

REF: WIML/BSE/PR/JULY-2022

Date: 08TH July, 2022

**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,

Enclosed herewith a copy of Press Release issued by the Company for Wardwizard on the mission to spread cheeriness; launches new brand campaign #BharatkaJoy.

Press Release will also be available on the Company's www.wardwizard.in.

Kindly take the same on record and acknowledge the receipt.

**Thanking you,
For Wardwizard Innovations & Mobility Limited**



**Sneha Shouche
Chief Financial Officer**

Encl: as above



Press Release

Wardwizard on the mission to spread cheeriness; launches new brand campaign #BharatkaJoy

Vadodara, July 08 , 2022: WardWizard Innovations and Mobility Ltd, manufacturers of the one of the country's leading electric two-wheeler brand, 'Joy e-bike', today unveiled its new brand campaign #BharatkaJoy with the anthem 'Saath Chalein'.

Capturing the emotions of millions of Indians across different landscapes, the campaign is divided into multiple phases focussing on different layers of humanitarian connections like 'Joy of giving', 'Joy of caring', 'Joy of Celebrations' etc. Which will continue throughout the year.

The first phase of the campaign showcases the diverse culture of India united under the emotion of Joy along with the technological phrase '**Desh le raha he Electric Angdai**'. It further exhibits the happiness of every Individual which they garner by doing something for their country.

Speaking on the new campaign **Mr Yatin Gupte, Chairman & Managing Director, Wardwizard Innovations & Mobility Ltd.**, said, *"Our new brand campaign is dedicated to bringing a sense of joy and happiness. The film captures diverse cultures along with the moral values that depict the story of each region and its traditions. This campaign further highlights the electrifying evolution that the country is going through for a healthier environment as well as our intent toward sustainable today and tomorrow. Ushering the positivity and power, our new anthem 'Saath Chalein' will resonate with the aspirations of all Indians."*

Showcasing the great unity of East, West, South and North India, the anthem 'Saath Chalein' was beautifully directed by Vashishth Mahendra Upadhyay, music by renowned composer/singer Siddharth Amit Bhavsar and Hindi version sung by Raghav Kaushik. In addition to this, the anthem will be released in 4 other languages including Hindi, Bengali, Telegu, Kannada, Malayalam. The campaign will be having a 360° platform media approach, comprising of Digital, Television and Social Media , Print , Outdoor to reach maximum possible number of TG of JOY E BIKE .

About the Film: #BharatkaJoy

The campaign is conceptualised and shot in various location across India. Starting from Kashmir, the film showcases the culture and emotions of the Indian crown with Wolf+, Nanu+ And Beast, rushing on icy terrains in zojila pass (world's second dangerous road) at -7° Celsius with the anthem 'Saath Chalein' in background.

The landscape shifts to Jaipur, Rajasthan, showcasing the Royal culture and traditions of Rajasthani people with a Wolf+ in the middle under the majestic backdrop of Amer Fort. The journey continues, driving the Wolf+ along the Ghats of Varanasi showcasing the Joy of spirituality and narrow lane foodie culture of India.

Switching the panorama the Nanu+ rushes along the backwaters of allepey, Kerala. Demonstrating the rich heritage of Kerala with anthem in the background. The film end with a message of unity “Saath Chalein Hum Tum”.

Lyrics of the Anthem are:

*Aaj hai utha kadam jo,
Chhu lega kal ki zameen,
Gar saath Chalein, humsafar ban saath chalein*

*Ek duje ke safar ko,
Apna hi sapna samaj kar,
Saath Chalein, humsafar ban saath Chalein*

*Zindagi toh do kinaare,
Jod ne ka silsilaa hai,
Kabhi akele chalte chalte,
Kya mila hai*

*Kyu na hum saath chalein.. saath chalein
Saath badhein saath badhein
Desh Mere, Desh Mere,
Saath Chalein tum hum.
Saath Chalein tum hum,*

Link of the Film: <https://youtu.be/B-8LNMque50>

<p>Campaign Summary:</p> <ul style="list-style-type: none">• Campaign Elements: TV, Print, Outdoor, Digital, Events• Creative Agency: WideAngle Studios• Director (of the film): Vashishth Upadhyay• Producer: Shahid Pathan, Vashishth Upadhyay• Production House: WideAngle Studios• DOP: Pratik Parmar• Music: Siddharth Amit Bhavsar• Lyrics: Siddharth Amit Bhavsar	<p>Title of film: ‘Saath Chalein’ with Joy E-Bike #Bharat Ka Joy</p> <p>Duration: 1 min. 40 seconds</p> <p>Film Launch: 07th July 2022</p> <p>Exposure: TV, Digital, Events, Dealerships, Mobile, WhatsApp, Events</p>
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About Ward Wizard Innovations & Mobility Limited

WardWizard Innovations & Mobility Ltd is a leading auto manufacturing company 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 provide clean and greener alternatives to the existing usage of mobility, aligned with its philosophy of driving a positive change. Through Joy E-Bikes, the Company has been providing a greener alternative to traditional fuel-driven bikes. It has footprints in more than 25 major cities across India and aspires to boost this number throughout the country.

Recent Marketing Initiatives by Wardwizard Innovations & Mobility Limited

- **Sponsorship for India Tour of Ireland 2022** - WardWizard became the official ‘Powered By’ sponsor of the India Tour of Ireland 2022.
- **Participation in EV Expositions** - The Company participated in and showcased the entire range of electric two-wheelers at the Electric Vehicle Exposition 2022 in Bangalore, India Auto Show 3.0 in Mumbai, Electric Vehicle Exposition 2022 in Kolkata, and Alternate Fuel Conclave in Pune.

Contact details:

<p><u>For investor queries</u></p> <p>Ms Sneha Shouche, CFO WardWizard Innovations & Mobility Ltd Email: Cfo@WardWizard.in</p>	<p><u>For Media Query</u></p> <p>Mr Amit Jha: (+91) 85888 02820 Email: WardWizard@adfactorspr.com</p>	<p><u>For Investor Query</u></p> <p>Sahil Shah Analyst KFin Technologies Private Ltd Email: Sahil.shah@kfintech.com Phone: +91-8828362795</p>
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