

# MOBIS NEWSLETTER



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## NATIONAL PARTS CONFERENCE, DUBAI



As year 2017 passed by and the world welcomed year 2018, it was the time to meet our business partners and use the platform to discuss the future strategies, plans and commitments. Hyundai MOBIS organised its National Parts conference at Dubai, UAE, where Dealer and Distributor principles from Pan India participated to make the event a grand success.

Dubai, known for its warm hospitality and rich cultural heritage, receive millions of leisure and business visitors



each year from around the world. As a place famous for superlatives, such as the world's biggest skyscraper "Burj Khalifa" and largest mall "Dubai Mall"; the city inspires to

rise high as there are no limits to one's achievements. Going with the same inspiration, the theme of the 2018 conference was kept "Rise with MOBIS". At MOBIS India, we have always strived to serve our customers the best which requires continuous efforts and dedication. Year on year new goals are set which are brought to implementation by dedicated teams in coordination with our sales network. The event started with the Managing Director's, Mr. Woosuk Leem, address to the participants and followed up with department wise ideas sharing. At the same time, it was time to reward the best performing sales networks for all their continuous dedication and efforts. The conference ended with evening celebration and next day tour of the city.

At MOBIS, we believe in rewarding the best performers, as it's not just a due recognition of those who gave extra and above the mass to take the business a leap forward but also paves the way for others to join the league by motivating them. Nevertheless, for those who stand out of the crowd, MOBIS gives its best when it comes to rewarding them. MOBIS India organises "Dealer Recognition Trip" and "Parts and Accessories Managers Incentive Trip" to reward the best performing Dealer principals as well as Parts & Accessory Managers. Whereas the Dealer Principals form the backbone of MOBIS business in India, at the same time the role of Parts and Accessory managers are pivotal at the ground level.

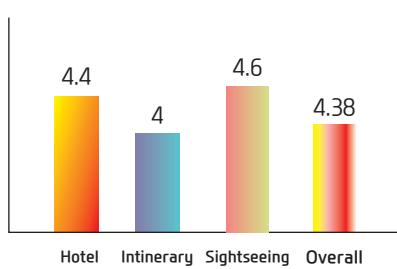
Here is a glimpse of 2017 Incentive trips that MOBIS conducted to reward its sales network.

## Dealer Recognition Trip:

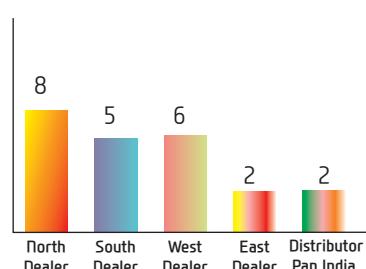
Top 23 performing Dealer and Distributor principals were rewarded the Incentive trip along with their spouses. Inviting the spouses was to ensure that the spill over of dealer's success must touch the lives of their family members in equal measure. The trip was organised for 3 nights and 4 days at Switzerland, home to numerous beautiful lakes, villages and the high peaks of the Alps. With the breathtaking scenery and ample options of adventure, the tour will be an unforgettable journey to all the participants.



### Key Highlight Of The Event



EVENT FEEDBACK



NUMBER OF PARTICIPANTS

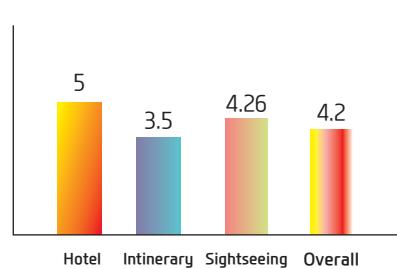


## Parts and Accessories Manager Incentive Trip

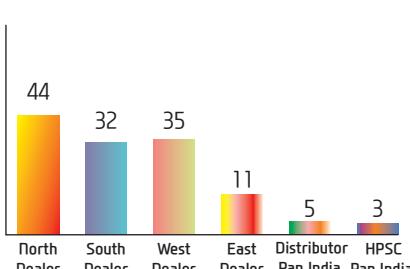
In keeping with the tradition of Hyundai, which believes in business with pleasure, MOBIS India successfully conducted "Parts and Accessories Managers Incentive Trip Program" in the year 2017. MOBIS India selected two of the world's most lively and beautiful cities Hongkong and Macau for the event. Cities with Portuguese and Chinese culture, large skyscrapers, tranquil hilltop sanctuaries, street market and malls makes them one of the biggest tourist attractions in Asia.



### Key Highlight Of The Event



EVENT FEEDBACK



NUMBER OF PARTICIPANTS





# Online Presence – Social Media

The success of brand promotion and communication in the contemporary era hinges on social media presence. About 87% of brands lean heavily on Digital Marketing Platforms for leverage on this account.

MOBIS India plunged into social media by launching their Facebook, Twitter, Instagram, LinkedIn and YouTube accounts on 26<sup>th</sup> January 2018.

With a definitive expansion plan of 47 distributors in 24 states of India by end of 2018, MOBIS India is all set to take on the aftermarket (i.e., Distributors, Retailers, Mechanics etc) as well as our own captive customers at workshops.

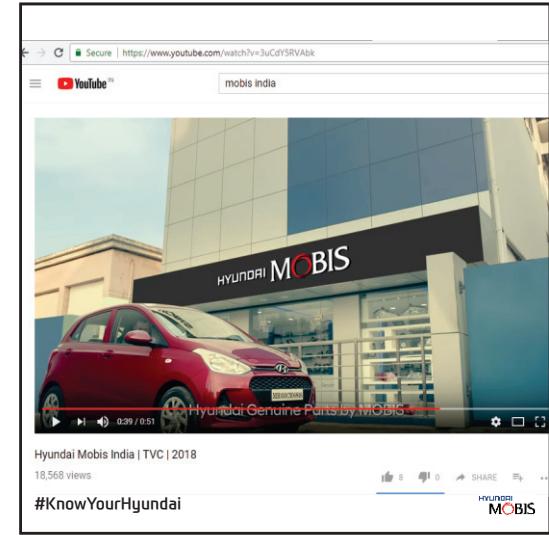
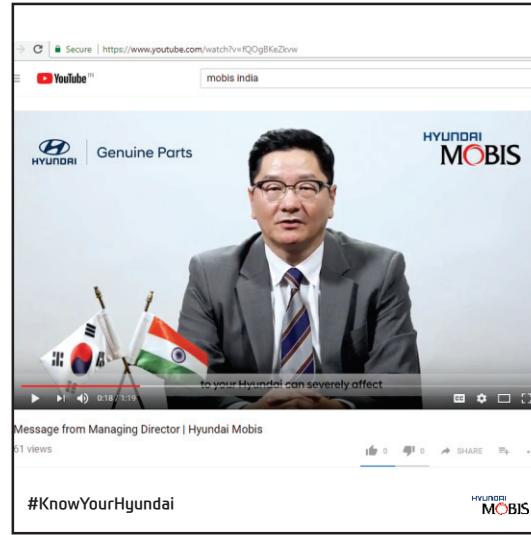
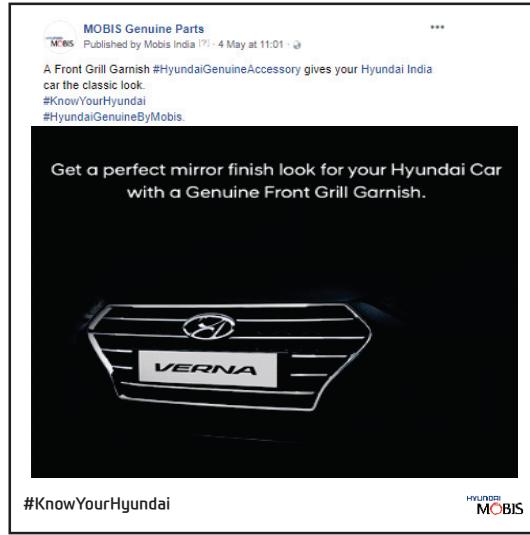
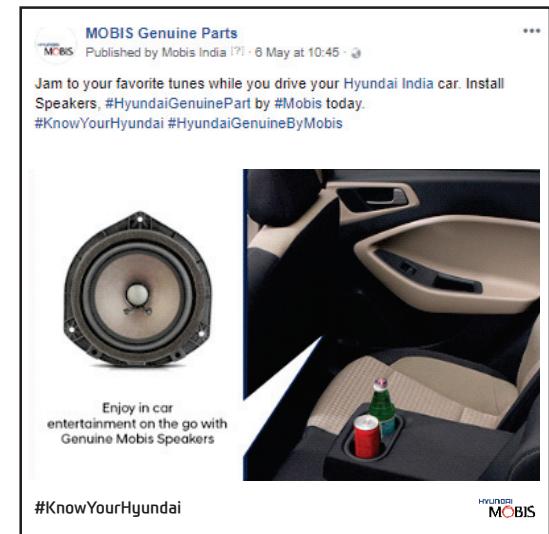
Therefore, it is imperative that MOBIS emerges as the best known and trusted brand in the market.

Our main objective is to build Brand MOBIS through Digital Marketing Platforms and hammer home the importance of investing in genuine parts and accessories in the minds of existing and potential customers through increased online presence.

Every week, we blitz the social media with unique posts, contests and videos to create brand awareness and ensure user engagement. All our pages across social media platforms are updated regularly and we also monitor customers query on social media and take necessary action to resolve it.

## MOBIS Hashtags On Social Media

#HyundaiGenuineByMobis, #KnowYourHyundai, #MyMobisMoments



Follow us at:

[www.facebook.com/Mobisgenuineparts](http://www.facebook.com/Mobisgenuineparts)

[www.youtube.com/Mobisgenuineparts](http://www.youtube.com/Mobisgenuineparts)

[www.linkedin.com/Mobisgenuineparts](http://www.linkedin.com/Mobisgenuineparts)

[www.twitter.com/Mobisgp](http://www.twitter.com/Mobisgp)

[www.instagram.com/Mobisgp](http://www.instagram.com/Mobisgp)



# Online Presence – Website

[www.mobisgenuineparts.in](http://www.mobisgenuineparts.in)

MOBIS website, an another platform for customers and prospects to find MOBIS, provides plethora of information to its customers/ business partners about latest happenings at the company, running promotions in parts and accessories, dealers/ distributors location and much more.

In a continuous endeavour to be up to date and as per customers expectation, we have upgraded MOBIS website with following additional features :

- MOBIS India Website is compatible with phone and tablets.
- Dealers and distributors have associate login feature in MOBIS India website “[www.mobisgenuineparts.in](http://www.mobisgenuineparts.in)”.
- User can use “buy now” option in MOBIS India website, to enquire about parts & accessories.

## A Glimpse of current MOBIS India website:

All New MOBIS Website Layout

Locate your nearest dealership and visit website  
Choose the location to find the nearest Hyundai Car dealership.  
Select dropdown to locate the nearest Hyundai dealer

Select Dealership Select State Select City Search

Your search has found 0 Hyundai for you in

Locate Dealers/ Distributors

Find Genuine Accessories  
Accessories are designed specifically for delivering performance and longevity of your Hyundai  
All Hyundai Genuine Accessories are made to the highest standards

Model: Hyundai New Verna, Interior, Sub Type: PU SEAT COVER (H)-BEIGE GATHERING, PU SEAT COVER(H)-BLACK+RED, PU SEAT COVER(H)-TAN NORMAL

Product Information Parts & Accessories

Home > About Mobis > Who Are We

MOBIS India supplies After-sales Parts and accessories to roughly 4,800,000 Hyundai cars running on Indian roads, through a network of its own Parts Distribution Centers (PDCs) operating in the 4 Metropolitan cities and Hyundai Authorized Dealers/MOBIS Authorized Distributors spread across the length and breadth of India.

About Hyundai MOBIS

Find Genuine Parts  
Parts are designed and engineered specifically for delivering performance and longevity of your Hyundai  
All Hyundai Genuine Parts are made to the highest standards

Engine & Transmission

Find Genuine Parts and Accessories

LOGIN

Email \*   
Password \*  SIGN IN  
Forgot Password

Associate Login



# Genuine Accessories

## The Next Gen Verna

A luxury car like Verna deserves nothing but original accessories to go with it. That is the only way to keep it ship-shape and preserve the sanctity of a reputed manufacturer. Keeping this in mind, Hyundai MOBIS has designed some custom-made accessories exclusively for the New Verna.



### Car Body Cover

Keeping your new Verna under cover is the best way to preserve that lovely paint job and keep its exterior in best shape.



### Taillight Chrome Garnish

The chrome garnishes are light weight, with high density chrome plating for extra shine and rust prevention.



### Door Scuff Plate

Rust free scuff plates with stylish verna logo. 3M DSA tape for enhanced adhesiveness.



### Carpet Mats

Keep your interior spotless with new Verna thick and gloomy mats that catches attention and capture dust effectively.



### Seat Covers

To protect your car's interior and keeping the kids & friends from messing it up, MOBIS has launched new set of elegant seat covers for the new Verna.



### Premium Seat Cover

PU Seat cover with enhanced interior aesthetics and comfort. Detachable front seat headrest and armrest covers.

## Eon Audio

Nothing suits better to your "Eon" than all new Eon Audio specially designed to be a perfect choice for the consumer who is looking for a quality sound.

### Features:

- Enjoy non-stop music experience by MOBIS genuine audio.
- Aesthetically designed gelling up with the interior of the vehicle.
- Anti-dust design to strengthen durability.
- Easy installation.
- Radio, USB audio player, playback of auxiliary input.
- Night time illumination.
- Clock display.
- Equalizer stick bar.





# Marketing Support

## Sales Promotion By MOBIS

MOBIS India regularly conducts sales promotion support programs for its dealers and distributors, where in every year heavy discounts are given to the dealers and distributors on time to time basis. Dealers use this discount amount to pass on the benefits to customer during Hyundai Motor India promotional camp and distributors in after market use this amount for various marketing activities.



Relationships  
get better with time.  
**Free Car Care Clinic:**  
 RIGHT HERE, RIGHT CARE  
**HYUNDAI**



Drive away the summer heat  
with Hyundai.  
Welcome to Summer Car Care Camp  
for a chilled out summer and cool offers.  
 MOBIS



Relationships  
get better with time.  
Additional Special Rewards\* for those who are associated with Hyundai for three years or more.  
**Free Car Care Clinic:**  
Avail free 90 point check-up plus a host of other services!  
 RIGHT HERE, RIGHT CARE  
**HYUNDAI**

## 2018 Table Top Calendar

As token of gratitude MOBIS India released 2018 table top calendar and distributed to dealer fraternity. The idea behind this calendar design was to highlight Hyundai genuine accessories by MOBIS. As We believe that nothing makes your car look more irresistible than well-crafted accessories. That is why, all our accessories are crafted with precision to enhance your Hyundai experience and turns heads wherever you go.



## Why Genuine Parts By MOBIS ?

The question of whether to buy parts from an automotive parts manufacturer like Hyundai Mobis or one from aftermarket manufacturers is as age-old as the automobile itself. Parts built by the exact same manufacturer that made the ones originally installed on your vehicle when it was built are genuine parts as those parts signifies that they are made by the original equipment manufacturer. Whether the parts are built by the automaker themselves or contracted to an outside supplier to build, they are fully authorized by the carmaker as "genuine" or "authentic". Dealership parts departments and manufacturers use the

term "Genuine Parts" when they refer to parts that vehicle manufacturer authorizes. Parts manufactured by aftermarket manufacturers are not actually authorized to be installed as original equipment on new car assembly lines, but they are designed to match (or approach) manufacturer specifications when it comes to looks, dimensions, and function. In other words, they only resemble the original parts on your vehicle. Aftermarket parts may feel better to your pocket but in a long run they may cause severe hazards to your car and safety of your family.

## Reason for buying MOBIS parts for your Hyundai.

### Money

Hyundai Genuine parts by MOBIS help in re-establishing the original condition, thus maintaining your car's value. MOBIS parts are extremely durable and offer excellent value for money over the entire vehicle lifecycle.



### Time

Hyundai Genuine parts by MOBIS always fits perfectly, ensuring short repair time with network covering every corner of the country. MOBIS quickly supply their parts to the service network, reducing vehicle downtime in workshop.



### Safety

Hyundai Genuine parts by MOBIS are built to the highest standards. MOBIS parts integrate seamlessly with other components of your vehicle to ensure smooth ride experience and safety of the family.





# New Addition To MOBIS Distributor Family

## Tell us about your journey with Mobis.

We are associated with Mobis India since 2007. We enjoy our association with Mobis India since they are most cooperative and being a MNC their working culture is at par with any other MNC's. So when we got the opportunity to become a partner to Mobis India as a distributor we accepted the same without a second thought.

## What makes you stand apart from other distributors?

We are in genuine spare parts industry since 1984. Our sales and marketing team conducts lot of activities like part retailer's meet, IRF's meet, mechanics meet, canopy display activities, road side activities, customers meet, showing movie to all type of partners and customers in different cities and market across Rajasthan.

## Tell us about your vision and how you are going to achieve it?

Our vision is to achieve Rs. 500 lakh parts sales per month at the end of 2020. We are constantly monitoring the market potential, part retailers and IRF's views on market trend through our sales team. We are also thankful to Mobis India team for providing information about market potential and conducting sales support program throughout the year.



**Morani MOBIS**

Dr. Lal C Morani  
Distributor Principal

## What motivated you for MOBIS Distributorship?

Biggest motivation for opting MOBIS distributorship was the growing aftersales parts business and unique brand value of Hyundai Mobis in India.



**Saturn MOBIS**

Mr. Manish Agarwal  
Distributor Principal

## As a distributor what are the strengths you have that will make you serve better in aftermarket?

We are having more than 15 years of experience in Automobile industry and with Hyundai. Other than that we also have good network, resources to grab the after market business opportunity of Saturn MOBIS region.

## How much potential you see in aftermarket parts business of your region?

As per the estimate provided by our sales team and MOBIS network, we are expecting potential of after market business of approx 50-75 Lakh per month.



**Samara MOBIS**

Mr. Rajnish Wadhawan  
Distributor Principal

## What motivated you in associating with MOBIS as a distributor?

Our Parent Company in Kuwait has been involved in Parts business since over 5 decades, by looking at the immense potential for aftermarket parts business in India, we now want to establish ourselves in India too.

## As a distributor what are the strengths you have that will make you serve better in aftermarket?

We have the knowledge & expertise to develop the market and increase the availability of genuine parts in market and we have a team that will work in convincing end users to use genuine parts.

## How much potential you see in aftermarket business of your region?

We have huge potential in our New Delhi area, Mobis India team also helps us with understanding the business potential of this area. With Mobis support on market discipline, this region can grow in aftersales parts business.



# MOBIS Distributor Network

Distributor Name	State	Location	Address	Contact Number	Parts Manager Email
Novelty MOBIS	Punjab	Amritsar	Maqbool Pura Chowk, G.T. Road, Amritsar - 143001	9878428774	noveltysales@noveltygroup.in
Novelty MOBIS	Punjab	Ludhiana	Plot No Bxxix 105/1-0,St No 7,Oswal Agro, Complex, B/S Oswal Woolen Mills Ltd, Near Venus Plastic,G.T.Road, 141003	9878428773	noveltysales@noveltygroup.in
Morani MOBIS	Rajasthan	Jaipur	F 2152,,Ramchandra Pura Industrial Area, Near Poornima University , Sitapura Industrial Area Ext, Jaipur 302015	9983307000	moranimobis@gmail.com
Beeaar MOBIS	UP	Lucknow	Ph-28, Dharshaniya, Safedabad, Faizabad Road, Barabanki - Lucknow (U.P) 225003	9554950577	hyundaiparts@beeaar.com
ACE MOBIS	J & K	Srinagar	Nowgam Byepass, Opposite Mufti Syeds Residence, Srinagar - 190005	8825057566	acehyundaimobis@gmail.com
NIMBUS MOBIS	UP	Noida	A-109, Sector-5, Gautam Budh Nagar, Noida- 201301	8750045880	vinay72naman@yahoo.in
TRIUMPH MOBIS	Haryana	Gurugram	Triumph Auto, 38 Mile Stone,Delhi Jaipur Highway, Behrampur Road, Khanda, Gurgaon - 122001	9212008947	satish.sharma@triumphauto.com
DPM MOBIS	Uttarakhand	Dehradun	Ddpm Tower Haridwar Bypass Road,Ajapur Khurd , Dehradun - 248001	8194014477 9634092848	sunil.dh80@gmail.com
SAMARA MOBIS	Delhi	New Delhi	Shed No 1 To 8,Dsids Sheds,Okhla Industrial Area, Phase - 2 New Delhi -110020	9717890858	wd1@samarahyundai.com
Morani MOBIS	Rajasthan	Jodhpur	G1-106 (A) New Jodhpur Industrial Area,Near National Handloom Godown, Jodhpur:- 342001	8003000111	moranimobisjodhpur@gmail.com
Godawri MOBIS	Punjab	Chandigarh	Morinda Road,Khanpur,Distt Mohali,Kharar, Mohali - 140301	9872987556	parts@godawrihyundai.com
Dev Bhoomi MOBIS	Himachal Pradesh	Unna	Near Railway Bridge, Una Nangal Highway, Una - H.P. 174303	9805513678	parts@devbhoomihyundai.com
JJ MOBIS	West Bengal	Kolkata	Karnani Estate G-14'G-15' 209 Ajc ' Bose Road' Kolkata-700 017	8420109190	mobis@jjauto.org
Mukesh MOBIS	West Bengal	Kolkata	157, Jessore Road, Sukanta Nagar, Kolkata- 700 133	9830011196	mukeshmobis@karini.in
JJ MOBIS	West Bengal	Siliguri	24,Panchanan Sarani, Ashrampara, Siliguri - 734401	3532778745	siliguri@jjauto.org
Mukesh H MOBIS	Assam	Guwahati	Village- Barsajai, Ph-37, Beharbari, Guwahati - 781028	9085146272	mukeshmobisghy@karini.in
Krish MOBIS	Bihar	Patna	Rps More, Bailey Road, Patna, Bihar - 801503	9386252702	vikash_186@yahoo.in
JJ MOBIS	Jharkhand	Ranchi	Western Park, Ratu Road, Hehal ( Behind Jp Hyundai Workshop), Ranchi - 834005	6512511055	ranchi.mobis@jjauto.org
Krishna MOBIS	Chhattisgarh	Raipur	Opp. State Bank Of India,Near Deshbandhu Press, Agrasen Chowk,Raipur ( C.G ) 492 001	7987237034	chhattisgarhmobis@gmail.com
Utkal MOBIS	Orissa	Bhubaneswar	At.Village Bil Teruan, Plot No 423 , Ps. Tangi, Manguli , Cuttack - 754025	9937129771	managerservice.ctc@utkalhyundai.in
Concept MOBIS	Gujarat	Ahmedabad	Ph 8, Near Aslali Circle Ring Road, Opp Jalaram Petroleum, Aslali - 382427	9099099421	order@conceptmobis.in
Concept MOBIS	Gujarat	Rajkot	Cargo Motors Guj Pvt Ltd, Shed No C1B 2402, Aji Industrial Estate, Rajkot - 360001	9099099421	order@conceptmobis.in
Concept MOBIS	Gujarat	Surat	C/O Soham Motors, 13/1, Khatodara, Industrial Society (Gidc),Survey No 14/A, Behind Sub Jail, Surat - 395002	9099099421	order@conceptmobis.in
Heer/Shiv MOBIS	Maharashtra	Pune	Plot No 199, Shop No 4,Ground Floor, Near Lic Building, Laxmi Road, Narayan Peth, Pune - 411030	9130072130	shivmobis@shivautomotives.com
AVS MOBIS	Madhya Pradesh	Indore	3/2, Chhoti Gwaltoli, Indore, 452001	7771010121	avssalesindore@gmail.com
Krishna MOBIS	Maharashtra	Nagpur	Gaund Khairi, Near Toll Tax, No 1A, Const. At Khasara No, 368,369, Mouza Gondkhari,Tahsil, Kalmeshwar, Nagpur	7212663928	riddhientshell@gmail.com
Sky MOBIS	Maharashtra	Navi Mumbai	Plot No.2, Sector 19 E, Opp. Avalon International School, Vashi, Navi Mumbai - 400703	9130072269	autoji.harish@gmail.com
Saturn MOBIS	Madhya Pradesh	Bhopal	A-6, Ambedkar Colony, Near Apsara Talkies, Old Subash Nagar, Bhopal , M. P. - 462023	9918532000	saturndistributorsllp@gmail.com
Talwar MOBIS	Telengana	Hyderabad	Plot No 96/1/A Block 30, Door No 4-10-183, Auto Nagar, Hyderabad - 500 070	9652314521 9848500000	kvrkmurthy@talwarmobis.com
Advaith MOBIS	Karnataka	Bangalore	No: 227, Whitefield Main Road, Whitefield, Near Hope Farm Circle, Bangalore- 560066	08022976375 08022976376	gm@advaithmobis.com
GRG MOBIS	Tamil Nadu	Coimbatore	26/1'H&' Nehru Street' Thottipalayam Pirivu' Civil Areodrome Post' Coimbtore-641014	9994500997	rubandhanasekar@grgmobis.com
Lakshmi MOBIS	Andhra Pradesh	Vijayawada	181/6, Opp. Sri Vinayaka Vihara School, Near Srk Institute Of Technology, Enikepadu , Vijayawada-521108	8096666570	lakshmi.mobis@gmail.com
GRG MOBIS	Tamil Nadu	Madurai	Door No 4, Sarvodaya Cross Street, New Ellis Nagar, Madurai - 625016	9994500997	rubandhanasekar@grgmobis.com
KUN MOBIS	Tamil Nadu	Chennai	Kun Mobis, No : 22 & 23 , Ambattur Industrial Estate Ambattur, Chennai 600 058	9940098585	kunsparesuresh@gmail.com
MGF MOBIS	Kerala	Kochi	7/230 B, Valamkottil Building,J A C Road, Kuttikattukara,Eloor Municipality - 683504	7511152200	sanilp@mgfhyundai.in
Advaith MOBIS	Karnataka	Mangalore	No.137/1, Opp. Achal Industries,Baikampady Industrial Area,New Mangalore - 575011	9538895328	gm@advaithmobis.com
Advaith MOBIS	Karnataka	Hubli	Sy.No.336,337,340 & 341 Of Belur Village Garag Hobli, Dharwad Taluk, Darwad District - 580004	9538895328	gm@advaithmobis.com

#### TO MOBIS India Family:

Thank you for your support in MOBIS newsletter. Feel free to contact for any queries regarding the newsletter.

#### We will appreciate your ideas for future newsletter

- Tell us the stories you want us to publish in MOBIS A/S parts newsletter.
- Any improvement or suggestion for current newsletter?

#### Contact us:

aishwarya@gmobis.com  
www.mobisgenuineparts.in