



Innovations & Mobility Limited
An ISO 9001: 2015 Company

Date: 03rd April, 2023

REF: WIML/BSE/PR/APRIL-2023

To,
Corporate Relations Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400 001

BSE Scrip Code: 538970
Script ID: WARDINMOBI

Ref: Wardwizard Innovations & Mobility Limited

Sub: Press Release

Dear Sir/Madam,

We hereby enclose a Press Release for “Wardwizard Innovations & Mobility Ltd. appoints Saif Ali Khan and Kareena Kapoor Khan as its Brand Ambassadors.”

Kindly take the same on record and acknowledge the receipt.

Thanking you,
For Wardwizard Innovations & Mobility Limited

Deepakkumar Doshi
Chief Financial Officer

CIN No.- L35100MH1982PLC264042

Registered Office Address - Shop No-508, Swami Samarth Plaza Gantra Hospital, RRT Road, Mulund West Mumbai - 400080 Maharashtra India

Corporate Office - Survey 26/2, Opp, Pooja Farm, Sayajipura, Ajwa Road, Vadodara Gujarat - 390019, India

Email id - compliance@wardwizard.in | **Website -** www.wardwizard.in | **Compliance No. -** +91 9727755083 | **HQ Number: 02668352000**

Wardwizard Innovations & Mobility Ltd. appoints Saif Ali Khan and Kareena Kapoor Khan as its Brand Ambassadors



Vadodara, April 03, 2023: Wardwizard Innovations & Mobility Ltd., one of India's leading manufacturers of electric two-wheelers under the brand name "Joy e-bike", has announced onboarding the famous Bollywood duo, Saif Ali Khan and Kareena Kapoor Khan as its brand ambassadors.

This move comes in the way of escalating the brand's visibility across the masses. Under the agreement the Bollywood duo will be seen promoting a range of products from Joy E-Bike through commercials and other branding activities.

During the period of association, the glamorous and powerful image of the couple will complement the lifestyle and lively products that Joy E-bike has to offer to its customers. Their mass appeal will add more value to the brand reputation and bring the products to life on screen.

Speaking about the collaboration, **Mr. Yatin Gupte, Chairman and Managing Director of Wardwizard Innovations & Mobility Ltd.**, said, *"We are pleased to onboard Mr. Saif Ali Khan and Mrs. Kareena Kapoor Khan as brand ambassadors to endorse our robust, stylish and classic*



range of products which perfectly match their personality. Their presence will facilitate our efforts of reaching out to a wide consumer base and satisfying their evolving needs and requirements. We, at Wardwizard, are making consistent efforts to offer products that today's style-conscious consumers want to improve their style statement. This collaboration will fuel our passion to create and provide stylish products to consumers and strengthen our bond with them."

Wardwizard has recently launched its new retro-style electric classic, MIHOS, and will be aggressively moving towards overhauling product portfolio in FY 2023–24. Furthermore, the company has commenced operations of its 1 GWh battery production line and has plans to expand its R&D operations and production of electronic components in its EV Ancillary Cluster.

About Wardwizard Innovations & Mobility Limited

Wardwizard Innovations & Mobility Ltd. is one of India's leading auto manufacturing companies in the Electric Vehicle (EV) segment under the brand name Joy e-bike. Being the first listed entity on BSE in Electric Vehicle manufacturing, it is mainly focused on the growth potential in the Indian EV segment to have a positive impact in the future. Given the current state of the environment, where fuel-powered vehicles account for the vast bulk of carbon emissions, the company is promoting improvement by offering cleaner, greener options that produce no emissions. With more than 10 models in its portfolio in both high and low-speed categories, the Company has established a strong presence in more than 55 major cities across India and aspires to boost this number throughout the country.

Contact details:

<i>For Investor Queries</i>	<i>For Media Query</i>
Mr Deepak Doshi : (+91) 7779043241	Mr Amit Jha: (+91) 85888 02820
Wardwizard Innovations & Mobility Ltd	Email: Wardwizard@adfactorspr.com
Email: cfo@wardwizard.in	