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BRAND PROMOTION

Wardwizard -
Revolutionizing the
Indian EV Market
with Joy E Bike



www.wardwizard.in

Mr. Yatin Gupte
MD & Chairman Wardwizard Innovations & Mobility Ltd.

Building an Era of EV's with Joy E Bike

“Don’t be afraid to get started. Don’t be afraid to start small.”

The Brain Behind the Show: Mr. Yatin Gupte



Mr. Yatin Gupte
MD & Chairman Wardwizard Innovations & Mobility Ltd.

“I follow a simple logic. The moment you feel the whole world is against you, that’s the moment one must realize you are knocking on the right doors”.

Wardwizard started with just a small team of 5 people in a 500 sq ft office space. Now we are at a 5000 sq office with more than 2000+ dedicated employees. It would be a cliché if I say everything felt like in a fairytale, but I am now proud to say that all those hard work and sleepless nights paid off pretty well.

Wardwizard Innovations & Mobility limited an innovation-driven company with a current market capitalization of 1800 Cr, is sitting comfortably at the top of the food chain in the sunrise segment. It is also the country’s 1st Electric Vehicle Manufacturer which got listed in BSE with core business of EV Manufacturing. With a dedicated management team under the directions of Mr. Yatin Gupte, Wardwizard got no bounds when it comes to exploring the unexplored domains and acing it.

Key Principles of Smart Mobility with The Core Values

Smart mobility is the rising trend in the market nowadays and has been a headache for centuries. The key idea of creating a mode of transport that is flexible, efficient, easily integrated, clean, and safe sounds as close as a dream, but with Wardwizard this

always has been the mission. With the core values of teamwork, empowerment, customer satisfaction, and sustainable growth, Wardwizard has been continuously working on a solution that will benefit both the Earth and the daily commuters. This project aims to be informative, interactive, and to use green mobility with the following targets:

- To implement innovative and sustainable smart mobility solutions
- To develop an intelligent solution for daily commutes
- To ensure a smooth transition of the switch

Mr. Yatin Gupte’s vision of making India independent in the smart mobility sector accompanies our Hon. Prime Minister Narendra Modi’s Make in India initiative. To kickstart things, Wardwizard has started one of **India’s Largest electric OEM plants in Gujarat inaugurated by Hon. Minister Amit Shah**. With full capacity of producing **3-4 Lakh vehicles annually**, the new OEM plant is well equipped and off to a splendid start. With a growing presence in Africa, Europe, and the Middle East, Wardwizard Innovations & Mobility limited is one of the companies that we can state as **“Run by Innovation”**.

Record split of shares at 1:10 ratio in just a few months gave the brand a title of ‘Wizards’ of Indian EV Manufacturing Sector



Joy e-Bikes: Spreading Joy of Sustainable Commutes

Commute is the Key

What is considered to be one of the oldest and biggest inventions of mankind? Wheels! The world saw a revolution with the invention of wheels and motors. In a nutshell, innovation has been driving mankind for centuries and still is.

But there is a question which we always forget or give the least importance to. Why was there a need for a wheel in 3500 BC? There is only one answer to this. Commute. The need for finding a solution for easy commute led to the invention of the wheel and the rest is history. In these years, we have seen different modes of transport based on the simple idea of commute. With the growing population and increased commutes, we never understood the toll it had on Nature.

Solution for A Better Tomorrow

Joy e-Bike is an electric vehicle brand that has more than 10+ electric vehicles in its quiver. Being the flagship brand of Wardwizard Innovations & Mobility Limited, the company shared the same morals and core values as its parent company. With an idea of sustainable mobility solutions for easy commutes, the brand has been running the race in first place in the competition with its competitors and rejuvenating nature. With a whole new level of designs and technology, Joy e-Bike is the only electric vehicle brand in the Indian market with 4+ low-speed bikes and 5+ high-speed bikes.

The Beginning

Joy e-Bike started the electric vehicle race with the introduction of electric bicycles in the year 2016. The brand planned to expand its reach and product line in reference to the immense response received from the people from its ebicycles. The brand knew the drawbacks of increasing the



product line as the world was still not ready for a technology transition, especially in automobiles. The brand took a brave step and launched 3 new products in the low-speed sector. These vehicles neither needed license nor any registrations in the Indian market. Since the retail e-commerce and logistics market was still booming the first 2 vehicles never saw much traction but one in the moped segment threw a silver lining.

Thus, the Revolution Began

Gen Nxt (Generation-Next) was one of a kind in the market for electric vehicles at the time it was introduced. The fact that it never needed any sort of documents to drive and the age barrier of 16+ gave it a boost in the market. This gave the brand its courage to explore the unexplored. With more bikes coming into the market, Joy e-Bike grew huge and its name started spreading on the pan-India level.

The brand later released 3 other products named Glob, Wolf, and Monster. Glob and Wolf catered to the moped segment along with its predecessor Gen Nxt. Joy e-Bike Monster was one of the most awaited electric vehicles in 2019. The brand ran amazing campaigns on-air and social media to get maximum leverage of the sales. Thousands of inquiries flooded in B2B and B2C purchases. With the launch of Monster, we understood India is ready for the transition.

The Grim Challenge

When it comes to challenges, the brand has a lot to list down. But, the more prominent one among these was the global pandemic of COVID-19. Businesses were shutting down, people panicking, no job securities, and

much more. The brand knew it had to endure this phase as there is no heading back. We continued with our awareness activities in the same momentum and focused more on building the brand. Competitions were never a challenge as our products were superior both in design and quality. Ignoring the pandemic phase, the major challenge we were going through was with the market mentality. The pandemic also played a huge role in building our brand. This was the time we realized everything won't go according to our plan.

"We never lost hope. The team knew the final figures and knew what had to be sacrificed to achieve it. We fought till we saw the skyline of success"

Key Turning Points:

As a brand, we had our hands on different turning points which led to the success of the brand. But, to point out we have a few listed. Joy e-Bike associated with the Zee Cine Award 2019 as special partner, where the brand and the products went on-air on live television along with India's most adored celebrities. The response was massive and trust us when we say, "we were not prepared". Our tech team found it hard to keep a track of all the inquires flooding in. The awards function gave a pretty boost to the company and placed us ahead of all the competitions. We loved the attention and wanted to maintain the momentum as it is for the coming sectors too.

The Economic Times awarded Mr. Yatin Gupte as – The Most Promising Business Leader of Asia 2020-2021. Further adding a feather to the cap, Joy e-bike got recognized as the Best Brand under the category of Fastest Growing Electric Two-wheeler Company in India by The Economic Times in the 3rd edition of The Best Brands 2020.

By this time, Joy-e Bike had become a well-known brand in the Indian market. We started exploring our overseas operations in Uganda, Africa, and the people welcomed us with a full heart. With all the attention and interest, we understood it's the right time to introduce our much-awaited product line. **Joy e-Bike Supers.** We created a new line of products with high performance and high speed just for the Indian market. With the bikes named Thunderbolt, Skyline, Hurricane, and Beast, they are as rough and tuff as their name itself. We roped in the youth icon Rannvijay Singha to be our brand ambassador and being a motorhead he was excited about the association. To raise the heat of

the season in this IPL 2021, the brand took a great step by associating with the **Chennai Super Kings Franchise as their Official EV Partners.**

Our Strength

Joy e-Bike boasts with more than 1000+ dealers/distributors. March 2021 clocked in the greatest number of dealer/distributor networks set all across India. With a massive presence in South India, Maharashtra, and Gujarat, the brand has expanded its reach to Madhya Pradesh, Chhattisgarh, Rajasthan, West Bengal, and Orissa. Is this the brand's strength? No!

The brand's strength is in the bonds. The bond it shares with its fellow partners. The whole business model of Joy e-Bike revolves around the partners. Like many other franchise businesses out in the market, Joy e-Bike doesn't follow them. It shares a simple concept of empowering people. The brand shares the same motto as its parent company **Wardwizard Innovations & mobility ltd of empowering 55,000 entrepreneurs in the coming years.** "We are trying to create a bond with our partners so that they can be empowered and can empower others by sharing our vision".

Way Forward

Smart sustainable mobility is the way forward for every automobile brand. Saying no to combustion engines is a brave decision, but what is stopping you. The brand believes that it is addressing every aspect when it comes to finding a sustainable mobility solution. With more and more products in the inventory and state-of-the-art IoT sensors, and technology, Joy e-Bike is your way to go brand any day over the competitors.

Chairman's Message:

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 eco-system positively are:

- ▶ A new experience center opening in Delhi.
- ▶ Giving out 6000+ Employment Opportunities.
- ▶ Launching 2 New Robust EV Models entirely made in India.
- ▶ We plan to capitalize 25% of the total market share in E2W by 2030.
- ▶ Exploring the new regions of North – North Eastern India.
- ▶ Starting Export Operations in Middle East, European and African Regions.

