



ward
wizard

Joy e-bike

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e-bike

CORPORATE PROFILE

Wardwizard Innovations & Mobility Limited is a leading provider of cleaner and greener alternative solutions under its two core verticals Joy E-Bike and Vyom Innovations. The company was formed under the leadership of Chairman and MD - Mr. Yatin Gupte, headquartered in Vadodara, Gujarat.

Wardwizard is the First Company in the EV Manufacturing sector that has been listed on BSE (formerly known as Bombay Stock Exchange).



CORE VERTICALS



Joy E-Bike is one of India's leading E-Bike manufacturer with more than 10+ models under its portfolio. The company has been providing a greener alternative to traditional fuel-driven two-wheelers since 2016 and has grown widely with its 450+ touchpoints present in more than 25+ cities.



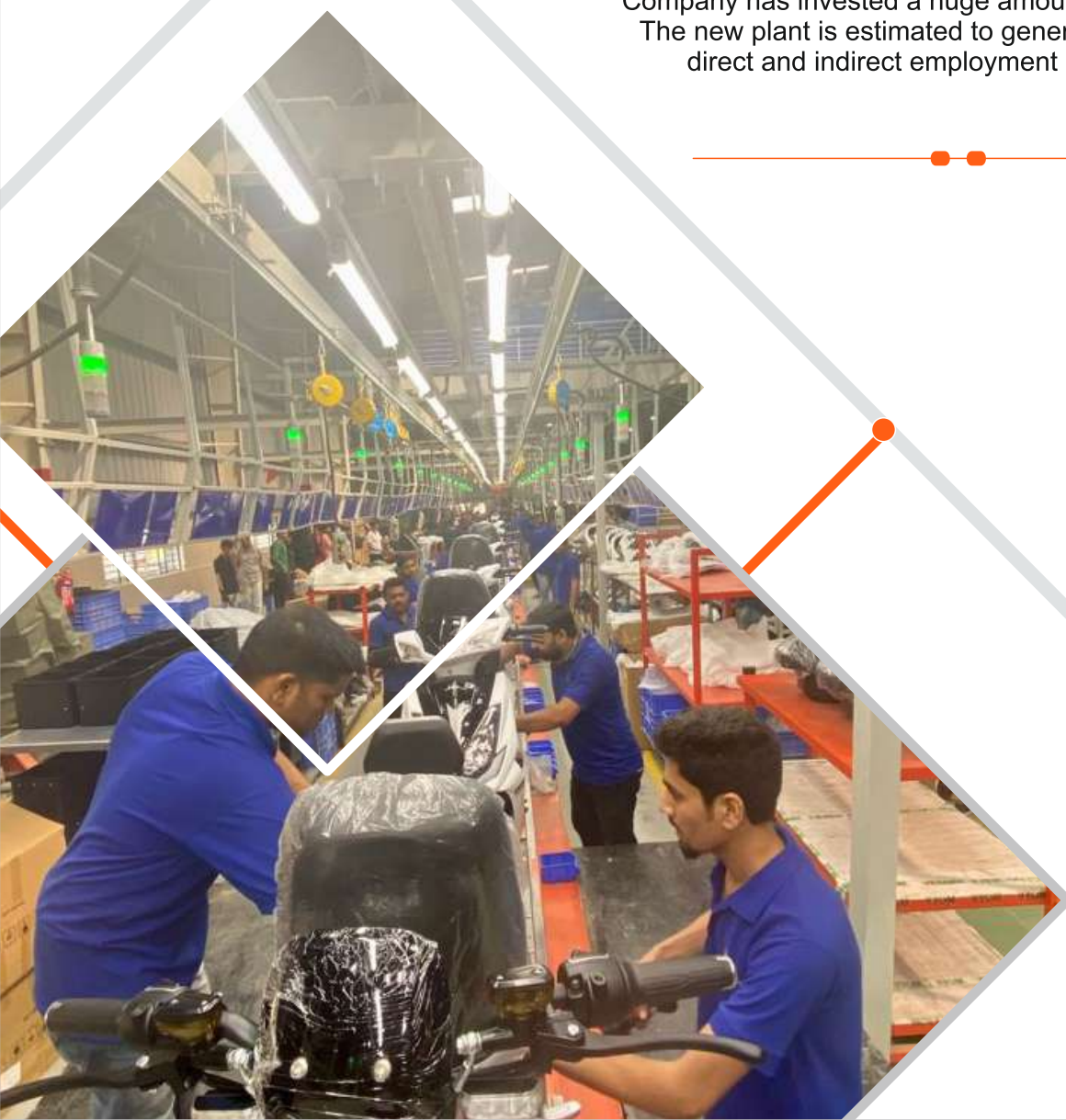
JOY E-BIKE PRODUCTION

Boosting the 'Make-in-India' initiative to enhance the greener alternatives in the electric vehicle industry, Wardwizard Innovations & Mobility Limited in Jan 2021 inaugurated the 'State-of the Art' facility for Joy E-Bike in Vadodara, Gujarat. The plant has an annual installed production capacity of 400,000 electric two wheelers in full capacity.

The new plant also aligns with one of Joy E-Bike's founding principles- Self-reliance.

HIGHLIGHTS:

Company has invested a huge amount in the new plant. The new plant is estimated to generate around 6,000 direct and indirect employment opportunities.



PRODUCT PORTFOLIO

Segment	Models	Performance	Registration
Electric Scooters	Wolf	Low Speed	Not Required
	Gen Next	Low Speed	Not Required
	Glob	Low Speed	Not Required
Electric Motorcycles	Monster	Low Speed	Not Required
	E-Monster	High Performance	Required
	Beast	High Performance	Required
	Thunderbolt	High Performance	Required
	Hurricane	High Performance	Required
	Skyline	High Performance	Required
High Speed Scooters (New Launch)	Wolf+	High Speed	Required
	GenNext Nanu+	High Speed	Required



VISION

To Empower 55,000
Enterprises For Prosperity



VALUES

- Teamwork
- Empowerment
- Customer Satisfaction
- Growth

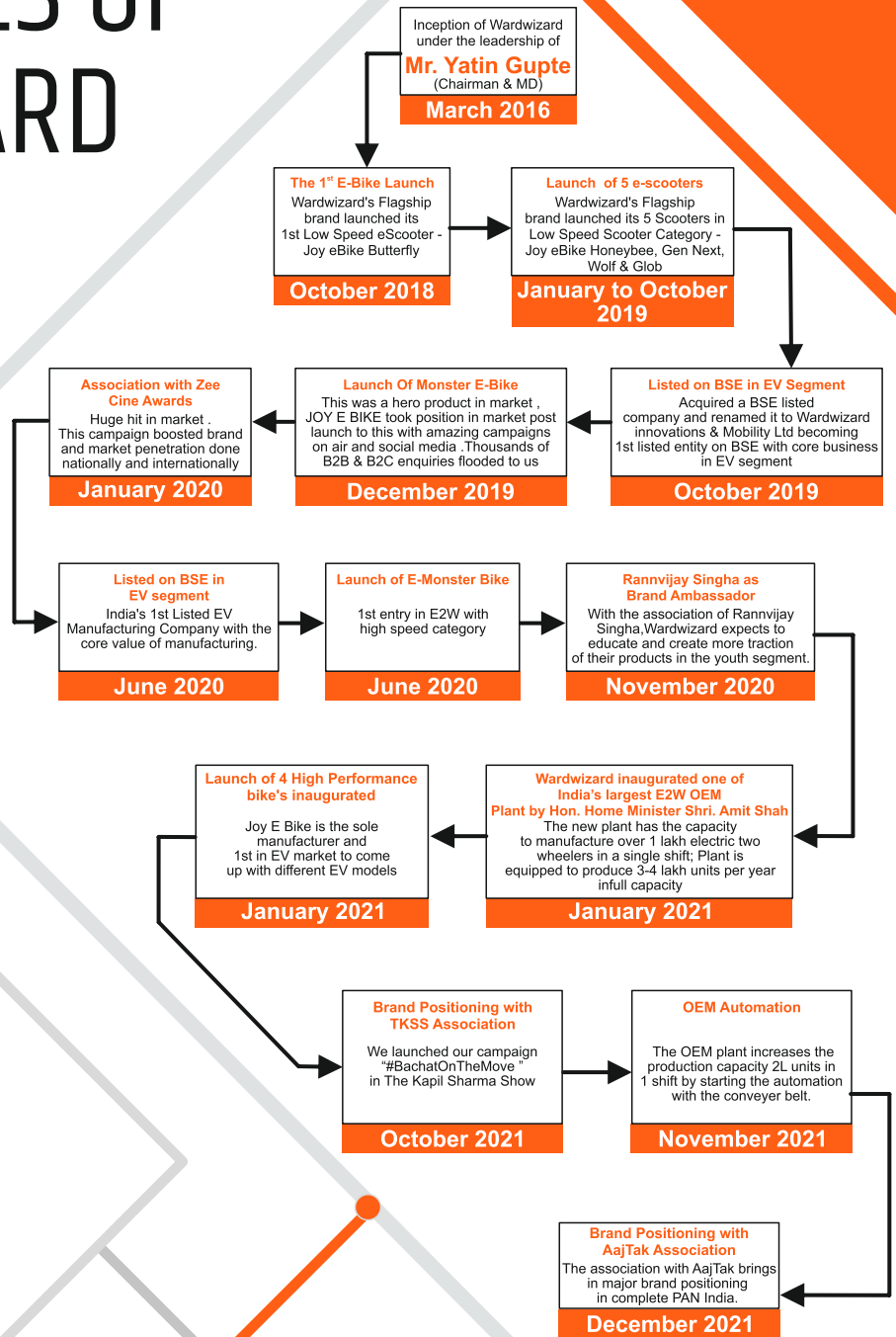
COMPANY HIGHLIGHTS

- Year of inception March 2016 and Listed on BSE in EV segment in June 2020.
- Headed under the pragmatic leadership of Mr. Yatin Gupte (Md & Chairman) along with a credible team.
- Headquartered in Vadodara, Gujarat.
- 300+ employees across headquarter, OEM plant & 4 regional offices.
- India's 1st BSE listed entity with the core value of EV manufacturing.
- 7 Company retail experience centres.
- Widespread distribution channel with 450+ touch-points.
- An ISO 9001:2015 company.



ENGINEERED & POWERED BY INNOVATION
AND FOCUSED ON SUSTAINABLE, SMART
MOBILITY FOR CONSUMERS,
WITH ECOLOGICAL IMPACT AT ITS CORE.

MILESTONES OF WARDWIZARD



2016

2017

2018

2019

2020

2021

SEEDING ORGANIC BRAND AWARENESS



In today's era, a large share of an individual's recreational activities consists of new trends and entertainment. We believe that connecting to these likes and preferences of the masses is the key to reach the majority of the population.

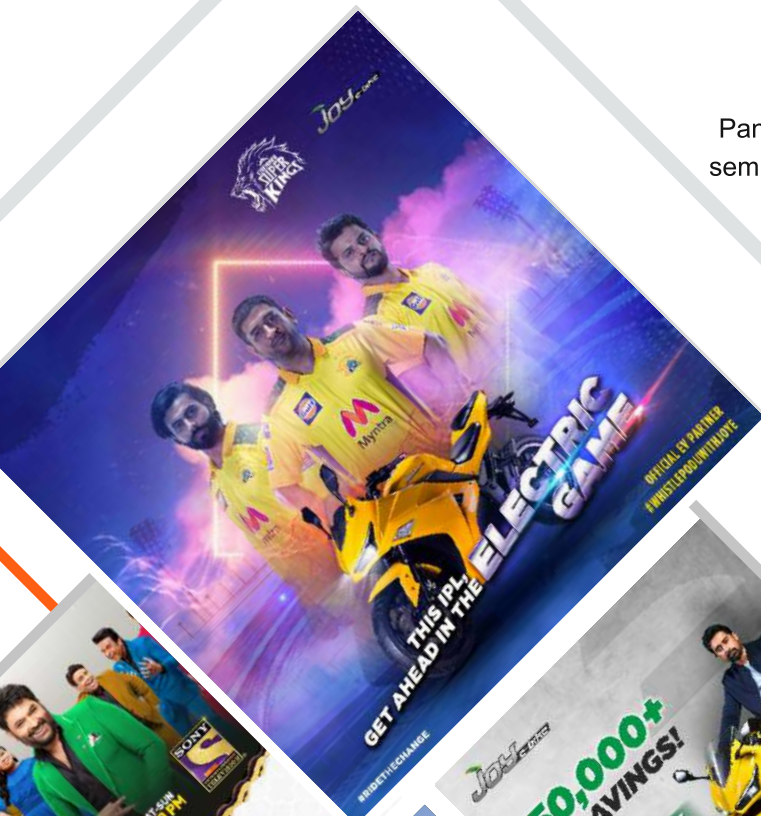
And for the reason, we always try to bank on the trend train and get the most out of the organic reach.

Some of our memorable campaigns are:

- The Super-bikes Launch
- Association with Chennai Super Kings for the 2021 season
- Co-presenting The Kapil Sharma Show
- The Bachat Campaign
- The Joy of Things with Rannvijay Singha

MARKETING STRATEGY

At Wardwizard we are currently present in Pan India and are further spreading our horizons in rural and semi-urban areas. Our dealership network is highly successful in increasing the touchpoints in the form of secondary sales and retail outlets via our distribution.



BRAND STRENGTHS

- Wardwizard's flagship brand Joy E Bike has a wide product portfolio with 10+ models
- Catering to the age group of 16 to 60 years
- With the distribution channel we are present in 25+ states with 450+ touch-points
- Presence across price points starting from 71K to 242K
- Aftersales Service



Wolf



**Gen Next
Nanu**



Glob



Monster



**Gen Next
Nanu+**



Wolf+



E-Monster



Thunderbolt



Beast



Hurricane



Skyline

FROM CHAIRMAN'S DESK

We, at Joy-e-bike, are striving to bring futuristic technology to the Indian market today. Sharing a short glimpse of our future plans to innovate the ecosystem positively are:

- Giving 6000+ Employment Opportunities
- Launching 4 New Robust EV Models entirely Made in India
- Plan to capitalize 25% of the total market share in E2W by 2030
- Exploring the new regions of North – North Eastern India
- Targeting to initiate export operations in Middle East, European & African Regions
- Launching E3W in coming times
- Future establishment in an Electric Vehicle Ancillary Cluster



Mr. Yatin Gupte

Managing Director & Chairman

AWARDS & RECOGNITIONS



MOMENTS
THAT
MATTER

A MULTI-GROWTH OPPORTUNITY

Indian EV Market ranks among the lowest in the world.
However, the speed of growth is among the fastest
- especially in the two-wheeler category.

KEY GROWTH DRIVERS

- Pollution control, Environment & SDGs
- Oil prices and import reliance
- Affordable mobility
- Cities of the future
- Cool quotient
- Incentives & low maintenance



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Gamechangers of the EV Industry

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