

HYUNDAI
MOBIS

INFINITY

2021 Half Yearly Edition



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MESSAGE FROM MD

Dear Readers,

Mobis India takes pride in sharing its 1st edition of Infinity Half Yearly'21 Newsletter.

Through this edition, we will be highlighting the core values - Customer First, Pioneer Spirit, Engagement and Cooperation, Respect for Talent and Going Global integrated with our business activities.

This year, we have initiated numerous programs to bring a bouquet of offers to our direct customers. With reframed incentive policies for our channel partners and adequate marketing support, we are always there to ensure best in class experience for our partners.

We are committed to deliver excellence, quality and enriched experience to all our stakeholders so that together we can succeed with Hyundai Mobis.

Stay Healthy, Stay Safe

***We hope you enjoy reading
our newsletter***



YONG GOON PARK

MANAGING DIRECTOR - MOBIS INDIA

*We promise to
make every journey
of our customers
safe and comfortable.*

BRAND PROMOTIONS

Promotional activities are the prime source of creating awareness and visibility in market. We at Mobis India ensure that adequate support in terms of leaflets, posters, standees etc. is provided to our channel partners to raise awareness and strengthen the interest of customers in our brand.

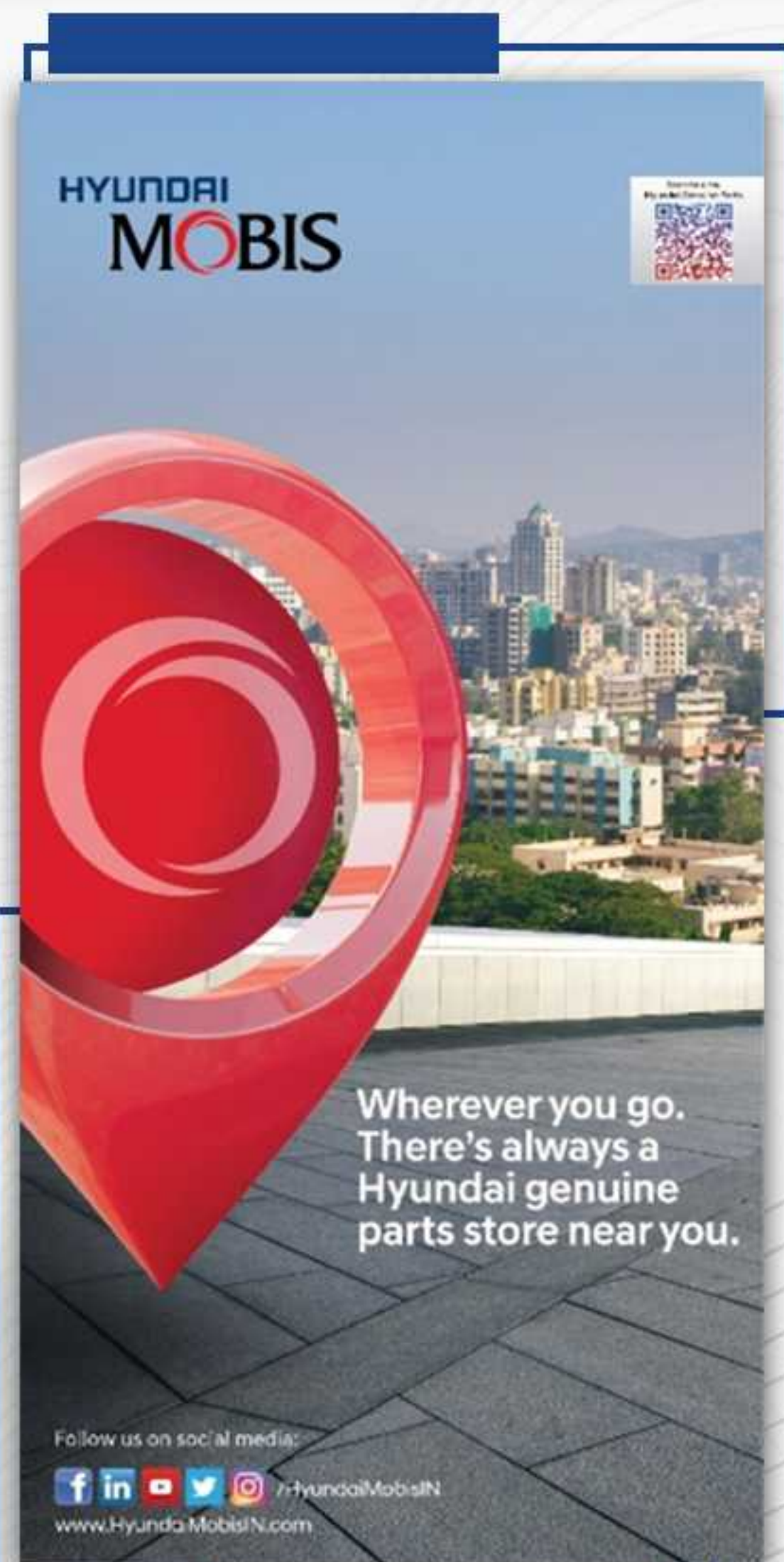
Regular support through printed and E-Promotional kits are provided to our prestigious 500+ dealers and 45+ distributors to create long lasting impact in the aftermarket, workshops and service centers.

These activities not only create awareness about the brand Mobis and its offerings but also helps in establishing visual connect with the prospective customers.

Hyundai Genuine MRP Label

5 Security features for a Genuine Identity

- 1 Tilt to view Hyundai Hologram
- 2 Tilt to view H Logo changes to MOBIS
- 3 Tilt to view HYUNDAI changes to MOBIS
- 4 Tilt to view Hyundai Logo
- 5 Scratch the Strip to See "Thank You for using Hyundai Genuine Parts"



MRP Label

Hyundai Genuine Parts Security Feature

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Timing Belt

Turned and designed specifically for your Hyundai car

The timing belt is a part of the internal combustion engine. It controls and keeps the various components in your engine like camshaft and pistons, in sync by moving them, opening or set them, in order to achieve smooth engine strokes of suction, compression, combustion and exhaust.

Benefits of using Hyundai Genuine Timing Belt

- A Genuine Timing Belt effectively reduces the chance of an unexpected breakdown at night or before.
- Costly engine damage repairs can be avoided.
- Genuine Timing Belt ensures perfectly aligned valve timing with the piston-packing.

Engineered with New Genuine Timing Belt

New Genuine Timing Belts are made of stronger materials which tend to stretch, squeal and wear out faster.

Changes alignment of the camshaft by the 1st button of tension on a New Genuine Timing Belt.

New Genuine Timing Belts require not be a perfect fit for your car's engine. Timing your Hyundai car to not have a smooth drive.

Clutch Disc

Engineered for Quality, Ultimate Performance

Clutch disc plays a crucial role in delivering power from your car's engine. These are installed between engine and transmission. They assist in smooth gear shifts, smooth start and stoppage & take off.

Hyundai Clutch Disc compares the engine vibrations.

Good quality Clutch Disc protects your car's drivetrain against overloading.

Benefits of Hyundai Genuine Clutch Disc

- Genuine Clutch Disc offers faster gear shifting, smooth start and stoppage & take off.
- Hyundai Clutch Disc compares the engine vibrations.
- Good quality Clutch Disc protects your car's drivetrain against overloading.

Engineered with New Genuine Clutch Disc

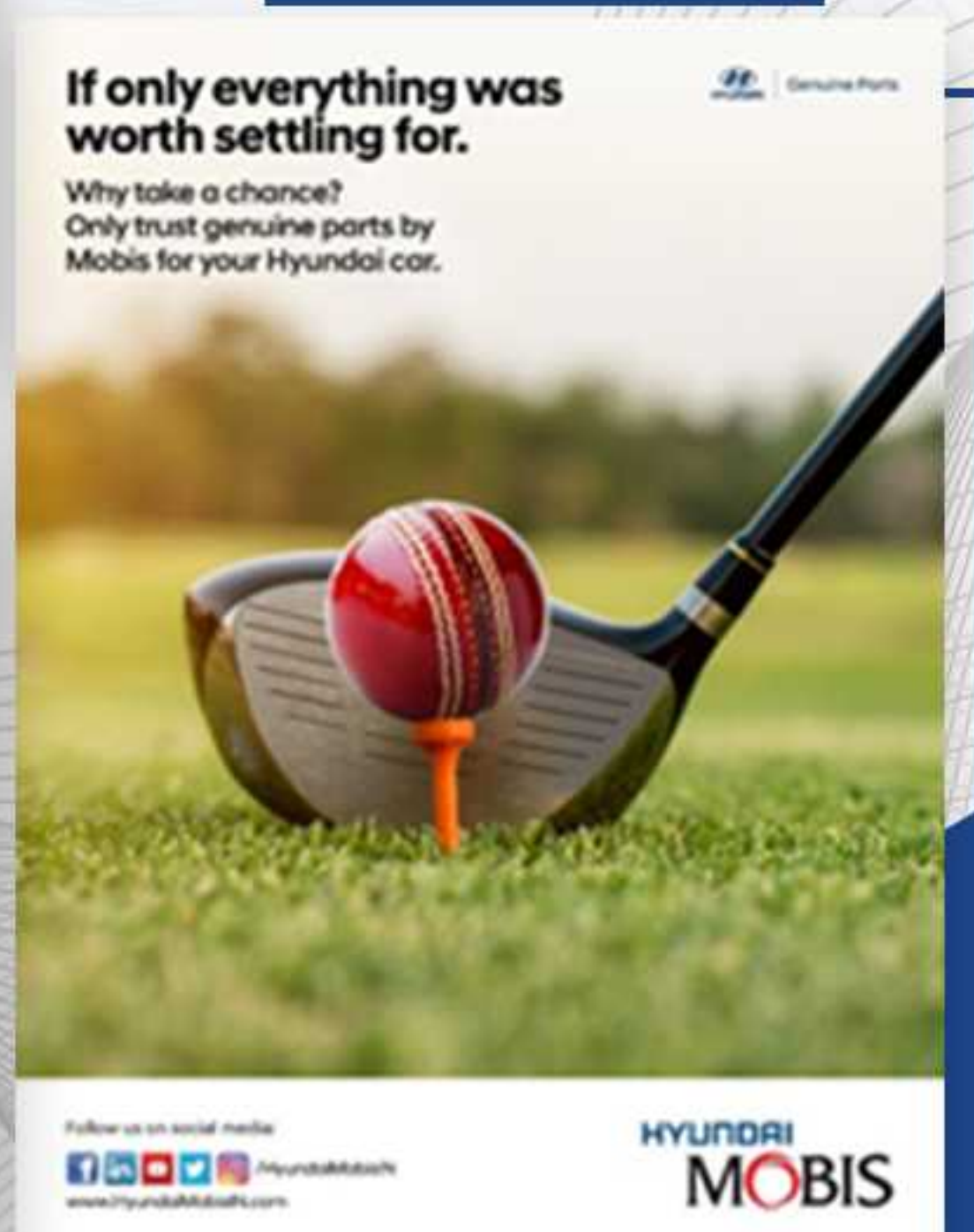
Good quality Clutch Disc helps you to handle the right power from the car engine and control engine vibrations.

Hyundai Clutch Disc decreases your Hyundai car's performance and high on performance under high temperature conditions.

New Genuine Clutch Disc helps you to handle the right power and so engine gear shift, making you a happy driver in regular usage.

For Superior Quality and Peace of Mind.

Opt for Hyundai Genuine Parts by Mobis



BRAND ENGAGEMENT

Aftermarket Business Meet 2021



In Jan'21 Mobis India conducted aftermarket business meet to share company's plans and strategies for the year 2021 ensuring all the Covid safety protocols, only few selected platinum distributors were invited for a closed group session. The idea was to build a strong business relationship with our channel partners with mutual growth and engagement.



The event was well executed and Mobis India received a good applause of appreciation from its channel partners for organizing a well-planned and safe meet during the pandemic. Total 30 people participated for the business session which was followed by a gala dinner night at Andaz, Aerocity, Delhi.



**HYUNDAI
MOBIS**

The Aftermarket Business Meet

2021

Date
22 | 01 | 21
Friday

Venue
Andaz Aerocity, Delhi

[f](#) [in](#) [v](#) [t](#) [i](#) /HyundaiMobisIN
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VENDOR SUPPORT PROGRAM

During the pandemic situation Mobis vendors extended great support in terms of fast services and quick deliveries of the material which helped us in acknowledging customer's need and demand on time.



To appreciate the efforts and to motivate our stakeholders, a small token of gratitude in the form of seasonal fruits were distributed among 125 vendors with total quantity of 6500 Kgs.

Mobis India ensured hand delivery of these packages to all the vendors. The gesture was highly appreciated by all the vendors.



DIGITAL WORLD AT MOBIS

Social Media plays a pivotal role for any company to create long term impact and brand positioning in the minds of customers. Everything is digitalized and it is essential to stay updated for brands through information and engaging content. Mobis India is strengthening its core even more in the world of digital media by regular posting of static and video content which is highly liked by online audiences. Through these posts we are also focused on bringing awareness on safety measures during lockdown scenario.

Content posted
460 on each platform

Video content
92 videos

Static content
368 posts

Social Media Channel	Facebook	Instagram	Twitter	LinkedIn	YouTube
Total Followers	238,839	10,757	3,500	52,204	1,229

Social Wall

#IndiaFightsCorona | #StayAtHome #StaySafe | #GenuineCare

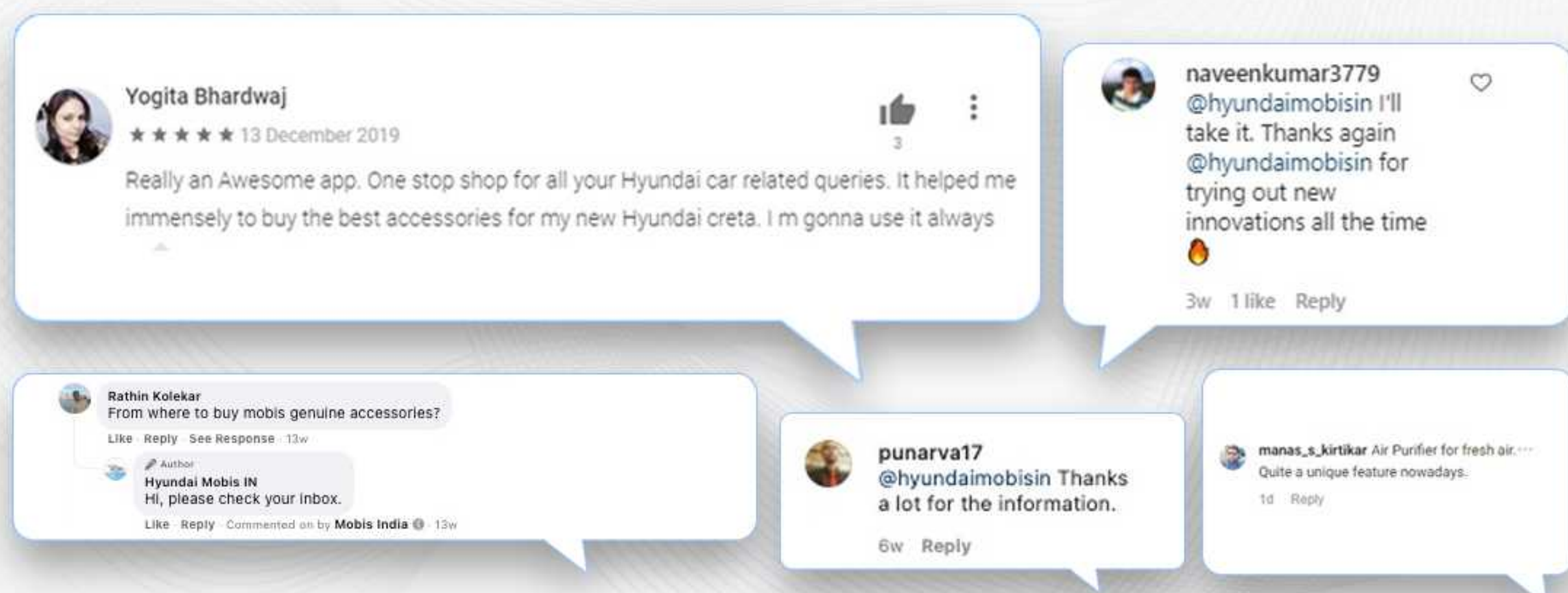


We have also utilized Instagram reels and guides for effective promotion and awareness.

DIGITAL WORLD AT MOBIS

Online Reputation Management

As a responsible brand, Mobis India believes in interacting and actively participating in customer's concerns. With presence across all digital platforms we always ensure timely and appropriate resolutions to our customer queries with no follow up policy. Customers are directed to the concerned teams for quick resolutions.



TOTAL QUERIES
RESOLVED

528

RESOLUTION RATE

100%

RESOLUTION TIME

<24 HRS

Search Engine Optimization

Within few years, Mobis India has created a significant positioning on google search engine result page with 1st rank on nearly 7 to 10 relevant keywords to help our customers find the right information every time. Also Mobis India website page receives nearly 50% traffic through search engine optimization.

Popular Keywords



1st
Rank

- Hyundai Genuine Accessories
- Creta accessories
- Genuine accessories for i20

ALL-NEW HYUNDAI i20's INTERIOR ACCESSORIES

While the covid regulations might not be there anymore, the pandemic is still there. But that should not stop you from going to work or having some fun along with all the precautions. Take all the long drives, spontaneous road trips you missed in 2020, and make 2021 your year! So what are you waiting for? Get your hands on the wide range of interior accessories by Mobis for your all-new Hyundai i20 and make your every drive safe and convenient.

SUNSHADE - ROW A + B

The all-new Hyundai Genuine Sunshade made exclusively for i20 is perfectly designed to fit your car windows. It protects from the harmful rays of the sun and keeps your car cool.

SEAT COVERS



DIAMOND GRID COLLAR (STD) SEAT COVER

Hyundai Genuine Diamond Seat Cover is designed specially to provide ultimate comfort for the users. It is detailed with the best textures and a perfect blend of colours giving a majestic look to your car seat. They are made with the finest quality of materials which makes them very durable.

LATTICE BELLED (PRE) SEAT COVER

Hyundai Genuine Lattice Belled Seat Cover will be the ideal seat cover, thanks to the flawless blend of colours that compliment well with the aesthetics of your car. It also provides a highly comfortable seating experience. The intricate designs on the seat cover are definitely an eye-catcher.

VINTAGE CORE (PRE) SEAT COVERS

Are you looking for a vintage-looking seat cover? You've come to the right place. Hyundai

EXPERIENTIAL MARKETING

Hyundai Mobis is effectively working towards strengthening its roots in the world of digitization. Have a glimpse of various initiatives taken by Mobis India.

Hyundai Mobility Membership Program:

With a view to ease the mobility for the customers anytime, Hyundai Mobis has offered a huge bouquet of attractive discounts on the Hyundai Genuine Accessories app with discounts up to 15%. All these offers are accessible under Hyundai Mobility Membership (HMM) App.



Hyundai Click to Buy:

Hyundai Mobis has collaborated with Click to Buy, a Hyundai owned digital sales platform with the range of Hyundai Genuine Accessories directly accessible to customers for purchase. You can view the model wise accessories under interior, exterior and common category based on your choice & purchase directly at the time of new car purchase.



KIOSK at Hyundai Dealerships:

In the view of providing a digital experience to the customers and display Hyundai Genuine Accessories enticingly; Hyundai Mobis has introduced a range of model wise Hyundai Genuine Accessories on KIOSK

available at all Hyundai dealership PAN India. Customers can browse through the key details of Hyundai Genuine Accessories such as MRP, Description, Part number along with Hi-res images of all active car models by just scrolling through the screen.



3D Configurator at Hyundai Dealerships:

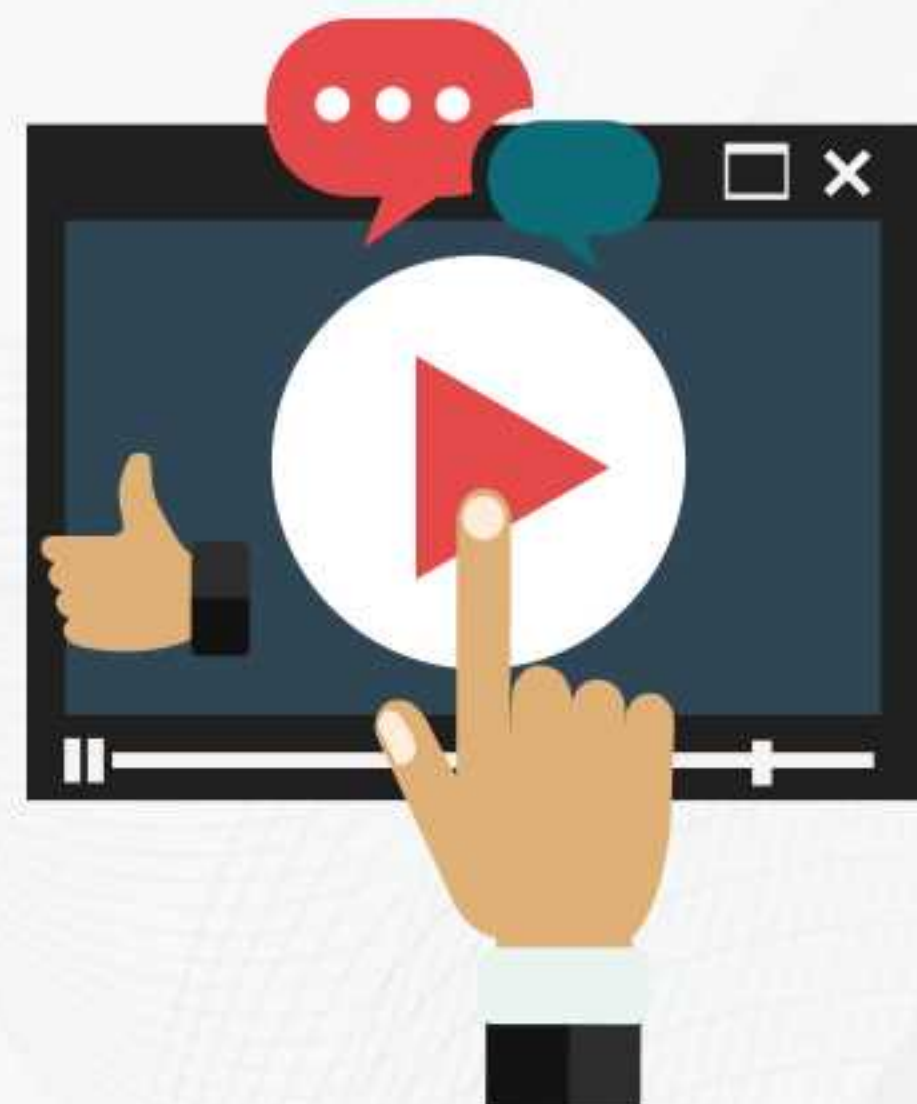
With a 70 inch horizontal display and interactive menu, Mobis India has updated the full range of model wise accessories on 3D Configurator to provide best in class dealership experience to our customers with option of selecting variant and car color to check the fitted car accessories.



INFORMATIVE VIDEOS

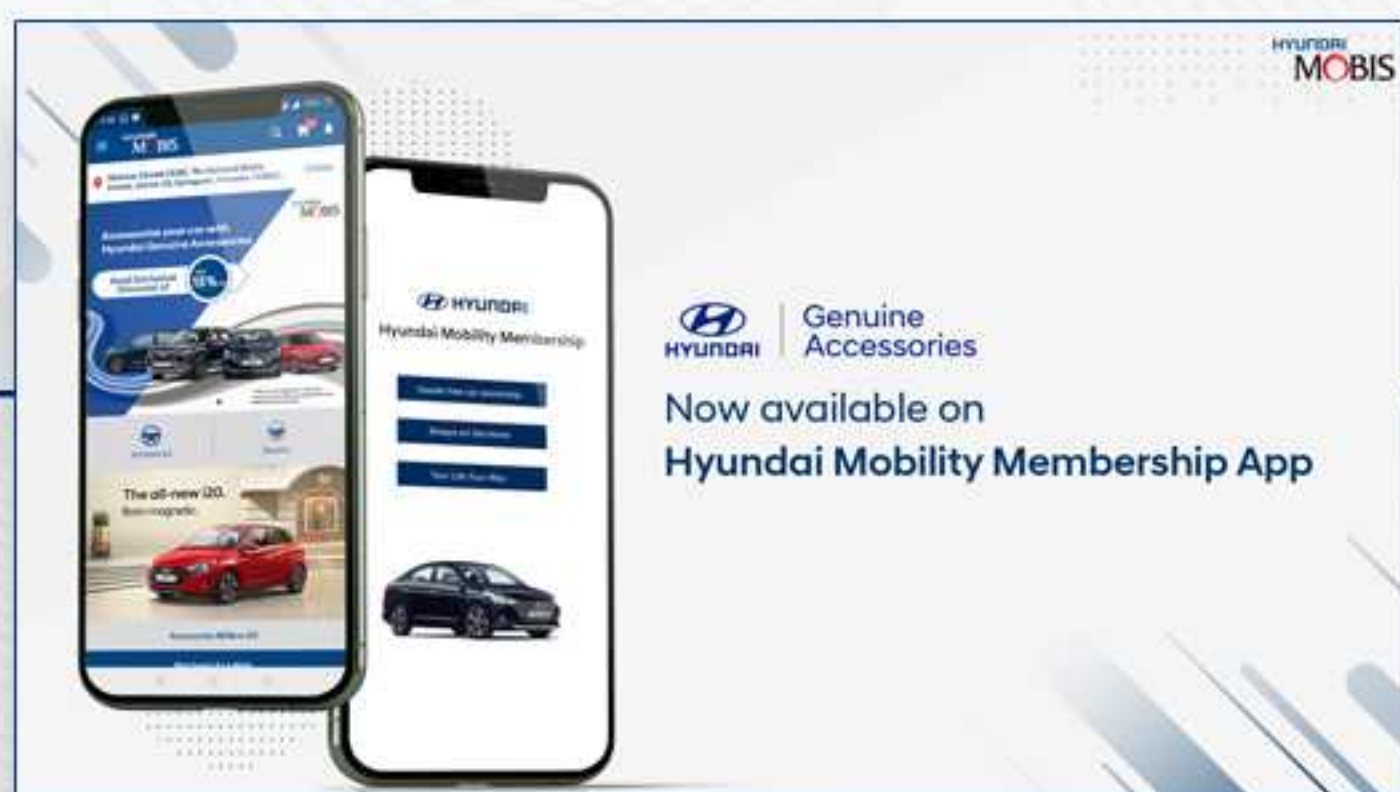
Videos on social media provides the most powerful way to effectively communicate about brand offerings which attracts more prospective customers and helps in growing brand and driving sales.

We at Mobis India ensure regular video content on social media to provide relevant information about Hyundai genuine parts and accessories to increase customer awareness on the range of our products and service offerings.



Check out our popular videos

HMM Video



Click

Hyundai Genuine Parts Video



Click

Common Accessories Video



Click

Anti-Counterfeit Video



Click

IMPACTFUL TRAININGS

As technology upgrades and strategies are improved, there comes a need for up-gradation in knowledge for all the people involved in the process to match up with the current trends and advancements. In the current scenario, when the world is facing a pandemic, traditional ways of imparting physical training has become history and new ways of digital training have become prevalent.

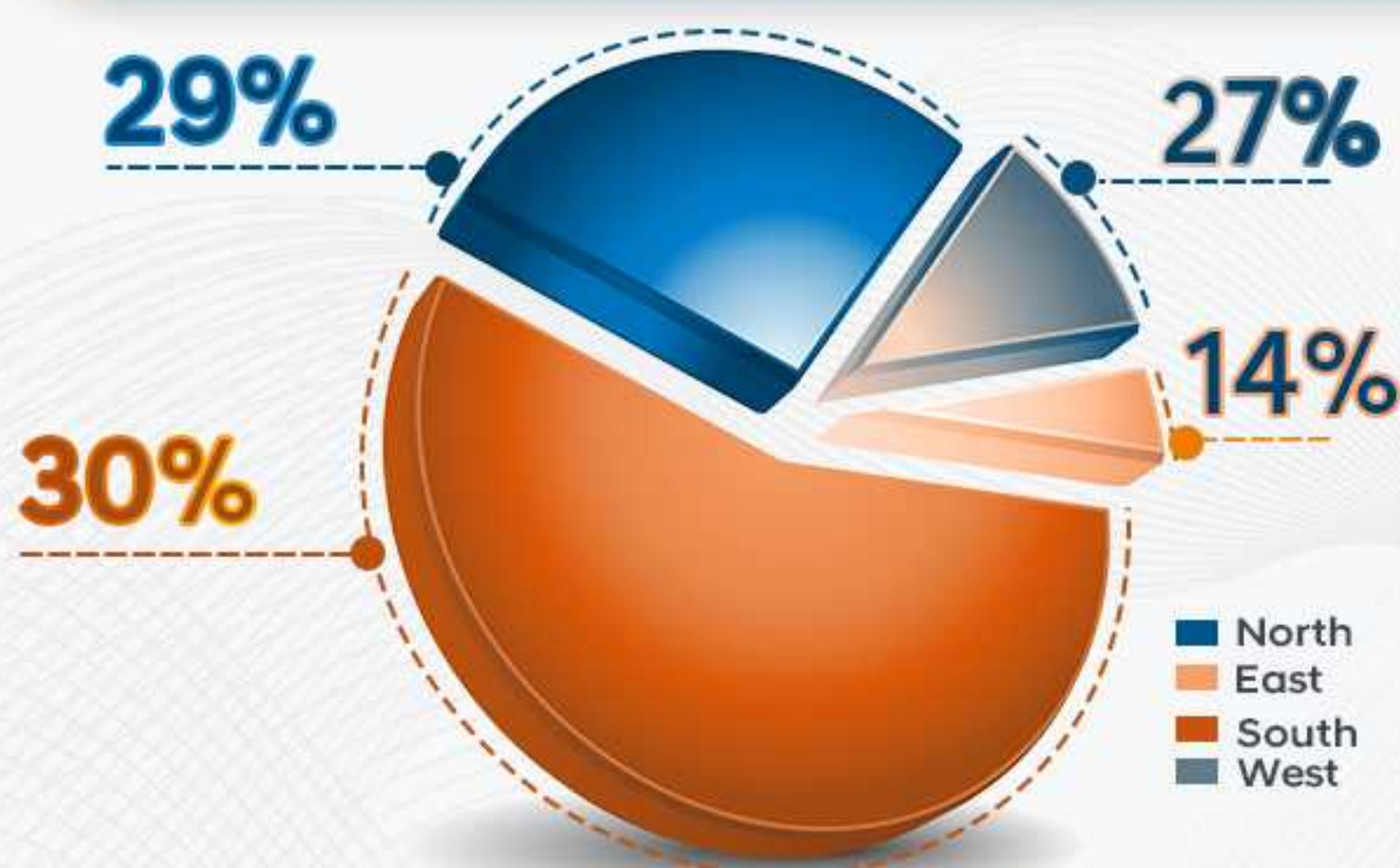


To cope up with the situation and to make sure that a sufficient amount of training is given, Mobis India has conducted various sales and system training digitally on Microsoft Teams for our Part/Accessory Managers and Sales Consultants.



Accessories & Sales Trainings
Participants- 5,053

System Trainings
Participants-1,444



Feedback from Participants

Flexible:

The training was flexible to access from any medium be it phone or laptop

Informative:

All the points were covered and beautifully presented for easy understanding.

ANTI - COUNTERFEIT DIGITAL CAMPAIGN

#SafetyMeinZeroCompromise - 1st June 2021 - 8th June 2021

Constant rise of counterfeit products in the market has become very prevalent, it is not only affecting the economy but also imposing threat to the safety of customers. The brand credibility of auto companies has been heavily affected from these activities which is one of the major concerns.

Distributor Testimonial

"I started my journey with Mobis India in 2017 where I got the opportunity to become Hyundai Parts Distributors for the state of Karnataka with branches in Outpost, Mysur, and Karol. Initially, the situations were very tough due to high competition but later with the support of Mobis sales, marketing, and network teams, things started taking better shape. We are now associated with 300 retailers. We make sure to provide the best quality genuine products with timely deliveries and perfection."

MR. MANU GUPTA
TRIUMPH AUTO SERVICES PVT LTD

Keeping them safe is your priority.
Genuine spare parts help you do just that.

Using non-genuine parts can cause serious damage not only to your Hyundai car, but also to the passengers inside. Always choose Hyundai Genuine Parts and ensure that your car runs smoothly for years to come.

Safety mein karo zero compromise.
Use genuine spare parts to ensure the smooth running of your Hyundai

Using Non-genuine parts can cause serious damage not only to your Hyundai car, but also to the passengers inside. Always choose Genuine Parts by Hyundai and ensure that your car runs smoothly for years to come.

Jaise dawa ke saath dua zaruri hai,
safety ke liye Hyundai Genuine Parts zaruri hai.
choose Hyundai genuine parts & accessories for your Hyundai car.

You strive to teach them good skills for life.
Teach them the importance of genuine spare parts too.

Using non-genuine parts can cause serious damage not only to your Hyundai car, but also to the passengers inside. Always choose Hyundai Genuine Parts and ensure that your car runs smoothly for years to come.

Samajdar ko ishara kaafi hai.
5 Security Features for a Genuine Identity.

1. Tilt to view Hyundai Hologram
2. Tilt to view H Logo changes to MOBIS
3. Tilt to view HYUNDAI changes to MOBIS
4. Tilt to view Hyundai Logo

Scratch the Strip to See "Thank You for using Hyundai Genuine Parts"

Safety mein zero compromise
When you buy genuine, you buy peace.

The campaign was highly appreciated in Korean market among online publishers

CHECK OUT



To oppose these unethical practices, Hyundai Mobis marked a weeklong Anti-Counterfeit campaign in June'21 with a strong zeal to promote Hyundai genuine parts and accessories ensuring customers safety. A full fledged digital campaign was successfully executed with a tag line "SAFETY MEIN ZERO COMPROMISE" covering all our digital platforms be it Facebook, Instagram, Twitter, LinkedIn, YouTube with awareness posters, dealer/distributor testimonials and informative videos etc.

Anti-Counterfeit Video

Click to view



BRAND PROTECTION

The ultimate goal for any company is to protect its intellectual property against various activities like counterfeiting, copyrights piracy, duplicity of patents etc. Mobis India constantly keep a check on all these factors and has maintained integrity in the market. We regularly keep a track on the aftermarket practices to ensure that our customers are not cheated by any unauthorized network. To curb the selling of non-genuine parts and accessories, Mobis India has conducted aftermarket raids across various states PAN India like Maharashtra, Telangana, Himachal Pradesh, Haryana, Delhi and Punjab etc. and seized counterfeit material in large volumes. Mobis India ensures strict legal actions against all offenders involved in counterfeiting of auto parts and accessories.

NON GENUINE PARTS
WORTH APPROX.
INR 1.1 CR
HAVE BEEN SEIZED
FROM THE
AFTERMARKET
RAIDS

Glimpse of the Activity:



CELEBRATING WOMANHOOD

International Women's Day 2021

Women deserve a sustainable future, free from the stigmas with equal rights and opportunities to let them flourish in society. Mobis India beating all the odds by promoting equal employment opportunity (EEO) which is free from discrimination of gender, caste and religion etc.



*Celebrating and appreciating the power
of women at Hyundai Mobis*



www.HyundaiMobisIN.com



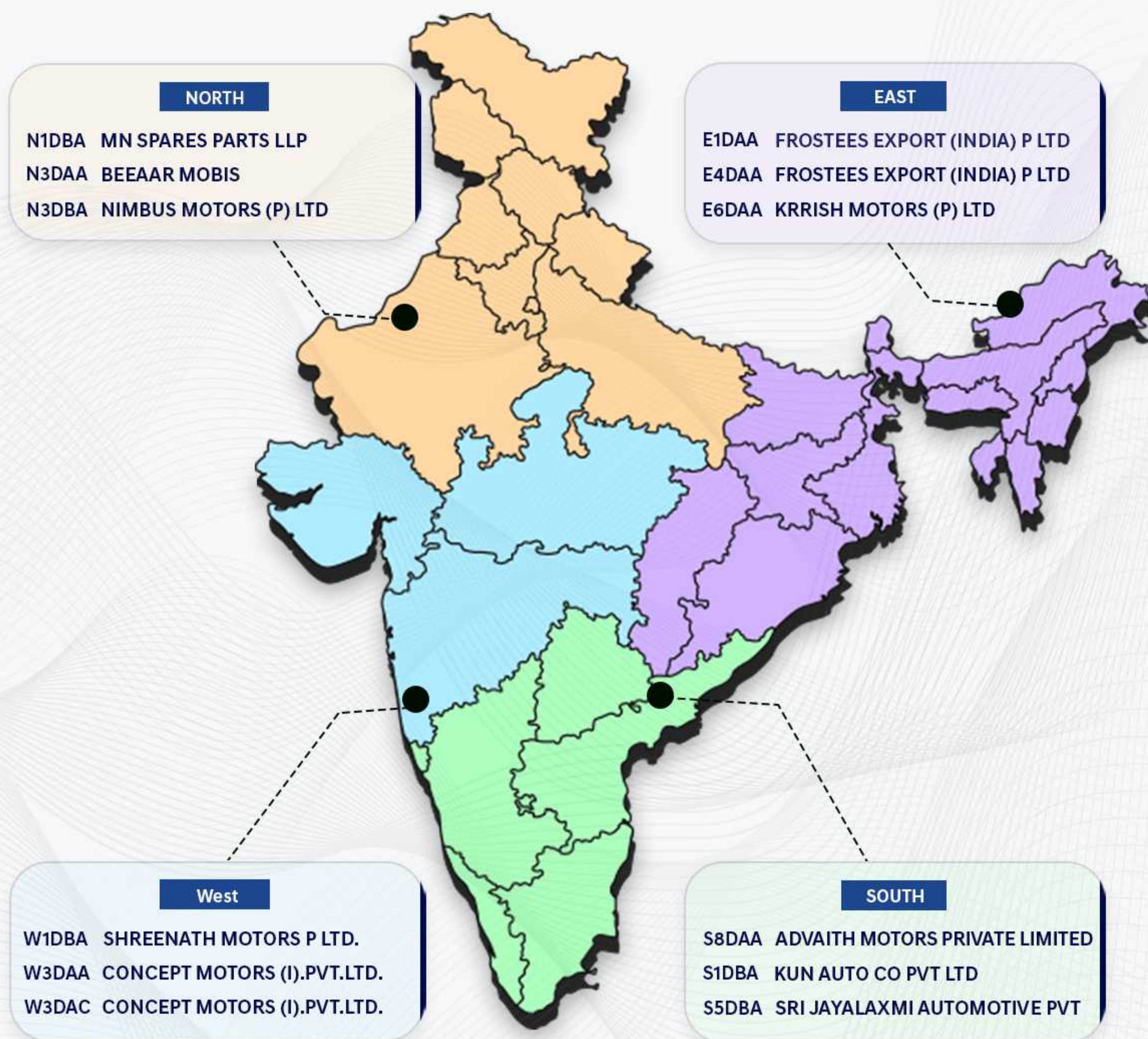
On 8th March 2021, Mobis India celebrated International Women's Day by felicitating the efforts of women working at our company.

It is evident that role and contribution of our women employees has helped us reach major milestones and we are proud of their dedication in creating a healthy and competitive work environment.

H1 TOP PERFORMING DISTRIBUTORS

Our each and every channel partner located Pan India has been a driving force in growing Hyundai Genuine Parts and Accessories business in India. Mobis India takes pride in announcing and acknowledging the efforts of all the top performers.

Region Wise – Top 3 Distributors (Jan – Jun'21)



DISTRIBUTOR TESTIMONIALS



Mr. Aditya Nanchal - MN SPARE PARTS LLP

I have been associated with Hyundai Mobis since 2018. Hyundai Mobis has always been of utmost support to scale up the awareness of Hyundai Genuine Parts & Accessories. Mobis team has always supported us with promotional collaterals which has surely acted as a one of the important factors while pitching Hyundai genuine parts and accessories to the customers.



Mr. Subramaniya Gupta - ADVAITH MOTORS PRIVATE LIMITED

From our years of experience, we have noticed customers coming back with problems by using Counterfeit Parts/Accessories. Sometimes the issues are so critical that is affecting the safety and durability of the car. Hyundai Genuine parts from Hyundai Mobis don't cost much, and enough can be saved by using it compared to non-genuine parts. When genuine parts and accessories are installed from Hyundai's authorized service center it helps in maintaining the car's durability and builds a service record that gets you a good resale value.



Mr. Manu Gupta - TRIUMPH AUTO SERVICES PVT LTD

I started my journey with Mobis India Ltd in 2017 where I got the opportunity to become Hyundai Parts Distributors for the state of Haryana with branches in Gurgaon, Hisar, and Karnal. With constant support from Mobis sales, marketing, and network teams, we are thoroughly motivated to provide the best quality genuine parts and accessories with timely deliveries and perfection.



Mr. Suryakant Kachalia / Mr. Uday Kachalia - SHREENATH MOTORS PVT LTD

We surely feel proud in our association with Hyundai Mobis for Hyundai Genuine Parts And Accessories. Consistent support from Mobis in the form of incentives, regular trainings to our staffs and promotional collaterals has always kept us motivated and helped us in enhancing our business. We have now 7 "Hyundai Mobis Authorized Retail outlets" in Mumbai.



STAY SAFE DURING COVID -19

Mobis India urges every individual to follow all safety measures necessary to beat Covid-19. It has become very important to stay vigilant and know how to protect yourself from corona virus. Here are some simple tips that you can follow to prevent the spread of Covid-19 protecting yourself and people around you.



Wash your hands regularly



Always wear a mask



Keep your mouth and nose covered with face shield



Monitor your body temperature on a regular basis



Disinfect frequently touched surfaces



Avoid crowded places and maintain social distancing

KAVACH

Care | Health | Hygiene



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