

# HYUNDAI MOBIS

## NEWSLETTER 2020 | 2<sup>nd</sup> Issue

We at Hyundai Mobis have always identified new opportunities for further growth, and have enhanced our channels to consistently win big. We have created engaging experiences that turned our business partners into trailblazers to achieve performance-driven results.



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# Preface

Dear Readers,

We all are aware that the year 2020 has been a testing time for everyone. The world has changed rapidly during this year. Keeping these changes in mind, we have always tried to find the best alternatives for the smooth running of our business operations.

Mobis India always ensures smooth operations. With the launch of new accessories for new Hyundai car models, we are able to cater to the needs and preferences of our customers irrespective of the challenges raised due to the pandemic and converting the challenges into opportunities.

We are committed to providing the best viable solution to our channel partners so that they can effectively contribute to the business and achieve greater heights with us.

Our dedicated team of people is constantly working to serve our valuable customers with the best quality products and services.

We truly hope that our dedication towards business acts as catalyst and encourage our readers to excel in every activity they perform.

Stay Safe, Stay Happy!



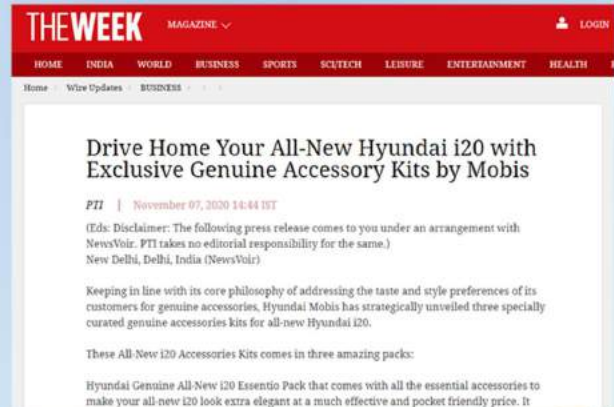


# Reaching Masses

## Press Releases

Media releases are an effective way of spreading the word about a company's brand name and offerings in the most ethical journalistic manner. With the help of press releases our entire focus is to share a piece of information on product launches and attain brand credibility.

Following this, Mobis India has had a total of five media releases for the year 2020 to communicate the company's product and service offerings on Mobis **CSR activities, KAVACH Launch, Hyundai Mobility Membership Program, and launch of All-New i20 Accessory Kits.**



**Published on** - 400+ online publications (Outlook India, Business Standard, The Week etc.)

**Reach** - 250 Million

## SEO Articles

Our SEO activities have helped us to achieve the **no. 1** rank in organic search results with the keywords we have tapped until now. We have constantly worked on improving our website rank on search engines to gain more customer engagement. We have done **15 articles** for the year 2020 on various topics tapping **7 to 10 keywords** for each article and posted them on **60+ websites** every month.

## Auto Site Articles

For reaching out to the masses and to generate more traffic on our website, we have posted articles on major auto sites such as **CarDekho** and **CarToq** on various topics such as parts and accessories, MRP label, Hyundai Mobility Membership Program, and many more.

**No. of Articles** - 11

**Published on** - CarDekho and CarToq

**Reach** - 9.2 Million views



# Worthwhile Collaborations

## Hyundai Mobility Membership Program

Mobis India has collaborated with Hyundai Mobility Membership Program to make Hyundai Genuine Accessories accessible to our customers at exclusive discounts. With the help of the Hyundai Mobility Membership Program, customers can easily browse through the wide range of Hyundai Genuine Accessories from Hyundai Mobis to avail discounts and personalize offers.



With a flat **5%** discount on common accessories, the benefits have now been extended up to **15%** across all model accessories so that customers can take the maximum advantage.

The extended benefits on models accessories can be availed from dealerships at the time of car booking with additional discounts. In few simple steps, one can easily avail of exclusive offers on Genuine Accessories like Car Backseat Organiser, Pillow Rest, Organiser, and Tyre Valve Caps, which are available for all Hyundai cars without any fitment concerns, also additional offers on Kavach Accessories are available on the platform.

## Hyundai Click to Buy

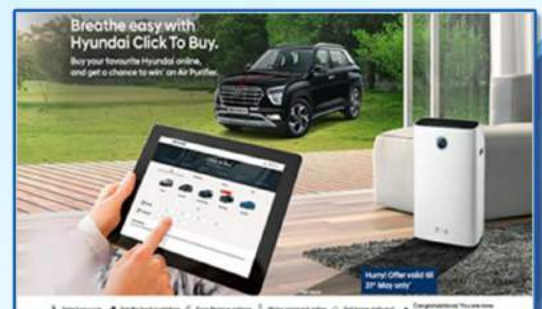
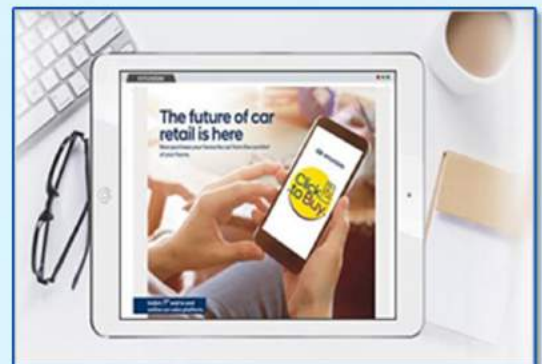
In 2020 along with Hyundai MMP, Mobis India also collaborated with Hyundai for CLICK TO BUY.

It is a platform developed by Hyundai for giving their customers a viable alternative solution for purchasing Hyundai cars online in the wake of the COVID-19 pandemic. Hyundai has listed all its car models to choose from, basis the interest and preferences of the customers.

Being an exclusive partner for Hyundai, Mobis India has listed its complete range of Genuine Accessories on the platform with all the necessary information required by the customers like parts number, name, and price.

The focus here is to provide a digital alternative to our valued customers so that they can purchase accessories conveniently from their home.

Know more- <https://clicktobuy.hyundai.co.in/#/>





# Promotional Collaterals

To boost our business and to get hold of the right advertising and promotion Mobis India developed collaterals for its customers to communicate the major benefits of our product and service offerings. They not only act as the first point of contact for the customers, but also help in building strong brand credibility.

## Leaflets

With promotional collaterals like leaflets, we tend to provide all the necessary information about the accessories like part name, number, and price that is required by the customers at the time of purchase.

In 2020, we developed a total of **4 accessory** leaflets based on the Hyundai car models launched during the year like **AURA**, **All-new CRETA**, **VERNA**, and the latest for the **All-new i20**.

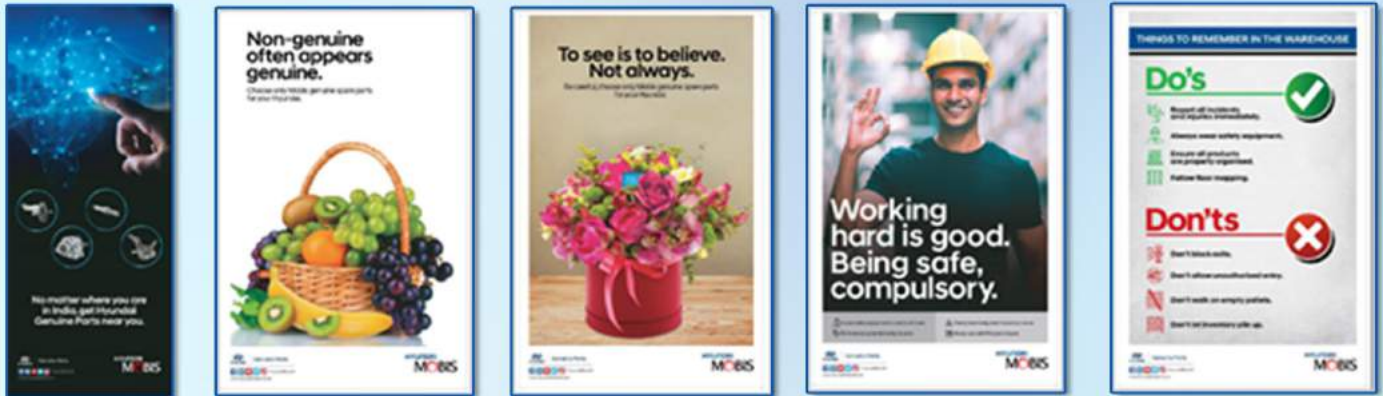


- Total Quantity - 30,000 for each model
- Pan India Dispatch - 500+ Dealers

## Promotional Kit

To create awareness in the minds of customers, we have developed posters and standees, which can be placed at dealership/distributorship for creating awareness in the minds of customers.

**4 posters** and **1 standee** in total were developed and were sent to the respective dealerships.



## Calendar 2021

Every Year Mobis India develops and dispatches calendars to all its stakeholders on celebrating note for the new year to help them in keeping a track of their work schedule.

For the 2021 calendar we came out with a theme **“Masculine Stance of CRETA”** displaying the look and feel of all-new CRETA with all the genuine accessories. In addition, we have also used QR codes in our calendar to give it a smart touch, these QR codes can help customers to download our official app just with a scan from their smartphones where they can get access to all the information about Hyundai Genuine Accessories.



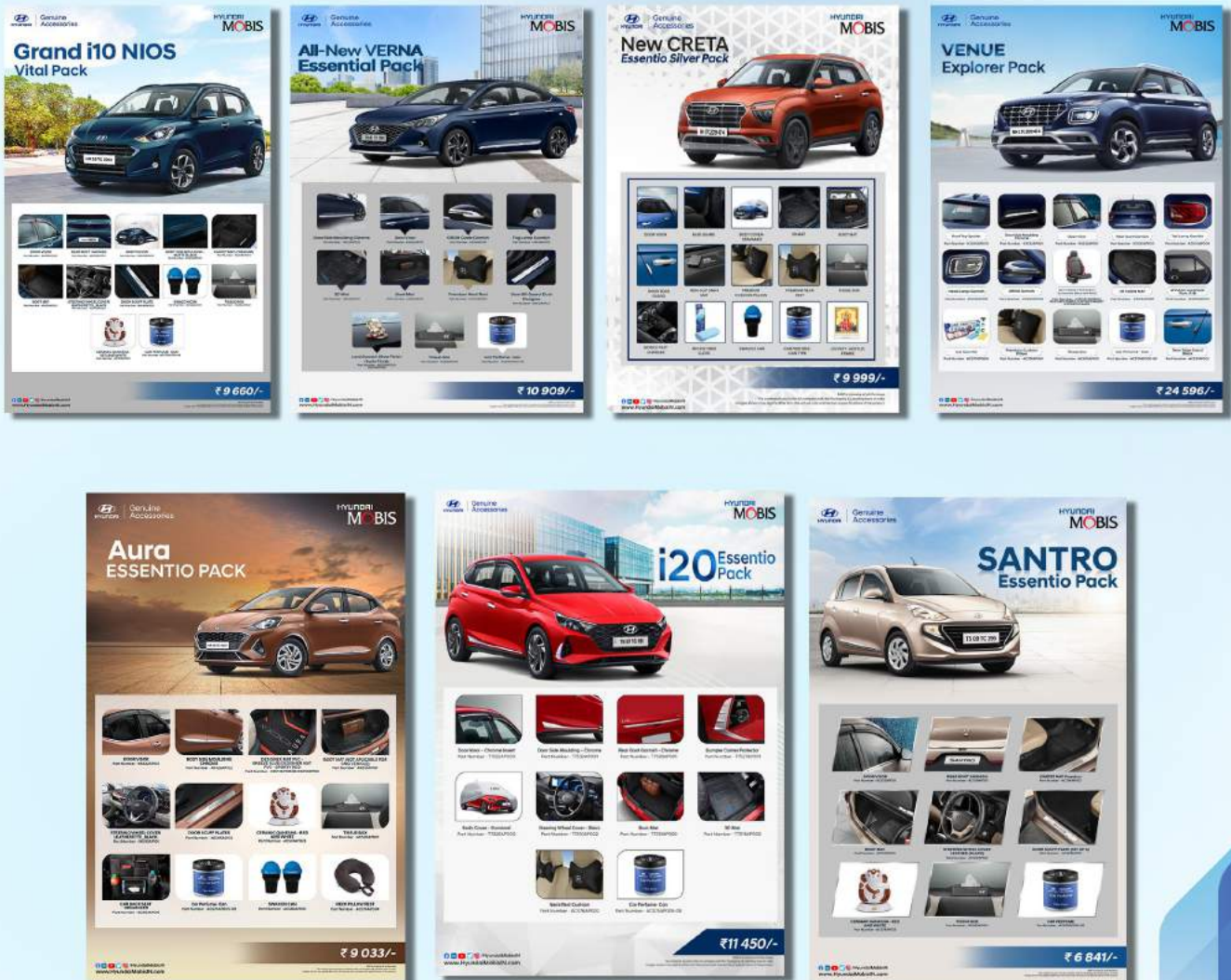
<b>Total Quantity</b>	- 5500
<b>Pan India Distribution</b>	- Employees, Sales Network and Vendors



# Accessory Packages

To support our dealer fraternity in promoting Hyundai Genuine Accessories, attractive accessory packages were developed in the form of Kits. These kits have been developed keeping in mind the various age groups and personalities of the society. Like **Essentio kit for fulfilling the basic necessities**, **Explorer Kit for adventure lovers**, **Radiant kit for a premium touch to the car**, and many more.

To convey all the information about these kits we have also developed promotional creatives for each kit highlighting the accessories, parts name, images, and price. We have also shared the E-links of these creatives with our channel partners for their effective usage at the dealership.

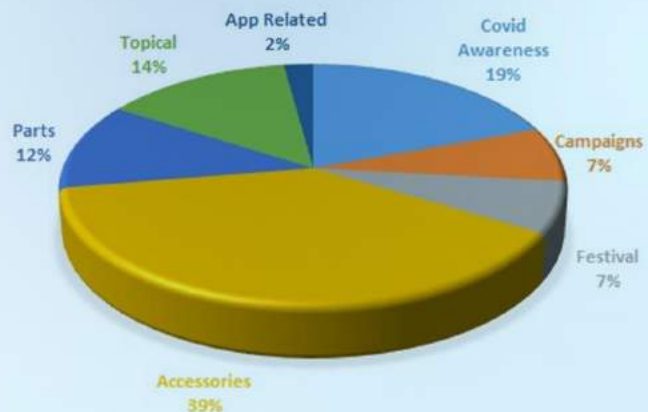




# Social Media Imprints

In today's modern era, social media is one of the most impactful mediums to establish strong brand engagement. The success of a brand is heavily dependent on its social media presence. It not only provides a sufficient amount of exposure, but also helps in building meaningful connections with the customers. Customers can directly reach out to our brand through any social media platform convenient to them be it **Facebook, Instagram, LinkedIn, Twitter, or YouTube.**

Total Followers: 2,83,693	
Facebook	2,23,669
Instagram	9,952
Twitter	46,780
Linkedin	2,465
Youtube	827



We at Mobis India have ideally utilized our social media by regularly posting engaging content on all the major launches this year. We are constantly updating and monitoring all our social media handles to maintain customer's trust and interest in our brand.

The total number of content posted till date is about **250+ each** across all social media handles, out of which, **80+** were video content and **170+** were static posts along with **200+ stories.**



Festive



Who am I?



Awareness



Accessory

## Anti-Counterfeit Campaign

The global anti-counterfeiting group (GACG) observes anti-counterfeit day in June every year. The purpose behind this is to spread awareness regarding the importance of using genuine parts and the consequences of using counterfeit parts.

Going by this initiative, we ran a digital campaign on anti-counterfeit i.e. **Thoda Idhar Udhar Changes Everything**; the campaign was successful and highly appreciated by automotive bodies like **ACMA, SIAM** for spreading awareness against counterfeiting.



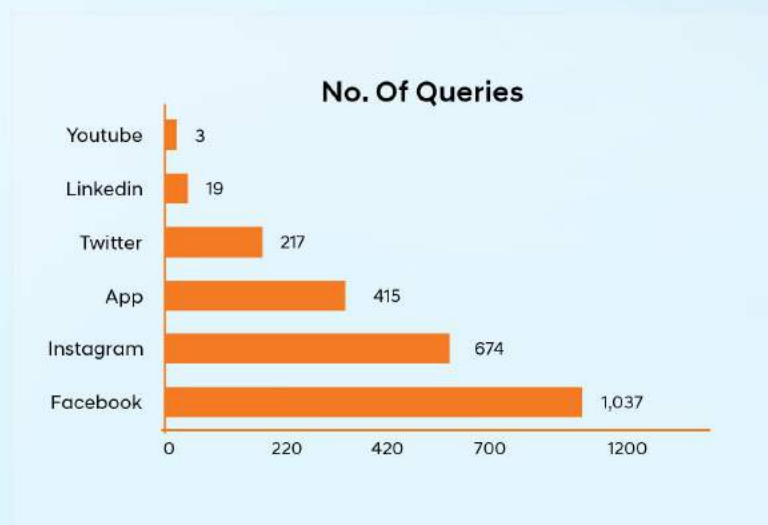
The article was also published on car dekho and cartoq.com: [t.ly/ba47](https://t.ly/ba47)



Why opt for Hyundai Genuine Parts & Accessories: [t.ly/cQoC](https://t.ly/cQoC)

## Online Reputation Management

We are aware that in today's Internet-driven world, customers have more power than ever. Every single user is posting their views, experiences, feedback, and queries related to the brand products and services through social media.



Thus, as a responsible brand, we have always been proactive in our approach while monitoring our digital reputation and credibility.

In 2020, we have received **2300+** inquiries on our social media platforms. Most of the queries were related to the prices and availability of the product at the dealerships.

We have left no stone unturned in ensuring timely resolution of the queries so that the customers do not have to wait for long. The resolve rate of the queries is also **100%** with a resolution time of less than **24 hours**, which is quite remarkable.



## Accessory Styling Videos

Accessory styling videos are always a treat to watch, they are visually compelling, gather huge attention of prospective customers, and help in attaining more business enquires. Going by this thought, Mobis India has developed several accessory videos for all the Hyundai cars launched in the year 2020 displaying the accessory usage and its description through attractive animations and effective voiceovers. These videos gauged a lot of attention crossing **70k+ views** overall.



**Venue Accessory Video**

**Link:** [https://youtu.be/5a4GIsy\\_t7E](https://youtu.be/5a4GIsy_t7E)



**Grand i10 NIOS Accessory Video**

**Link:** [https://youtu.be/ID\\_7zXad0nw](https://youtu.be/ID_7zXad0nw)



**AURA Accessory Video**

**Link:** <https://youtu.be/n4ive8vVP7k>



**All-new CRETA Genuine Accessory Video**

**Link:** <https://youtu.be/rz1VjP-S5nE>



# Brand Engagement

Mobis India each year conducts various meet and greet conferences for its prestigious channel partners to support and encourage them.

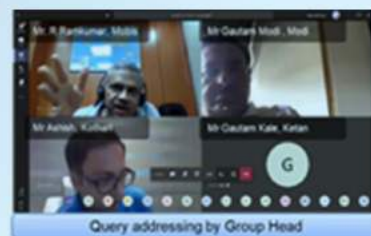
## Grand Retailer Meet - Mumbai

During the start of 2020, Grand Retailer Meet was conducted with our Mumbai Distributor SHREENATH Mobis at Sofitel Hotel. With a huge participation of **120 retailers**, the event turned out to be a success for each one present. Mobis India also welcomed and felicitated the Distributor Principal.



## Virtual Business Partners Meet

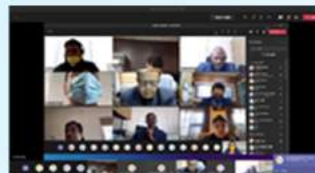
To keep all our channel partners motivated and focused, Mobis India organized a virtual meet over Microsoft Teams keeping in mind all the restrictions due to the pandemic. The meet was successfully executed on 22nd and 23rd April 2020. The motive of the meeting was to discuss the business impact of COVID-19 and support schemes provided by Mobis. After a fruitful session, the closing remarks were given by Mr. Woosuk Leem, Managing Director.



## Dealer Recognition Program

Every year, Mobis India organizes a Dealer Recognition Trip at International locations to reward & recognize our prestigious dealers who have outperformed that year. However due to the pandemic, to organize DRT'20 physically was not feasible, so following the guidelines a virtual meeting was organized on 21st December 2020. **Total 75** of our channel partners were selected to join this meeting based on their consistent performance throughout the year. Congratulatory notes were given to all the participants and further motivation for growing business in 2021 was imparted.

The selected channel partners were rewarded with gifts, which for the first time were being home-delivered due to the pandemic with all the safety measures. The gifts were greatly appreciated by all our channel partners.



<b>Participants</b>	–	75 (Dealers/Distributors/HASC's/HPSC's/HMP)
<b>Date</b>	–	21st Dec 2020
<b>Platform</b>	–	Microsoft Teams
<b>Rewards</b>	–	Samsung Galaxy Watch 3



# Support Program

The success of every business is based on the equal contributions made by the company as well as its channel partners. Thus, we at Mobis India have always kept our channel partners on top priority and ensured every goal is achieved collaboratively.



## Sales Promotion

As part of our sales promotion plan, we have also revised our incentive policy in favor of our channel partners so that they do not face any problem in running the business smoothly and successfully.

- ▶ Total accessory incentive up to ~23%
- ▶ Revisions in the slabs
- ▶ Incentives for Accessory Managers / Sales consultant
- ▶ Discount on All-New i20 accessory IDK with **6 months** selling period

## Hyundai Smart Car Care Clinic



Following our commitment to provide consistent support, we have provided the dealer with customer discounts during Hyundai Smart Car Care Clinic.

<b>Scheme Period</b>	– 14th to 23rd Dec 2020
<b>Applicability</b>	– Mechanical and maintenance parts
<b>Discount Offered</b>	– 10% on NDP

# Mobis Price Promise

Buying a new car is always very exciting for every individual; it gives that little extra edge to lifestyle and personality. However, it also adds to the overall expenses when it comes to maintenance. Thus, we at Mobis India have always tried that cost of maintenance for spare parts in all Hyundai cars should not fall heavy on the pockets of our valuable customers.



In a recent study on the maintenance cost of a car over **60,000 Kms** by Autocar, it was found that Hyundai cars are low on maintenance as compared to all their competitors in the market. The study was based on the cost of service parts, service life, and labour rates. The reason behind this achievement was the affordable part and labour rates, which we offer without compromising on the quality.

Category	Winner	Maintenance Cost/Km
Mid-Range Hatchbacks	GRAND i10 NIOS	0.34 Rs
Premium Hatchbacks	i20	0.38 Rs
Compact Sedans	AURA	0.34 Rs (1L); 0.34 Rs (1.2L P) and 0.44 Rs (1.2L D)
Mid-Size Sedans	VERNA	0.39 Rs (1L); 0.39 Rs (1.5L P) and 0.49 Rs (1.5L D)
Executive Sedans	ELANTRA	0.43 Rs (2L P) and 0.58 Rs (1.5L D)
Mid-Size SUVs	CRETA	0.42 Rs (1.5L P) and 0.52 Rs (1.5L D)
Premium SUVs (Monocoque)	TUCSON	0.45 Rs (2L P) and 0.65 Rs (2L D)

In each segment whether it is a hatchback, sedan or even SUV's, Hyundai car models like **VERNA, CRETA, TUSCON** and many more came out as winners for their relatively affordable parts and labour rates.



# Product & Service Offerings

Mobis India is well known for offering high-quality parts and accessories for all Hyundai car models. In the year, 2020 Hyundai launched a total of five car models across every segment from hatchback, sedan, to SUV's including **AURA**, **All-new CRETA**, **VERNA**, **TUSCON**, and recently launched the **All-new i20**.

Based on the launches during the year, we have designed accessories for all the Hyundai models so that customers have a variety of options to choose from.

## Vehicles Launched

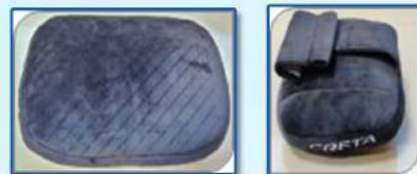


Model Name	AURA	All-New CRETA	VERNA	Tucson	All-New i20
Launch Month	Jan'20	Mar'20	Mar'20	July'20	Oct'20
No. of Accessories	27	36	24	5	30
Sales Contribution	19%	54%	20%	3%	4%

## PIO Plant Installation New Project

### Car Head Rest Cushion for Creta

- Ergonomic shaped Car Head Rest Cushion made up of premium memory foam
- Total accessory sale of **2.74 Crores**



### i20 Air Purifier with Solid Oxygen

- Launched in India for the first time with a special feature called Solid O2
- Solid O2 eliminates harmful gases in the air & improves Oxygen levels
- Total accessory sale of **0.95 Crores**



## Corporate Edition

- The special packs were launched for **SANTRO & GRAND i10 NIOS** vehicles to add more value to our customer's needs during this pandemic at a relatively affordable price



**Air Purifier**

(SANTRO & GRAND i10 NIOS)



**Rear Boot Garnish**

(SANTRO & GRAND i10 NIOS)



## Audio Business Enhancement

To increase our accessory range and to enter into a different segment MIN has launched Audio units of Sony & Blaupunkt.

Accessories offered under Audio are:

Head Units/Rear Seat Entertainment	MAPS
Speakers	Amplifier
Component Speaker	Antenna
Subwoofer & Active Subwoofer	Camera
Driver Assistance	Wiring Harness



**Head Units/Rear Seat Entertainment  
Speakers**



**Wiring Harness**



**Map My India**



**Amplifiers**



**Sub Woofers**



**Active Sub  
Woofers**



**Driver  
Assistance**



**Antenna**



**Camera**



## i20 IDK Scheme

- ▶ To promote accessories sale by ensuring on-time availability & sufficient buffer stock maintained at the dealer's end
- ▶ Additional discount of **5%** to the dealers opting for IDK (Initial Dealer Kit)
- ▶ Total **27 accessories** category included in IDK punching and **338 dealers** participated

i20	Exterior	Interior	Total
	14	13	27





## Vehicle Wise Accessory Packs

Mobis India offered model wise accessory packs to the customers, these packs come with all the essential accessories to keep up with customer style and preferences at very attractive prices, initially, we had launched it for All-New CRETA and All-New i20 models, and now we are taking it further for rest of the models.

Vehicle	Creta	i20	Venue	Verna	Aura	Santro	Nios
No. of Packs	04	03	03	02	03	03	03

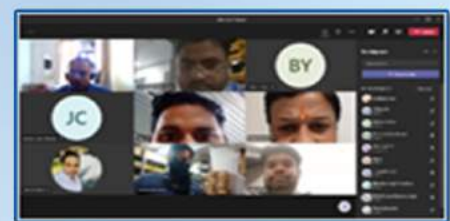
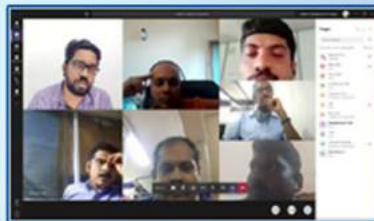
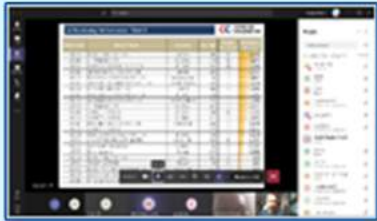
## High Value Items

Understanding the needs and high demand of customers MIN has launched alloy wheels for different Hyundai car models.

Model	Wheel Size	Part Name	Image
Venue	R16	Alloy Wheel(Diamond Cut) - R16	
New Creta	R16	Alloy Wheel(Grey) - R17	
		Alloy Wheel(Silver) - R17	
		Alloy Wheel(Diamond Cut) - R17	

# Digital Trainings

In today's world where everything has changed drastically due to the COVID-19, social distancing, wearing masks, etc. has become a part of our daily life. This somehow has changed the traditional ways of addressing concerns and training. So, as an alternative, we have conducted training digitally to engage with our channel partners.



System's Training & Warehouse management	Haryana	Bihar	Uttar Pradesh	Gujarat	Kolkata	Kerala
Total Participants trained	8	15	12	11	11	20

Accessory and Sales Trainings	Punjab	Delhi NCR	Delhi HMIL HO	Kolkata	Rajasthan
Total Participants trained	15	10	15	5	72

Going digital has been a work in progress, but it is only now, in the wake of the pandemic that the digital strategy is being aligned with both push and pull factor. Over the years, LIVE training through Microsoft teams has been conducted. Our parts and accessory managers have given us a response, which is praiseworthy.

In totality, we have conducted **47 trainings** for our various stakeholders so that they don't face any issues in our processes.



# Testimonials



## Koncept Hyundai – Mr. Sumit Kher

With the launch of the All- New i20, Hyundai Mobis has helped us with multiple accessory kits as a convenient package deal for marketing promotions. In addition, with increasing demand from our customers for such combos, the promotion through these accessory kits have made the work easy. Also, to expand the business and to highlight the presence on digital channels, Hyundai Mobis came up with Click to Buy and Hyundai Membership Program through which, customers can directly purchase Hyundai Genuine Accessories from the dealers. Moreover, we thank Hyundai Mobis for their endless support, and we take pride to be associated with Hyundai Mobis.

## Raja Hyundai – Mr. Jayesh Dhoot

The journey with Mobis India has been very positive & value enhancing. The motivating incentive schemes from Mobis India made us focus on our accessory business and with time, we have been able to increase our accessory business by a great margin. The current incentive scheme of **23%** is an industry benchmark & it is just the start for great business opportunities as an HMIL dealer. The initiatives by Mobis India has helped us channelize our parts business & has benefitted us greatly. We look forward to this glorious run as a committed partner.





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