



Innovations & Mobility Limited  
(Formerly known as Manvijay  
Development Co. Ltd.)  
An ISO 9001 : 2015 Company

Ref: WIML/BSE/APRIL-2/2021

Date: 09<sup>th</sup> April, 2021

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

Scrip Code: 538970

Ref - Wardwizard Innovations & Mobility Limited (Formerly known as Manvijay Development Company Ltd)

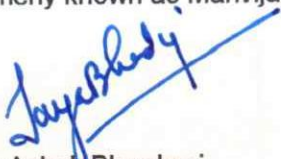
Sub: Press Release

Dear Sir/Madam,

**We hereby enclose a press release "Joy e-bike becomes CSK's official electric vehicle partner for the upcoming IPL 2021"**

Kindly take the same on record.

Thanking you,  
For Wardwizard Innovations & Mobility Limited  
(Formerly known as Manvijay Development Company Ltd)

  
Jaya Ashok Bhardwaj  
(Company Secretary and Compliance Officer)



Encl : as above

**CIN NO. - L35100MH1982PLC264042**

**Registered office address - 401, Floor-4, 23/25, Dhun Building, Janmabhoomi Marg, Horniman Circle, Fort, Mumbai- 400001 ( Maharashtra), India**

**Corporate Office - C-222, GIDC Makarpura Industrial Estate, Vadodara - 390010, Gujarat, India**

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## Joy e-bike becomes CSK's official electric vehicle partner for the upcoming IPL 2021

*Launches new digital campaign #WhistlePoduWithJoye*

**Wardwizard Innovations & Mobility Ltd. (BSE Code: 538970) Vadodara; April 8, 2021...** Joy e-bike, a frontrunner in the Electric bike space, has entered into a partnership with IPL franchise team Chennai Super Kings (CSK) for the IPL season 2021. Joy e-bike will be the official retail Electric Vehicle partner for the team. To spear the electric vehicle market and spread the IPL fever, Joy e-bike is all set to launch a new digital campaign titled #WhistlePoduWithJoye in line with the brand ethos.

The new campaign is aimed at communicating that Joy e-bike has been transforming the EV scenario in India and the way an everyday Indian commute. This has been possible through their contribution to the clean energy sector and social responsibilities over time with the support of the huge customer base that has expanded manifold through the years. The campaign will kickstart with the IPL season on the major social media and OTT platforms.

**Mr. Yatin Gupte, Chairman and Managing Director, Wardwizard Group said, "We are excited to partner with CSK.** Through this association, 'As the official electric vehicle partner of the CSK team', we aim to create awareness for clean energy resources and reach likeminded audiences by creating a community which is more focused towards sustainable living. By placing our brand with one of the most celebrated teams in the league, Joy e-bike is set to capture the fans of the game and team CSK in particular."

**Chennai Super Kings CEO Mr. K S Viswanathan said "We welcome Joy e-bikes to CSK family of partners on our digital platform. CSK not only has a large fanbase but the most engaged fans on digital platform. We will continue to build on that through our partnership with Joy e-bikes and their campaign #WhistlePoduWithJoye across our digital and social media footprint. "**

Under the Make in India Initiative, the company has been a pioneer in launching their first-ever OEM plant in Vadodara, Gujarat. The plant was inaugurated by Honourable Home Minister Shri Amit Shah, getting the nation a step closer to Atmanirbhar Bharat. Through their newly launched manufacturing unit they aim to empower thousands of entrepreneurs all across the nation and create employment opportunities during this grim time of the COVID pandemic. Along with the OEM plant, the brand has also launched not one but 4 new highspeed electric bikes laced with the latest EV technologies such as AI, IoT sensors making their mark in the clean energy domain. With a strong presence in India and Africa, through





these launches, the company is all set to break the international markets with their cutting-edge technology and impeccable made in India products.

### **Social Media handles of Joy e-bike**

<https://www.facebook.com/joyebikeofficial/>

[https://twitter.com/joy\\_ebike](https://twitter.com/joy_ebike)

[https://www.instagram.com/joy\\_ebike/](https://www.instagram.com/joy_ebike/)

<https://www.youtube.com/channel/UCXssQz7i0KWkTfiag1zBmEw/>

### **About Wardwizard Innovations & Mobility Ltd:**

*Wardwizard Innovations & Mobility Ltd* is one of the leading companies in the Electric Vehicle segment which owns brand including [Joy e-bike](#) and [Vyom Innovation](#). Wardwizard is the 1<sup>st</sup> listed entity which is listed on BSE with core business engagement in Electric Vehicle Industry. It is focused on the growing potential in the India's EV segment with a philosophy to provide clean and greener alternatives to our current ways of life. Through Joy E-Bikes, the company has been providing a greener alternative to traditional fuel-driven bikes. On the other hand, through Vyom Innovations, the focus is to provide consumers with lesser power consuming home appliances that are also centered towards the betterment of their health. Being present in 25+ major cities and expanding day-by-day, Wardwizard Group is the only electric vehicle manufacturing company in India with 10+ Electric vehicle models.

For more information on the company: [www.wardwizard.in](http://www.wardwizard.in)

