

STELLAR

Mobis Accessories Bulletin

Q1' 2021 Edition

"Highlights creating purposeful connections with Dealerships and Distributors to achieve goals through innovative concepts, sharing varied skill sets, strengths, and perspectives."



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Preface



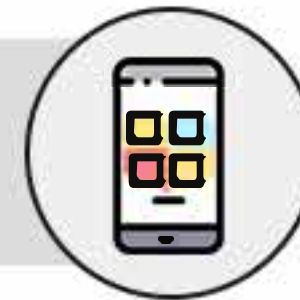
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➤ PREFACE



Mr. WOOSUK LEEM
Managing Director
MIN A/S Parts

Dear Readers,

The year 2021 is the year of new hopes and aspirations for all. With the start of this year, we are confident that our sustainable thinking and constant actions will act as a catalyst for all our stakeholders.

We as a brand always try to come up with some innovative ideas for our product and services. This year we have opened our doors to provide Hyundai Genuine Parts & Accessories to our customers in the most convenient way with the support of our channel partners and more use of technology.

We are hopeful that our product and service innovations will set an example for everyone and motivate our people to think out of the box in all the activities they are involved.

Stay Safe, Stay Happy!

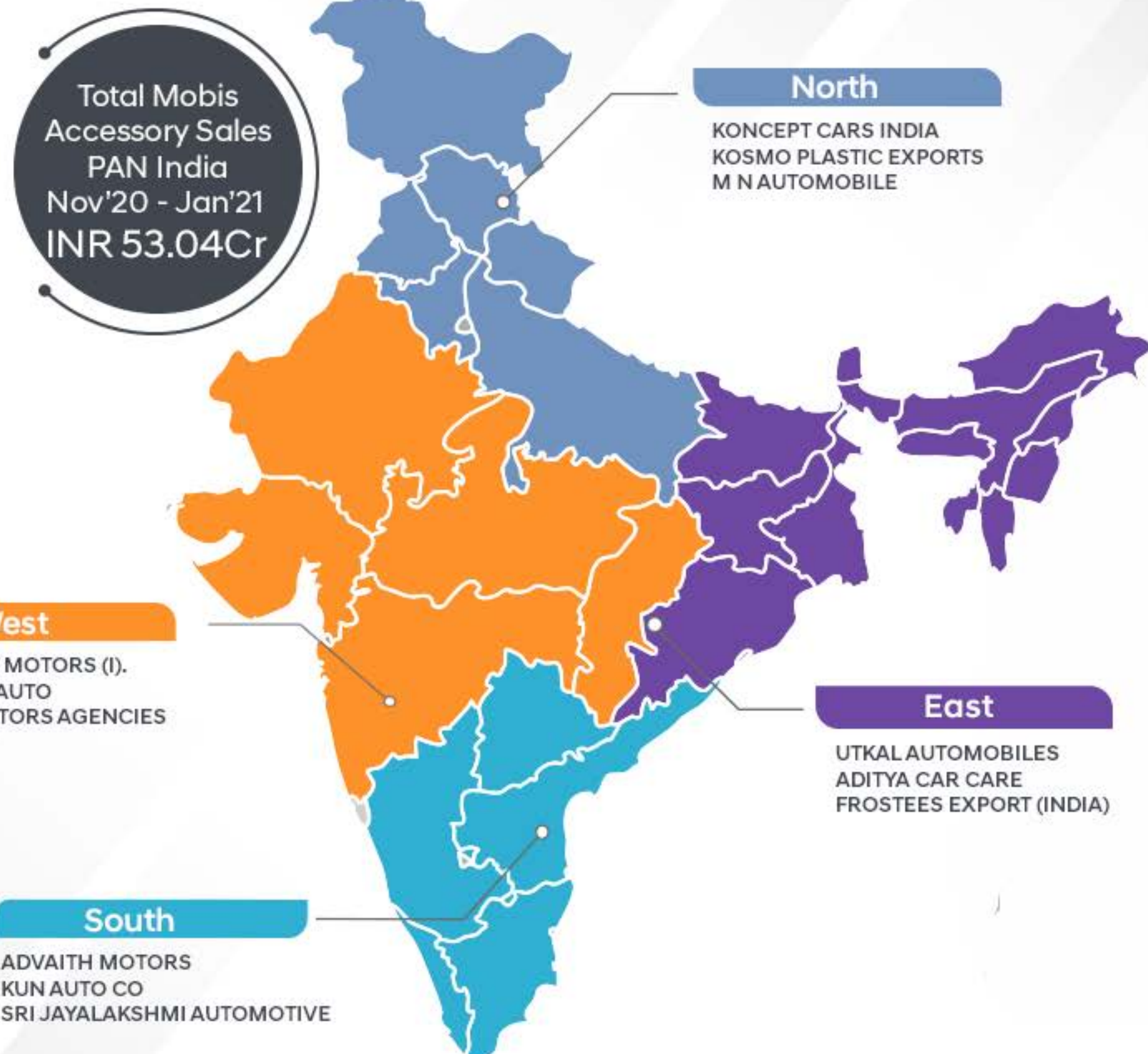
➤ ACCESSORIES SALES OVERVIEW

In the year 2020 with the launch of 5 new car models, we have developed accessories for each car understanding every necessity and requirement of the market.

This year in 2021, we are all geared up and coming up with numerous innovative model wise accessories as well as common accessories to satisfy need of our valuable customers on the go.



REGION WISE TOP 3 PERFORMERS IN ACCESSORY SALES (NOV'20-JAN'21)



➤ HYUNDAI MOBILITY MEMBERSHIP PROGRAM

In the year 2020, Hyundai Mobis collaborated with Hyundai Mobility Membership Program where enrolled members get amazing discounts on shopping, fitness, entertainment, and much more.

Through this collaboration, Mobis India for the first time is offering discounts on accessories over a digital platform. Hence extending benefits directly to the Hyundai car owners.

These exciting discounts are applicable on a wide range of Mobis accessories with up to 15%.



Exclusive Offerings on Mobis Accessories

Flat 5% offer	On selected 45 Common Accessories	
Basket Offer Discount (On 400+ Accessories)	5% off	On accessory purchase of ₹ 5,000/- to ₹ 9,999/-
	10% off	On accessory purchase of ₹ 10,000/- to ₹ 19,999/-
	15% off	On accessory purchase of ₹ 20,000/- and above
Free Promotional Gift by Mobis	First 50,000 customers who will activate the offer at Hyundai Dealership	



Mobis App Upgrade with HMM Offer

Mobis accessory app has now been upgraded with sales tool for the ease and convenience of accessory managers and sales consultants which can automatically calculate discounts and exclusive offers on accessories. Offers through app can be redeemed at dealerships using Hyundai Mobility membership ID

**Click to
View**

➤ NEW INCENTIVE SCHEMES FOR ACCESSORY PROMOTION

Considering the amount of hard work, our sales consultants put in for achieving monthly sales targets, Mobis India has come up with a new incentive policy especially for sales consultants.

The idea is to recognize the best performers out of the slot and to further motivate them to maintain the consistency of their efforts and diligent nature.

➤ INCENTIVE BENEFITS

Category	Earlier	Current	Benefit
Accessory manager and sales consultant	No incentive	Incentive benefit	Rewards to sales consultant up to 12%

Total sales consultant incentive released PAN India (Nov'20-Jan'21)

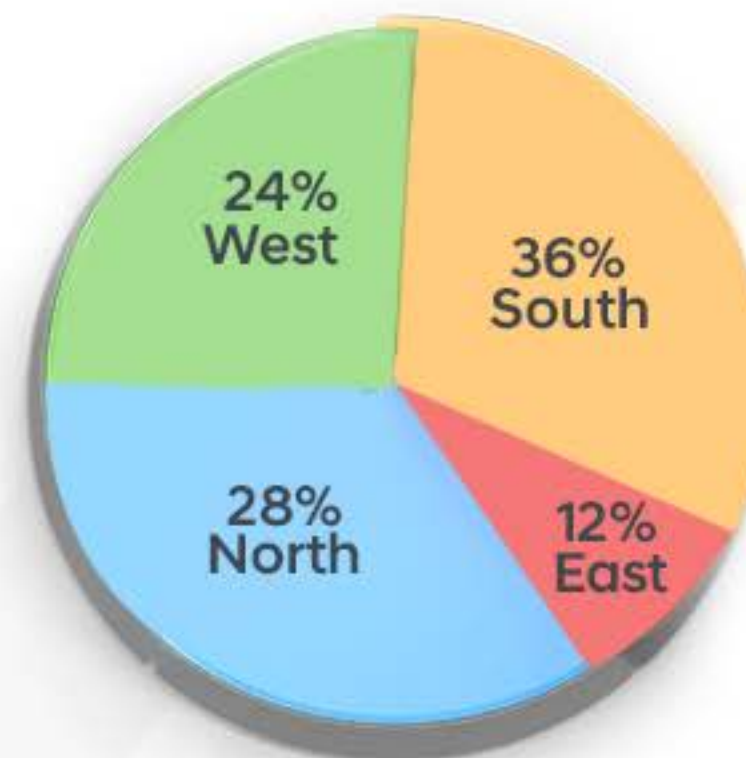
INR 53.3 Lakhs

➤ TOP 10 PERFORMERS FOR SALES CONSULTANT INCENTIVES (INR)

- TRIDENT AUTOMOBILES
- C I FINLEASE
- ROYAL CARS
- NAVJIVAN MOTORS
- KUN AUTO CO
- RAJA MOTORS
- CROSSLAND CARS
- RIYA CARS
- GT AUTOMOTIV
- POPULAR MOTOR WORLD

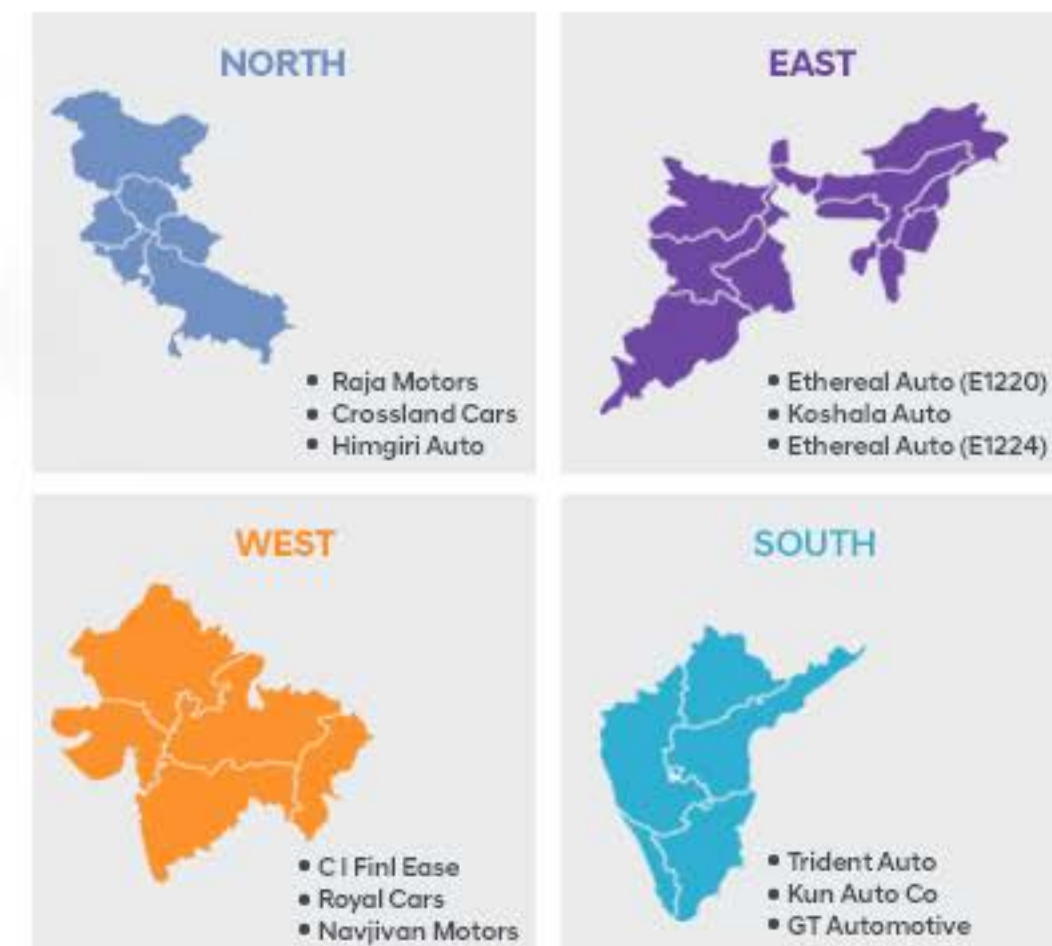


➤ TOP PERFORMING REGIONS



S N W E

➤ REGION WISE TOP 3 PERFORMERS



➤ SALES CONSULTANTS TESTIMONIALS



I am very thankful to Mobis India for acknowledging my performance. The encouragement you give every month is good for everyone and I am so grateful for the incentive plan for the consultants. I will try to increase my work.

HELPFUL TIP –
with the use of the Mobis app it has been easier for me to pitch our customers with correct information about each product in a better way.

Janak Prajapati
RIYA HYUNDAI



I appreciate that my efforts during the previous year are being recognized. I am looking forward to another successful year. Thanks to Mobis for the incentive scheme.

HELPFUL TIP –
Promotional collaterals has given me a better understanding about a wide range of accessories offered by Mobis which certainly helped me in improving my performance.

Usharani S
HYUNDAI MOTOR PLAZA



I am thankful to Mobis India and my dealer principal for giving us proper training and motivating us with the industry's best incentive scheme which is certainly acting as a motivation for all of us.

HELPFUL TIP –
The training sessions have helped me in improving my performance as they were both informative and inspirational.

Amit Kumar Mandal
SN HYUNDAI



I would like to thank Hyundai Mobis, for identifying contribution of sales consultants in accessories promotions. The appreciation in the form of incentives is quite remarkable.

HELPFUL TIP –
Better understanding and in-depth knowledge of accessory packages have given me the opportunity to excel.

Bhupender Bhati
MAHADEV HYUNDAI



/HyundaiMobisIN

www.HyundaiMobisIN.com

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