experience, making the event one of the most exciting milestones in Kinetic EV's new journey. The presence of such respected voices from the Indian automotive industry added credibility, excitement, and anticipation around the return of the legendary DX badge. Over the course of the media ride, journalists got the opportunity to experience the Kinetic DX+ across real-world riding conditions, testing the scooter's comfort, performance, practicality, handling, ride quality, and technology features. The response from the media fraternity was overwhelmingly positive, with many appreciating how the new DX+ successfully combines nostalgia with modern-day electric mobility.

The KINETIC DX+ especially stood out for its retro-inspired yet futuristic design language, smooth riding experience, practical urban usability, and thoughtful feature integration. The scooter's strong emotional connect also became one of the biggest talking points during the event, as many journalists recalled their own memories and associations with the original Kinetic DX that once became a household name across India. Publications such as EVO India and BikeDekho have already highlighted the comeback of the iconic DX & its modern electric transformation.

What made the occasion even more special was the emotional significance of hosting the first media ride in Pune itself. This was not just a product showcase, it was a symbolic homecoming. The city that once witnessed the rise of the original Kinetic DX has now become the stage for its electric rebirth. From conversations around innovation and design to discussions about the future of sustainable mobility, the event reflected Kinetic EV's larger vision of blending heritage with progress. The KINETIC DX+ also received appreciation for several modern features, including cruise control, regenerative braking, connected technology, spacious storage, and its practical everyday usability. The scooter's LFP battery technology, retro styling cues, and rider-focused engineering generated significant interest among attending journalists and content creators.



For Kinetic EV, this successful media ride marks the beginning of a bold new chapter. More than just positive reviews, the event reaffirmed the emotional connection that generations of Indians continue to share with the Kinetic name. The encouraging response from the automotive media stands as a strong validation of the brand's direction and vision for the future. As the KINETIC DX+ prepares to enter roads across the country, one thing has become clearer than ever: legends never truly disappear. They evolve, adapt, and return stronger than before. And now, with a renewed electric vision and the spirit of innovation driving it forward, the legend has officially come home.

KINETIC EV STRENGTHENS DEALER NETWORK WITH NEW SHOWROOM INAUGURATIONS



KINETIC EV continues to accelerate its journey across India with the inauguration of three new dealerships in Patna, Kanpur, and Jhansi, marking another important milestone in the brand's growing retail and customer outreach network. As the excitement around the all-new KINETIC DX+ continues to build, these new showrooms reflect Kinetic EV's commitment to bringing trusted electric mobility solutions closer to customers across key Indian markets. The newly inaugurated dealerships are designed to offer customers a complete Kinetic EV experience, from product exploration and test rides to sales consultation and after-sales support. Each showroom has been developed to showcase the brand's evolving identity while maintaining the strong legacy and trust associated with the Kinetic name.

The launch of these dealerships comes at a significant time for the company, following the successful unveiling and media ride of the KINETIC DX+. With increasing interest in electric mobility and a growing demand for practical, reliable, and stylish EV solutions, Kinetic EV is strategically expanding its footprint into important regional markets to strengthen accessibility and customer engagement.

In Patna, the inauguration marks Kinetic EV's growing presence in Eastern India, a region witnessing a steady rise in EV adoption and consumer awareness. The new dealership aims to provide customers with easy access to the KINETIC DX+ and future Kinetic EV products while delivering a seamless ownership experience backed by trusted service support.

Kanpur, a city with a strong automotive and industrial culture, also welcomed the arrival of Kinetic EV with great enthusiasm. The dealership inauguration in Kanpur represents the brand's continued focus on expanding into high-potential urban markets where customers are increasingly looking toward sustainable and practical commuting solutions. The response from customers and visitors during the launch reflected strong excitement around the return of the iconic KINETIC DX name in an all-new electric avatar. Adding to this expansion journey, the new showroom in Jhansi further strengthens Kinetic EV's reach into emerging markets and growing mobility hubs. With a focus on customer convenience, product accessibility, and local support, the dealership is expected to play a key role in introducing more riders to the Kinetic EV ecosystem. Across all three inaugurations, customers, dealership partners, and visitors got an opportunity to closely experience the KINETIC DX+, explore its modern features, and interact with the Kinetic EV team. The scooter's retro-modern styling, practical design, comfortable ride quality, and advanced electric technology generated significant interest among attendees. These new showroom launches are not just about expanding retail presence; they represent Kinetic EV's larger vision of building a stronger, more connected electric mobility network across the country. By entering new cities and strengthening local partnerships, the brand continues to move closer to its goal of making sustainable mobility more accessible for Indian consumers.



RE-ENGINEERING MOBILITY: KINETIC'S BLUEPRINT FOR THE ELECTRIC FUTURE



Kinetic is actively redefining what manufacturing excellence looks like in the electric vehicle era. Recognized by Manufacturing Today for its forward-looking transformation, our journey represents a generational reset, one that goes far beyond a product launch. It is about reshaping how we think, build, and position ourselves in a rapidly evolving global ecosystem. For decades, our identity was rooted in democratizing mobility through reliable, accessible engineering. That philosophy remains unchanged. What has evolved is how we bring it to life. With the introduction of the KINETIC DX EV, we are translating our legacy into a future-ready framework powered by robotics, software integration, and precision engineering an approach that has placed us at the center of industry conversations.

At the core of our transformation is a shift toward system-level thinking. Electric vehicles are deeply interconnected systems where electronics, software, battery management, and mechanical components must function as one. This is why we are investing heavily in in-house capabilities—from motor control units to advanced battery management systems, ensuring that the intelligence behind our vehicles is as robust as their physical build. Equally critical is our commitment to deep localization, a strategy highlighted in Manufacturing Today as a key differentiator. In an increasingly volatile global supply chain environment, building key components in-house is a strategic necessity. It enables us to maintain control over quality, cost, and timelines while strengthening India's position as a reliable manufacturing hub. Through this approach, we are manufacturing products while simultaneously building a resilient ecosystem.

Automation plays a pivotal role in this journey. Our adoption of robotics, particularly in high-precision processes like chassis welding, ensures consistency, scalability, and zero-defect tolerance. This transformation reflects a broader Industry 5.0 mindset where human judgment works alongside machine precision. The result is a smarter, more efficient shop floor that aligns with global manufacturing benchmarks. Sustainability, too, begins at the factory. Clean mobility cannot exist without clean manufacturing. From energy-efficient processes to recyclable materials and responsible battery lifecycle management, we are embedding sustainability into every layer of our operations an approach increasingly recognized across industry platforms.

As we evolve from a component supplier to a system integrator, our ambition is clear: to make India a global reference point for EV manufacturing. The recognition from Manufacturing Today reinforces that this transformation is not just internal; it is shaping the future of mobility.

BRINGING THE LEGEND BACK TO LIFE THE MAN POWERING KINETIC'S EV MOTOR REVOLUTION



At the heart of Kinetix Communications Ltd.'s (KCL) electric mobility journey is a leader who has quietly spent years building not just a factory, but the backbone of a comeback story. Meet Varunraj Pattappan, Plant Head, EV Motor division, KCL. With over 18 years of experience in automotive and EV manufacturing, and two transformative years at Kinetix, he has been one of the driving forces behind the revival of an iconic Indian legacy. From the earliest stages of the Kinetix EV project, he has been deeply involved in shaping what would eventually become the powertrain foundation of the reborn KINETIX DX. "It has been a remarkable journey," he says. "Being part of bringing back a legend to the Indian industry is something very special."

Building a Factory from the Ground Up

When Kinetix set out to develop its EV motor and controller ecosystem, the challenge was much larger than setting up a production line. It required building an entire manufacturing and R&D ecosystem from scratch, and he was at the centre of it. From designing the factory layout to establishing the production flow, his role covered every stage of development. Under his leadership, Kinetix established a world-class

motor manufacturing facility focused on performance, durability, and localisation. Working closely with technology and manufacturing partners, the team successfully developed the motor that powers the Kinetix DX. But what truly stands out is the company's strong focus on reducing dependency on imports. "At one point, the global restrictions and dependency on China created significant challenges for the industry," he recalls. "That's when localisation became our biggest priority."

Innovation Beyond Manufacturing

One of the team's most significant breakthroughs came during the development process becoming one of the first companies to produce magnets without rare earth elements, a milestone that reflects both technological innovation and sustainability. Beyond production, Varunraj also led the establishment of a dedicated motor validation and R&D ecosystem within the plant. The facility now includes endurance testing systems, advanced validation setups, and a specialised quality cabin to test incoming parts and ensure consistency in production. Every motor undergoes rigorous validation, from design testing and road trials to performance enhancement in collaboration with customer product partners. Transparency, he says, remains key. "We work closely with our customers and submit detailed reports throughout the process. It helps us continuously improve the product and maintain trust."



NEW JOINEES



Akshay Jewalikar
Asst. Manager



Pratik Hase
Sr. Engineer



Rajesh Sahane
Asst. Manager



Prachi Hingmire
Marketing



Dinesh Rajput
Sales



Sreejit V P
Asst. Manager



Kunal Ghanghav
Engineer



Mayur Bhalerao
Jr. Executive



Ravi Singh
Sr. Executive



Kushal Joshi
Manager



Gulshan Verma
Engineer

MONTHLY BIRTHDAYS



Ujjawal Kaushik
Sr. Executive



Anand Deshpande
Asst. Manager



Pardeep Kumar
General Manager



Khadija Shaik
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Vibhor Raut
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Saurabh Sharma
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