

MOBIS NEWSLETTER

2020 | 1st Issue



HYUNDAI
MOBIS

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PREFACE

“When the going gets tough, only the tough gets going”



Dear Readers,

According to the market sentiments & customer's needs, it is emergent to make the necessary changes that can help and support mankind.

Mobis India has taken all precautionary measures to ensure an uninterrupted supply of Hyundai Genuine Parts & Accessories to our customers.

Not only this, but we are also actively developing a new range of accessories that could help our dealers to combat this pandemic.

In this critical time, we have kept our constant focus on serving all our customers and channel partners, without whom we wouldn't have come this far.

We assure you that Mobis India is prepared for all the challenges to serve you with the best quality products & services.

We take pride in the determination, resilience, and perseverance, our employees have shown to grow to overcome this situation and emerge as a strong entity.

We hope that through our consistent efforts, we can reach each one of our readers and inspire them to take every hurdle as a new opportunity.

Stay Safe! Stay Healthy!

Brand Associations

Conferences & meets gives us an opportunity to connect with our channel partners in terms of providing required training, share business goals, and further an opportunity to felicitate them for their achievements. This serves as an integral platform to motivate our channel partners and enhance their trust towards the brand.

Grand Retailer Meet - Mumbai

2020 has been a year of evolution and we took each challenge as an opportunity. The year started with the successful execution of the Grand Retailer Meet with our distributor, Shreenath Mobis. The event was well executed at the busiest city of India, Mumbai, and had a large participation of 120 retailers. The venue chosen for this event enhanced the luxury and comfort. The main highlight of the event was an attractive display of Hyundai Genuine Accessories that gathered attention. Mobis India felicitated it's prestigious distributor principals Mr. Suryakant Kachalia, and Mr. Shailesh Kachalia, and Mr. Uday Kachalia.



Virtual Business Partners Meet 2020

March 2020 witnessed a nationwide lockdown to combat COVID-19, keeping all the norms & regulations in mind. Mobis India conducted virtual meet for its business partners for their well being and for understanding their concerns during this Pandemic.

The virtual meet was executed for two days i.e., 22nd - 23rd April 2020 providing a great platform for our partners to share their concerns. It is said that during tough times, a lending ear can do wonders and Mobis India ensured that its partners are supported and addressed through long hour sessions and meetings.



Mobis India proposed a support scheme for its business partners to ease the situation. Mobis management including Mr. Hwang Se Moon, Coordinator - Sales & Marketing, Mr. R Ramkumar, Group Head - Sales & Marketing discussed the support & relief program curated for their partners and closing remarks for the event were given by Mr. Woosuk Leem, Managing Director Mobis India AS Parts Division. The event and support programs were well appreciated by our partners.

Novelty in Offerings

KAVACH Protective Accessories

To provide our customers a safe & secure environment, Mobis India introduced a new range of accessories “KAVACH” which means “Armour/ Shield” in Hindi, and unveiled a wide array of care, health and hygiene products.



KAVACH Press Release

The COVID-19 pandemic has brought in the “New Normal” ensuring the wellbeing and personal hygiene cardinal for all. For people on the go, it is very necessary to take care of their physical wellbeing. It is with this rationale that Mobis India has launched an exclusive range of COVID-19 accessories under the name “Kavach,” which means “Protection.”

Your car is your home away from home when you are on road. “Kavach” is the shield that will guard you and provide all-round protection during your travel. We have ensured to leave no stones unturned when it comes to the wellbeing of our customers. Kavach launch received a huge appreciation from online media channels like ET Auto, Carwale, Business Standard, etc. with 180+ mentions on various media sites and around 250 million reach.

“Kavach” is available in all Hyundai dealerships across India. With “Kavach”, stay safe and just zoom your way on road.

The screenshot shows a web page with a navigation bar at the top containing links like HOME, MARKETS, COMPANIES, OPINION, TECH, SPECIALS, PF, and PORTFOLIO. Below the navigation bar is a 'SPONSORED CONTENT' section with a 'What's this?' link. The main headline reads 'Hyundai Mobis launches "Kavach" - Your car safety essentials during COVID-19 times'. Below the headline is a sub-headline 'ANI Press Release | New Delhi [India]' and a timestamp 'Last Updated at July 17, 2020 23:30 IST'. There are social media sharing icons for Facebook, Twitter, LinkedIn, and WhatsApp. Below the sharing icons is a sign-up button that says 'Sign-up as a consultant & access short term remote assignments.' and an 'APPLY NOW' button. The main content area features a grid of eight product images with their respective part numbers: KN95 Face Mask (Part No-AC573AP014), Humidifier (Part No-AC573AP013), Anti-Bacterial Spray (Part No-AC573AP018), Full Floor Mat (Available for Specific Hyundai Models), Vacuum Cleaner (Part No-AC573AP012), Activated Carbon (Part No-AC573AP015), Infrared Temperature Checking Gun (Part No-AC573AP015), and Face Shield (Available in Standard and Premium). Below the grid is a section titled 'Kavach Accessories' with an 'ALSO READ' section containing links to articles about Hyundai Mobis donating Rs 3.50 crores for COVID-19 relief, Hyundai's three employees at Chennai plant testing positive for COVID-19, HDFC ERGO launching Corona Kavach policy, and HDFC ERGO Health launching Corona Kavach. At the bottom right, there is a paragraph about the company's objective to offer safe and hygienic products during the COVID-19 pandemic and a list of products under 'Kavach'.

HOME | MARKETS | COMPANIES | OPINION | TECH | SPECIALS | PF | PORTFOLIO | 38

SPONSORED CONTENT What's this ?




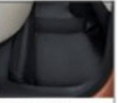




Hyundai Mobis launches "Kavach" - Your car safety essentials during COVID-19 times

ANI Press Release | New Delhi [India]
Last Updated at July 17, 2020 23:30 IST

f t in w +

Sign-up as a consultant & access short term remote assignments. **APPLY NOW**

HYUNDAI MOBIS

 KN95 Face Mask Part No-AC573AP014	 Humidifier Part No-AC573AP013	 Anti-Bacterial Spray Part No-AC573AP018	 Full Floor Mat Available for Specific Hyundai Models
 Vacuum Cleaner Part No-AC573AP012	 Activated Carbon Part No-AC573AP015	 Infrared Temperature Checking Gun Part No-AC573AP015	 Face Shield Available in Standard and Premium

Kavach Accessories

ALSO READ

- Hyundai Mobis donates Rs 3.50 crores for COVID-19 relief
- Hyundai's three employees at Chennai plant test positive for COVID-19
- HDFC ERGO launches Corona Kavach policy
- HDFC ERGO Health launches Corona Kavach

With a sole objective to offer safe and hygienic products during COVID-19 pandemic, Mobis India Limited, a well-known player in manufacturing high-quality automotive parts and accessories for Hyundai Motors in India unveiled a wide array of care, health, and hygiene accessories under the name 'Kavach' for its customers to act as a protection, prevention, and care during the times of COVID-19 pandemic outbreak.

A vast range of products under 'Kavach' includes:

KAVACH

Care | Health | Hygiene



Humidifier

Useful in maintaining Air humidity
Reduces Risk of Catching Flu

KN95 Face Mask

First line protection against infection
4 Layer Mask high quality fabric filtration
efficiency >95%



Vacuum Cleaner

Powerful product with Heavy Duty motor
High Grade Filter for Clearing Dust & Debris

Anti Bacterial Spray

Alcohol based neutralizer to clean critical
surfaces



Infrared Temperature Checking Gun

Contactless temperature checking device

Activated Carbon

Made up of Bamboo Charcoal to eliminate
bad odour, Easy to handle & available in
hanging pouch



Full Floor Mat

Laminates the floor completely avoiding
build up of allergens on car floor

Face Shield

Protective visor for full face that comes with an
adjustable headband and provides front
line protection



Novelty in Offerings

New Vehicle Launch

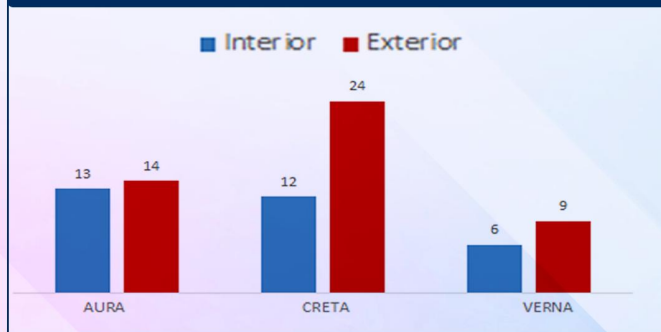


AURA - Jan'20

CRETA - Mar'20

VERNA - Mar'20

Vehicle wise Accessory Launch



Vehicle wise Accessory Sale



DIO Range

Adventure Body Kit

Body kits are a head-turner that adds an extra style statement to match your personality. Here are the two unique body kits that come with the All-new Creta.

Adventure Body Kit for the Adrenaline rush as you sway on the roads.

Total Number of Accessories : 6

Total Accessories Sale : 0.42 cr



Front Skid Plate

Fog Lamp Chrome Garnish

Door Cladding



Rear Skid Plate

Rear Reflector Garnish

Side Step-Grey

Novelty in Offerings

DIO Range

Performance Body Kit

Performance Body kit, adds a high energy design element for a boastful aesthetics.

Total Number of Accessories : 4

Total Accessories Sale : 0.26 cr



ORVM Garnish

Front Skid Plate Red



Rear Skid Plate Red

Side Step Red

PIO - New project

Car Head Rest Cushion for Creta :

Ergonomic shaped Car Head Rest Cushion made up of premium memory foam.

Enhances support to head, neck & shoulder area.



Cushion for Comfort Driving

Total Accessory Sale : 0.49 cr

Common Accessories



Part Number : ACS73AP000
Part Name : Car Safety Kit

Multifunction emergency safety kit with features like Car USB Adapter, LED Flash Light, Portable Battery Charger, Seatbelt Cutter & Window Breaker.



Part Number : ACS85AP001
Part Name : Rust Bust

Light, semi-drying oil type spray that penetrates, lubricates, displaces water, prevents rust & cleans.



Part Number : ACS85AP002
Part Name : Carb & Throttle Cleaner

Improves engine efficiency by removing gummy & carbon deposit from the fine passages of carburetor jets.

Round the Clock Support

With tough situations preceding way too long, Mobis India has promised to provide undivided attention and additional support to its channel partners. Through virtual meets and training, promotional materials, and support schemes, Mobis India is making every effort to provide aid at this challenging time. Mobis India has supported all regions during the time of crisis through our dedicated sales force team via various support activities such as displays, ensuring product promotion and sales. During the lockdown, our regional managers & parts business development managers of each region made sure that they are in constant touch with our channel partners through virtual media. Many training sessions were conducted for our Parts and Accessories Managers, thus making sure each and every issue is resolved immediately.

For enhanced customer experience, the new Creta performance kit was displayed during the launch at Hindustan Hyundai Jaipur (W4200), Riddhi Autowheels Pvt. Ltd. Bikaner and Badola Hyundai.



North

To polish the skills of our Parts and Accessory Managers a LIVE virtual session on selling was conducted to ensure that everyone is in touch for any issues or support from Mobis India.



West

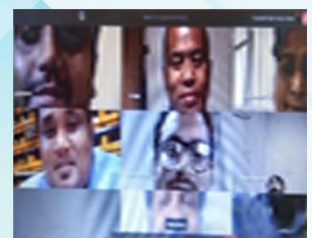
South

For the promotional aspect, a fully Accessorized Creta was showcased by Bangalore Dealerships. Additional accessories were on the displays in customer lounges and digital videos were played to capture the attention of customers.



East

During the natural calamity, Amphan that hit the entire Eastern India, special support was extended in terms of discounts, daily monitoring of BO and dealer queries to ensure relief to the affected people.



Support Initiatives for Channel Partners

The impact of COVID-19 is being heavily felt by businesses all around the world. This global crisis has impacted each and every industry with unprecedented force. To survive this situation, we at Mobis India are navigating through a wide range of interrelated issues and working religiously to find solutions. Our customers and stakeholders are on the top of priority and we are trying our best to support them in every way possible. Going by this we came up with an idea of introducing a support initiative program for providing relief to our channel partners in terms of payouts and incentives. We have dispensed discount schemes for them to check on their business requirement; also to provide special support to our channel partners, Mobis India extended relaxation on target achievements. Cash liquidity supports worth INR 95,00,000 was also extended.



During the first two phases of lockdown, all the channel partners were provided with 8.5% of interest on their respective funds available with MIN



For March'20 lockdown, all the retail criteria were removed, which was required for dealer accessory incentive achievement



For the distributor partners, all the criteria for achieving the incentive was unperturbed from 90% to 70% for March



For the very first time, order based incentive was paid in May'20



Warranty was extended for two months on parts and accessory whose validity got expired during the first two phases of lockdown

Apart from this, warranty on parts and accessories were also extended due to the impact of lockdown on our channel partners. Although we are very much motivated and committed to providing the best possible ways to overcome this situation, however, active support our partners is the key through which we can overcome this crisis, and we will emerge as a better team, with a strong outlook in the future.

Brand Promotion and Campaigns

Promotional Material

Mobis India ensures timely delivery of model wise leaflets consisting of relevant information on Hyundai genuine accessories like part no., images, description, price, etc.

These promotional materials serve as a complete catalog for dealers to highlight the new range and to place the order easily. Currently, due to pandemic Mobis India has shared e-links for the leaflets along with other promotional material.



Anti-Counterfeit Day Campaign

Global Anti-Counterfeiting Group (GACG) observes World Anti-Counterfeit Day every year in the month of June to spread awareness around the danger related to counterfeit parts and promote the use of genuine parts.

To support this initiative, Mobis India organized a digital campaign **“Thoda Idhar Udhar Changes Everything”** from 1st June to 10th June'20 communicating that “Small changes can have a large impact”, hence motivating our consumers & stakeholders to make the right choice and **#PledgeWithHyundaiMobis** towards this drive. Through our digital campaign, we used daily life examples & quirky communication to highlight the damage caused by counterfeit parts and to keep our consumers informed about Hyundai Genuine Parts & Accessories.

The campaign was much appreciated by autonomous bodies like ACMA, SIAM on spreading awareness against counterfeiting.



The article was also published on car dekho and cartoq.com

t.ly/Ewk



Why opt for Hyundai Genuine Parts & Accessories

t.ly/s9xu

Mobis World of Social Media

Digital media plays a vital role in creating brand awareness and visibility. It acts as a medium through which customer can reach out to the brand directly and create better association with them. Mobis India has optimally utilized its social media platforms by sharing safety guidelines to combat Covid-19. Our channels received huge engagement during this time period.

Total Social Media Content Made in AUGUST: 20



Reach:
204817



Engagement:
10287



Impression:
239936

Social Media Content

Total Followers

Facebook 225181

Instagram 9973

Twitter 46993

LinkedIn 2326

YouTube 694



Video on Mobis Preparedness Post lockdown

In this unprecedented time, Mobis India has set a benchmark by defeating the odds to practice the best safety measures across the industry. Our COVID-19 preparedness video on our social media gives an insight into the measures taken at our PDC's/ RDC's & HO, which created awareness amongst all.

Youtube
Instagram
Twitter
Facebook

t.ly/WiNp
t.ly/4nRL
t.ly/mf1m
t.ly/6Aew

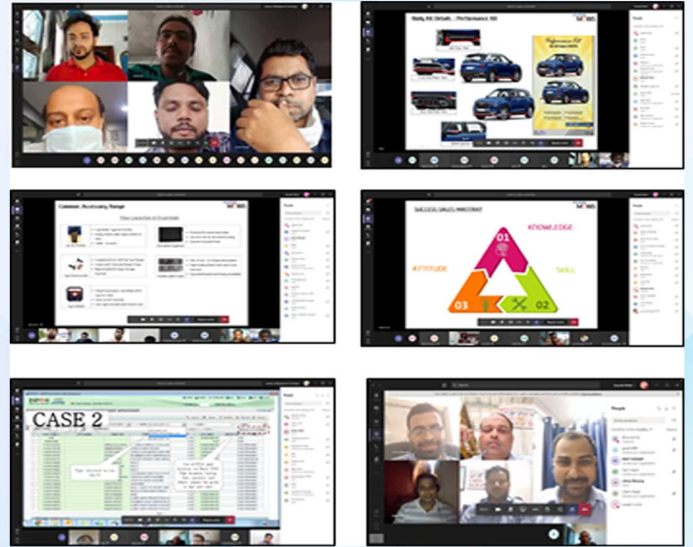


Digital Trainings

In a word indelibly changed by Corona virus, a shift in the mindsets and adoption of the new normal has also become the necessity.

Thus adhering to the guidelines for safety and social distancing norms, various digital LIVE training sessions and virtual events are conducted for our Parts & Accessory managers.

Although it was a very new practice, the active participation of our channel partners has made it fruitful.



System's Training & Warehouse Management	Total Participants Trained
Uttarakhand	9
Kerala	8
Chhattisgarh	8
Madhya Pradesh	14
Maharashtra	10

Accessory and Sales Trainings	Total Participants Trained
Pune	19
Chandigarh	8
Chennai	11
Lucknow	12
Bangalore	10

Feedback from Participants

- Flexibility** – The training was flexible to access from both mobile and laptop.
- Mobility** – The training was convenient as we attended from the comfort of our home.
- Easy on the pocket** – No location related expense was involved, so it was pocket friendly.



Corporate Social Responsibility

“Without a sense of caring, there can be no sense of community”

We truly believe that caring for our society is one of the most significant roles an organization can play during its run. Mobis India is thoroughly devoted to support various social causes for their amelioration, as there is nothing more important than the society and its people.

Genuine Care Towards Mankind

Mobis India contributed towards the well being of society by taking great initiatives to combat COVID-19. Mobis India earmarked Rs.6 Crores on various activities to take a step ahead and beat these odd times with grace.



Donation of face masks & sanitizers worth Rs 3 Crore



Contribution of Rs 0.5 Crore to PM Cares Fund



Distribution of 40000 dry ration kits worth Rs. 68 Lacs



Safety kits to the local hospitals worth Rs. 20 Lacs.



Balance donation kept aside for the same cause

Collaboration with leading NGO, Oli India was done to reach out to the affected people at the local level.



PPE Kits & Masks to Tamil Nadu Government Multi Super Specialty Hospital, Omandurar, Chennai.

Media Release

The company is committed to provide support in all possible ways including donations, providing ration and safety materials to help the needy and underprivileged in the times of the COVID-19 outbreak.



The press release was covered by **170+ publishers** including ET Auto, Business World, Auto Economic Times, Business Standard, Outlook India with an audience of **250 million** online.

Distributor Testimonial



Mr. Aditya Nanchal

"We as a distributor are associated with Mobis India from 2019. Though it's not been a long time, we are here for a long journey. We have got the highest level of support & cooperation and we are proud to be partnered with Mobis India. Support & effort from Mobis India during the COVID-19 pandemic is no less than extraordinary, be it for channel partners or be it in support of the Country by providing "COVID-19 testing kits & giving fund in PM Care's fund". We expect Mobis business to grow in the future & we happily & proudly are associated with Mobis India."

"Amidst this crisis, Mobis has been of utmost support to boost the economy and at the same time fight COVID-19 Mobis has shown their support in these trying times by providing interest of 8.5 % on unprocessed funds during the lockdown. Incentives were given without a target set. The surcharge for E type order was waived off and not just on financial terms Mobis has stepped up and showed their support to fight the novel coronavirus by doing their corporate social responsibility activities and providing us with masks and sanitizers for all the staff members as well as the retailers."



Mr. Sahil Agarwal



Mr. SVS Subramanya Gupta

"We thank our PBDM Mr. Raja Kumar, RM Mr. Saurav.k.Chaudhury, National Head Mr. R.Ramkumar, and the entire MOBIS team available around the clock to support us. A special note of thanks with appreciation to our MOBIS India MD Mr.Woosuk Leem, under his able leadership the whole team is supporting to ensure smooth dealer operations and also for their CSR Program and incentives to distribution business during the lockdown. Our business is steadily bouncing back to normalcy and would sincerely appreciate their continuous efforts to support us."

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