

# Kinetic set to bring Luna back in electric avatar in Nov

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Luna, the country's first eponymous brand that gave wings to urban India in the 1970s, is making a comeback in an electric avatar. Luna joins the other popular two-wheeler brands of the licence era — the Chetak and the Lambretta — which are making a return in the modern electric version, even as they retain part of their retro design.

The e-Luna, which is set to go on sale in November this year, will retain its USP of an affordable, easy-to-manoeuvre, step-thru bike, said Sulajja Firodia Motwani, founder and CEO Kinetic Green Energy & Power Solutions.

"The e-Luna will be an affordable, convenient, and lightweight model. It will be a modern, stylised version of a moped — we have retained the same values

## MAKING A COMEBACK

▶ **Old brands like Jawa, Yezdi, Vespa and Chetak** have got a complete makeover with new technology and styling

▶ **The company launched the Kinetic Zing High Speed Scooter (HSS)** on Wednesday

▶ **Kinetic is commissioning** a new plant at Supa, near Pune

▶ **Kinetic Green has made an initial investment of ₹50 crore** in its two-wheeler business

▶ **Close to 250,000 electric two-wheelers** were sold in FY22



which defined the Luna," she said. It shall address the fast-expanding e-commerce delivery segment and also be used for customised deliveries.

Most old brands, be it the Jawa, Yezdi, Vespa or Chetak, which have made a comeback in the recent past, have got a complete makeover with new technology and styling. "The old brand may not resonate with the

new-age buyers unless done so," said Ambi Parameswaran, founder, brandbuilding.com.

"Auto companies reviving iconic brands is something that has been done all over the world," he said, citing instances of Volkswagen Beetle, BMW Mini Cooper, and Ford Mustang. "But in all these successful revivals, the old brand was given a makeover. In that respect, Bajaj

Chetak is an interesting approach," he said.

The e-Luna is one of the three e-two-wheeler brands that Kinetic plans to bring as it seeks to make a strong comeback in a segment it vacated after its partnership with Mahindra & Mahindra ended in 2014. The company has been selling a low-speed e-scooter for a year now under the Kinetic Green brand.

On Wednesday, the company launched the Kinetic Zing High-Speed Scooter (HSS). With a range of 125 km, it claims to be the best in class. The scooter is available in the company's 300 exclusive dealerships. Later in the year, it will introduce the Kinetic Flex, which will target the urban youth. All three models will be high-speed.

The e-two-wheeler segment in India has been growing at a fast pace on the back of government subsidies and high fuel prices. Nearly 250,000 units were sold in FY22. It is expected to grow to 700,000 units by the end of FY23, Nagesh A Basavanhalli, executive vice-chairman of Greaves Cotton, said in a recent interaction with *Business Standard*.

To tap the burgeoning demand, Kinetic is commissioning a new plant at Supa near Pune that will have a capacity to produce more than 25,000 two-wheelers a month.