

CELEBRATING STAGE EXCELLENCE

KINETIC AWARDS TOP PERFORMER AT FIRODIA KARANDAK

Pune's dynamic performing arts community came together once again for Firodia Karandak, one of the city's most prestigious inter-collegiate cultural competitions. With a legacy spanning over five decades, the event continues to inspire generations of young performers, offering a powerful platform for students across Pune and Maharashtra to showcase their creativity and talent.

Renowned for its cultural significance, the competition has, over the years, hosted an illustrious line-up of chief guests, including Sanjay Leela Bhansali, Subhash Ghai, and many more. Their association reflects the stature the event holds within India's creative and cinematic landscape.



Continuing its association with the festival, the Kinetic Group presented the “Legendary Performer of the Year” Award, recognising an individual whose performance stood out for its originality, impact, and commanding stage presence. In a gesture that celebrated both excellence and aspiration, the winner was awarded a Kinetic DX+ electric scooter. The award was presented by Dr. Jayshree Arun Firodia, alongside noted personalities in the Marathi film industry such as Pravin Tarde, Subodh Bhave, and Mahesh Kale. Their presence added to the significance of the occasion, honouring not just a performance, but the dedication and discipline that define the craft. Widely regarded as a benchmark for collegiate cultural excellence, Firodia Karandak brings together teams that present elaborate theatrical productions combining drama, music, dance, visual arts, and multimedia storytelling. Often described as “cinema on stage,” the format challenges participants to create immersive, high-impact performances that resonate deeply with audiences.



Speaking on the occasion, Ajinkya Firodia highlighted the event's rich legacy, noting that it was founded by his grandmother and has grown into one of Pune's most respected cultural platforms. He emphasised the passion, imagination, and commitment displayed by participants, describing them as a true reflection of the future of India's creative community. Kinetic's continued association with Firodia Karandak underscores its deep-rooted connection with Pune, the city where the brand's journey began. By supporting platforms that celebrate youth creativity, the company reinforces its commitment to nurturing emerging talent and encouraging young individuals to pursue their artistic ambitions. Through initiatives such as the “Legendary Performer of the Year” Award, Kinetic honours excellence and contributes meaningfully to the growth of India's cultural ecosystem, ensuring that the spirit of creativity continues to thrive for generations to come.

RASIKOTSAV 2026: KINETIC EV DRIVES INNOVATION INTO GUDI PADWA CELEBRATIONS



Ahilyanagar came alive with culture, music, and festive spirit as Rasikotsav 2026 marked the auspicious occasion of Gudi Padwa with grandeur. The celebration brought together art, performance, and community, while also putting a spotlight on the future of mobility, with Kinetic EV making a strong and memorable presence at the heart of the event.

Blending tradition with innovation, Kinetic EV emerged as a key highlight, engaging visitors through an immersive on-ground experience. The brand set up an interactive test ride zone, giving attendees a first-hand feel of its electric scooters. From curious first-time riders to long-time Kinetic loyalists reliving their memories, the stall saw a steady flow of enthusiastic participants' eager to experience the evolution of a trusted legacy into an electric future. Adding to the visual appeal was the guest entry display, where Kinetic EV showcased its design philosophy and technological advancements, creating a striking first impression for every visitor entering the venue. The brand further elevated its presence with an on-stage showcase of the DX EV, drawing a lot of attention during peak hours and reinforcing its position as a pioneer in India's evolving EV landscape.

The cultural line-up of Rasikotsav 2026 was equally captivating, featuring celebrated artists like Arya Ambekar, Shweta Dandekar, Prasenjeet Kosambi, Madhura Kumbhar, Deepak Deshpande, and Rahul Saxena. Their performances added depth and emotion to the festivities, creating unforgettable evenings for the people of Ahilyanagar.

Speaking about Kinetic EV's participation, Ajinkya Firodia said, "Rasikotsav is a beautiful celebration of culture and community, and we are proud to be a part of it during such an auspicious occasion as Gudi Padwa. For us, this platform is not just about showcasing our electric mobility solutions, but about reconnecting with people, reviving the emotional bond they have shared with Kinetic over generations, and introducing them to a future that is cleaner, smarter, and built on the same trust."



Amidst the music and celebration, Kinetic EV stood out as a symbol of progress rooted in legacy. With over five decades of trust behind it, the brand's presence at Rasikotsav wasn't just about showcasing products, it was about reconnecting with audiences, sparking nostalgia, and introducing a new generation to a cleaner, smarter way of moving forward. As Ahilyanagar welcomed the new year with Gudi Padwa, Rasikotsav 2026 became more than just a cultural celebration; it became a platform where heritage met innovation, and where Kinetic EV quietly but confidently drove the future into the present.

ENGINEERING GROWTH: A CONVERSATION WITH *Vivek Pande*, GENERAL MANAGER – BUSINESS DEVELOPMENT

Some journeys are defined not just by time, but by the legacy they help build.

“I’ve seen Kinetic evolve, and I’m still excited about what’s next.” With over three decades at Kinetic, his journey closely mirrors the organisation’s evolution, from the iconic Kinetic DX era to its forward-looking vision today. In this feature, he reflects on his journey, the lessons learned, and the enduring drive that continues to inspire him.

Q. You’ve been with Kinetic for over three decades. How did your journey begin?

Vivek Pande: I started my journey on the shop floor, working on the Kinetic DX line. Back then, I was closely involved in developing engine components like crankshafts and gears for Kinetic Honda. It was a hands-on experience, and it gave me a very strong foundation in manufacturing and engineering.

Q. What was the turning point in your career at Kinetic?

Vivek Pande: The shift to the head office in 2002 was a defining moment. I moved into the auto component business just as it was taking shape. By 2003, we had started focusing on it more seriously, and I began working on RFQs, studying drawings, assessing feasibility, defining processes, and calculating costs. That phase really shaped my understanding of the business side of operations.

Q. Your role involves RFQs and costing, something many may not fully understand. Can you simplify what you do?

Vivek Pande: In simple terms, when a customer shares a requirement, we evaluate whether we can manufacture it. We study the design, plan the process, calculate cycle times, factor in machine costs, and arrive at a price. Then comes negotiation, order finalization, development, and finally supply. It’s a long and detailed process, but very satisfying when everything comes together.



Q. You’ve seen both the highs and lows of the company. What kept you going during challenging times?

Vivek Pande: Between 2005 and 2010, we faced a tough phase. But strong leadership and a collective effort helped us bounce back. What kept me going was belief, in the company, in the team, and in our ability to rebuild.

Q. What excites you about Kinetic today?

Vivek Pande: The renewed energy and direction. With new initiatives and the push towards electric mobility, it feels like we are entering another important chapter. Recently, we’ve also contributed to developing chassis and body components for these new platforms, which is very exciting.

Q. After over 30 years, what does Kinetic mean to you?

Vivek Pande: It’s more than just a workplace. I’ve grown with Kinetic, and in many ways, it has shaped who I am today. From the DX days to now, I’ve seen it all, and I’m proud to be part of this journey.

PADMA SHRI DR. ARUN FIRODIA

DRIVING WOMEN'S FREEDOM, ONE RIDE AT A TIME

As March celebrates the spirit of International Women's Day, it is also an occasion to reflect on the visionaries who quietly transformed the everyday lives of women in India. Among them stands Dr. Arun Firodia, a pioneer whose innovations in mobility became powerful enablers of independence for generations of women. At a time when personal mobility was largely inaccessible and often intimidating, Dr. Firodia introduced solutions that were not just vehicles but catalysts of change. With the iconic Kinetic Luna, he brought to life the philosophy of "Safalta ki Sawari", a ride that symbolised progress, aspiration, and self-reliance.

Marketed as "your partner in progress," the Luna seamlessly became a part of a woman's daily journey. It was the ride that took her from school to college, from home to workplace, and everywhere in between. It wasn't uncommon to see a woman drop her child to school on her way to work, a small but powerful reflection of independence. Kinetic went a step further by offering free riding training programs, supporting women all the way through to obtaining a driving license, ensuring that confidence matched capability. Building on this momentum, the Kinetic DX further strengthened this movement.



For many women, the Kinetic DX marked their first real taste of independence. In an era dominated by heavy, gear-driven two-wheelers that demanded physical strength and skill, the DX stood apart with its gearless, lightweight, and self-start design, making it intuitive, accessible, and comfortable to ride.

This wasn't just about convenience; it was about transformation. Women could now commute to colleges and workplaces and manage daily responsibilities without dependence. The Kinetic DX, along with the Luna, didn't just provide mobility; it instilled confidence, enabled participation in the workforce, and reshaped societal norms around women and independence. Beyond mobility, Dr. Firodia's commitment to social impact is equally profound. Through initiatives like Swapnabhoomi, he extended his vision of empowerment into rural India. The proceeds from the renowned Firodia Karandak are channelled into the Socio-Economic Development Trust, which works extensively towards the holistic development of over 200 villages around Kerwadi in Parbhani district, Maharashtra.

From running homes for destitute children to establishing discovery science centres and promoting women's entrepreneurship, the initiative stands as a testament to inclusive and sustainable progress. It reflects a deeper belief that true development is not just technological, but social. Today, as we celebrate both his enduring legacy and his continued presence among us, Dr. Arun Firodia's journey serves as a powerful reminder: sometimes, the most impactful revolutions don't arrive loudly; they quietly ride into people's lives, changing them forever.

In empowering women with the freedom to move, he didn't just build vehicles; he helped build futures.

NEW JOINEES



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MONTHLY BIRTHDAYS



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INTRODUCING
KINETIC DX

