

HYUNDAI
MOBIS
INFINITY
2021 Half Yearly Edition



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MESSAGE FROM MD



YONG GOON PARK
MANAGING DIRECTOR

Dear Readers,

I wish you all a very Happy & Prosperous New Year 2022.

Year 2021 came with its own set of challenges but together with our vision towards common goals, we have completed our business targets and reached our milestones towards sustainable future, mobility and innovation.

Through this newsletter release, we aim at bringing the major highlights of H2 2021 at your desk sharing our achievements and paying our gratitude to our stakeholders for all their efforts in growing Hyundai Genuine Parts & Accessories business in India.

Previous year, we involved our resources in market research to understand our customers and their needs better.

This year, we are going to utilize the research findings in providing high quality products and excellent after-sales service that are at par with our customer's expectations.

We hope that you will enjoy reading the newsletter.

We pledge to keep our customer's safety and comfort as our top priority.

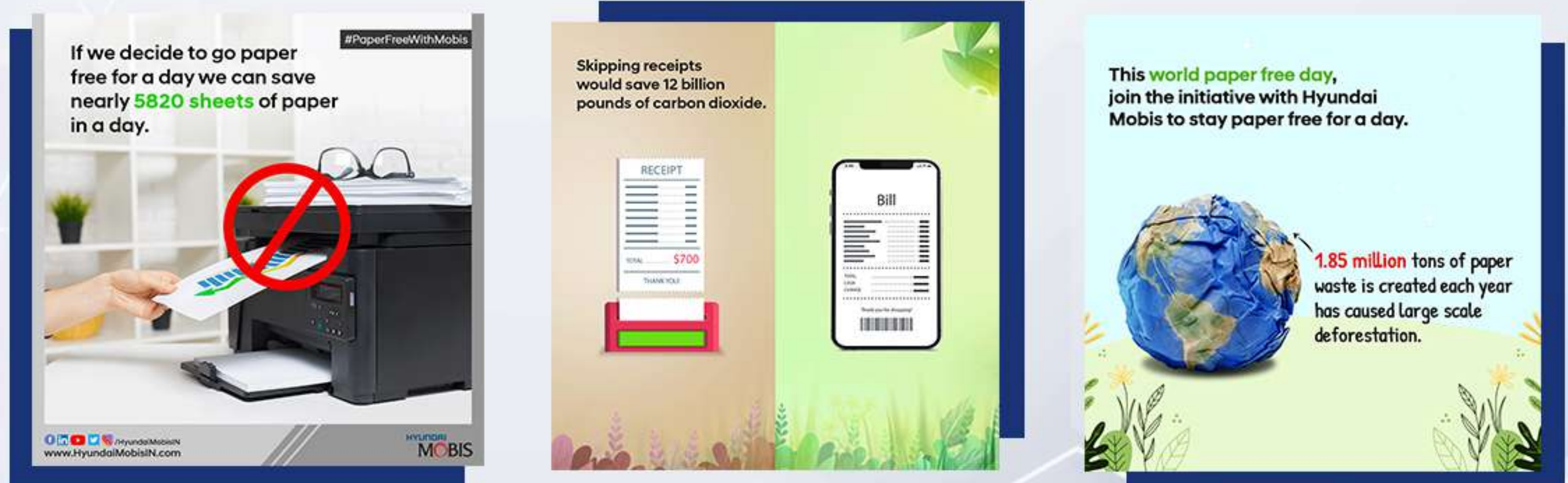
WORLD PAPER FREE DAY CAMPAIGN

Every year on November 6th, World Paper Free Day is celebrated to spread the awareness on paper wastage as an initiative by Association for Information and Image management (AIIM).

#PaperFreeWithMobis - (1st – 6th Nov, 2021)

For the first time, Mobis India participated in this movement to raise awareness on excessive usage of paper and executed a week long digital campaign with active participation from all stakeholders.

On 6th November, Mobis practiced to go PRINT FREE for a day at workplace sharing various tips for an alternatives to adopt.



The communication on this message was also shared with the dealer fraternity, customers and vendors to create mass awareness. To capture the attention of the public, a small video was prepared which was shared through YouTube Platform gathering 183K Views.

World Paper Free Day Video

Click to view



The campaign was also covered by 100+ renowned publishers such as Business Standard, Economic Times, ANI News etc with around 200 Mn reach.



THE WORLD OF DIGITIZATION

Social Media

Social Media has become an integral role for brands as well as customers, giving us an opportunity to reach out our customers directly and interact with them at their personal space.

Content posted	Video content	Static content
220 on each platform	72 videos	148 posts

Regular engaging content is posted to strengthen the connection between the customers and brand. Campaigns such as World Paper Free Day and Anti Counterfeit Day were promoted through static posts, videos, stories, igtv etc on our digital channels to spread awareness and a message towards sustainable future.



SEO

Our on-page and off-page activities are regular to bring out the accurate surfing experience to our customers in google search engine . With over 7-10 new keywords tapped monthly, Mobis India website ranks No.1 on all the relevant keywords delivering the right information at right time.

ORM

Through our CRM Team, we continuously monitor the feedbacks, comments and queries shared by our customers to offer them the brand's assurance and excellent customer service.

Queries Resolved	Resolution Rate	Resolution Time
648	100%	24HRS

1st

Rank

Popular Keywords

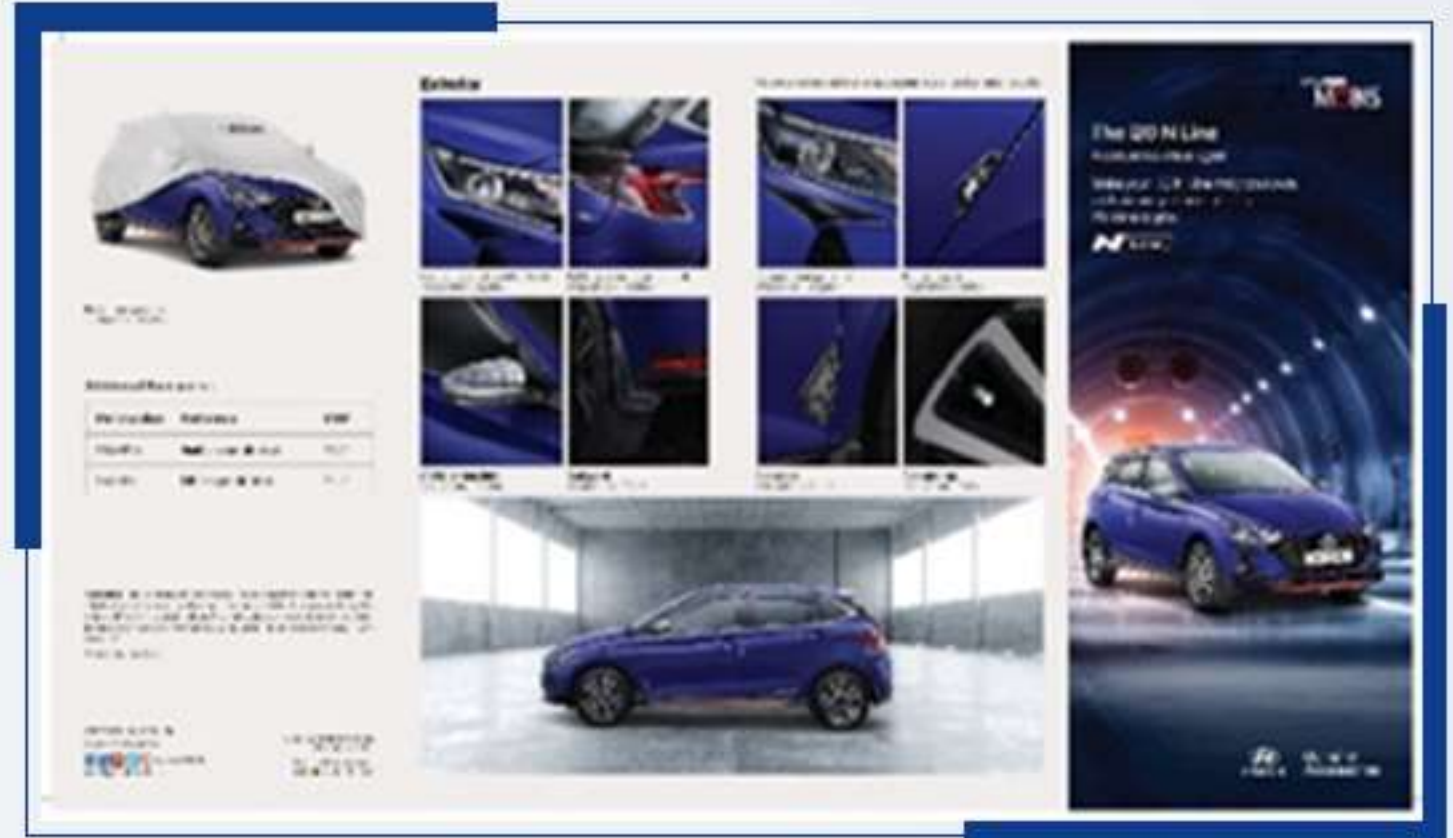
- Hyundai Genuine Parts
- Hyundai Creta Accessories
- Hyundai Genuine Accessories



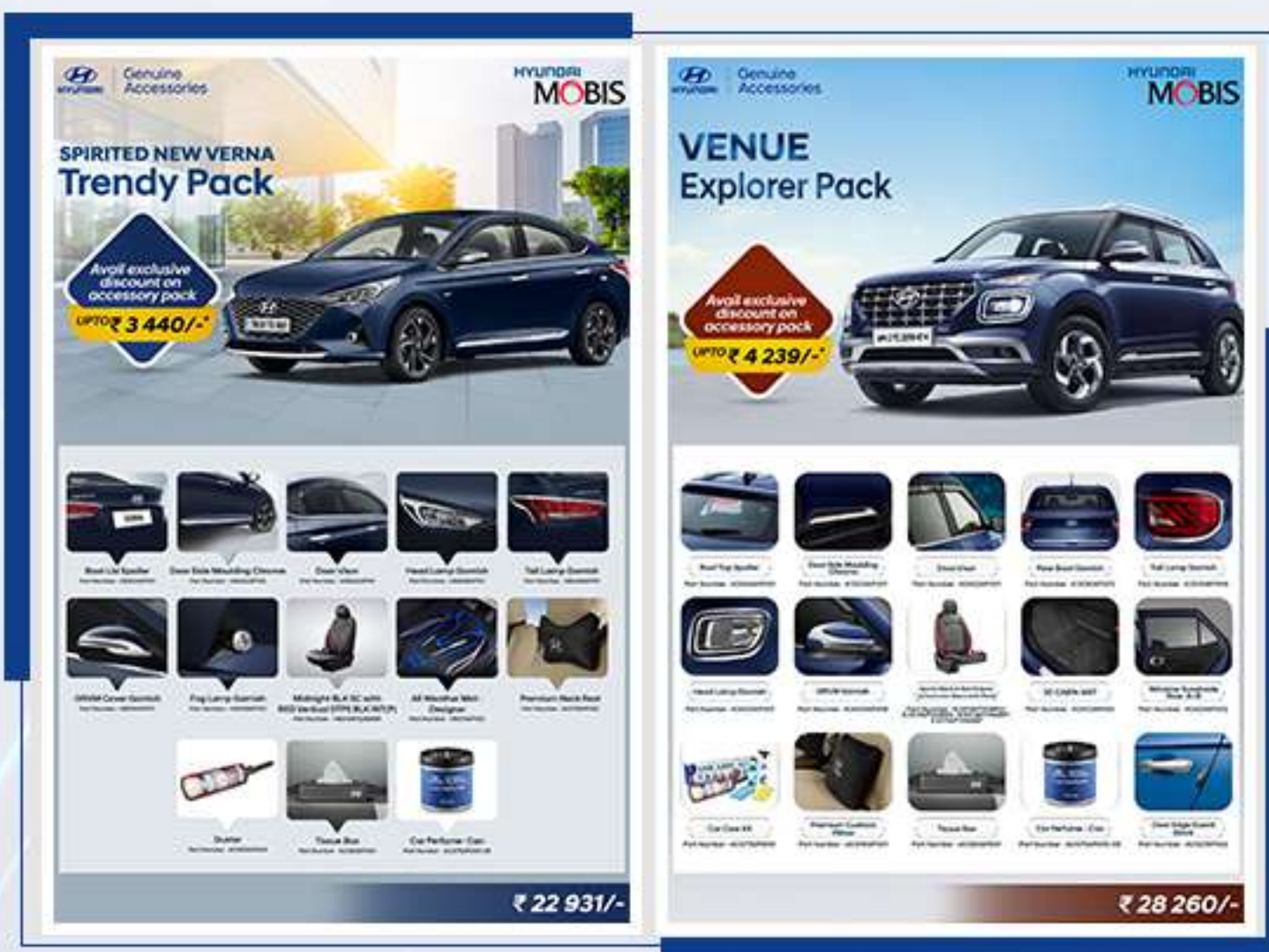
PROMOTIONAL ACTIVITY

Our channel partners directly interact with the customers at ground level and it becomes important for a brand to provide them with the key support in sharing any offer/ new product range/ services in a visually creative manner.

Mobis India regularly distributes the set of promotional material that includes posters, standees, leaflets and yearly calendar based on new activity, product or service launch.



Printed copies of leaflets were distributed to 45+ Distributors & 500+ Hyundai Dealerships



Digital accessories pack for an effective promotion of discount schemes on Hyundai genuine accessories through Hyundai Mobility membership was shared with the dealerships in the form of e-links.

Yearly calendar for 2022 were also distributed to all stakeholders – Employees, Vendors, Dealer/Distributor fraternity, IRFs & Mechanics where the theme of calendar is focused on safety, design and quality aspect of our Hyundai genuine accessories range.



6000+ calendar copies are distributed to our sales fraternity

BRAND ENGAGEMENT ACTIVITIES

Aftermarket Meet



To create a strong association with our channel partners, Mobis India conducted **Aftermarket Strategy Meet** to share the company's plan and strategies for the second half of the year. This activity was conducted in the month of June'21. Following the safety protocols and considering travel limitations, only selective channel partners from **North & Central region were invited. A LIVE streaming** of the business session was done for the rest of channel partners located in different regions for their engagement and active participation.

Celebratory Gala Night



In the month of **November'21** a celebratory Gala Night was organized to acknowledge and recognize the top performers at Mobis India and further create an engaging session for all the employees.

The event was fun-filled with the motivation speech by MD, Closing remarks by Group Head followed by Gala Dinner.

MOBIS SUPPORT TO CHANNEL PARTNERS

Hyundai Smart Care Clinic Scheme

To support the aftermarket business and provide additional benefits to the customers, Mobis India introduced smart offers exclusively on mechanical parts. The scheme was available across all dealerships PAN India for a limited time period.



HYUNDAI | Genuine Parts

Hyundai Smart Care Clinic

Get your car serviced and avail 10% discount on mechanical parts*

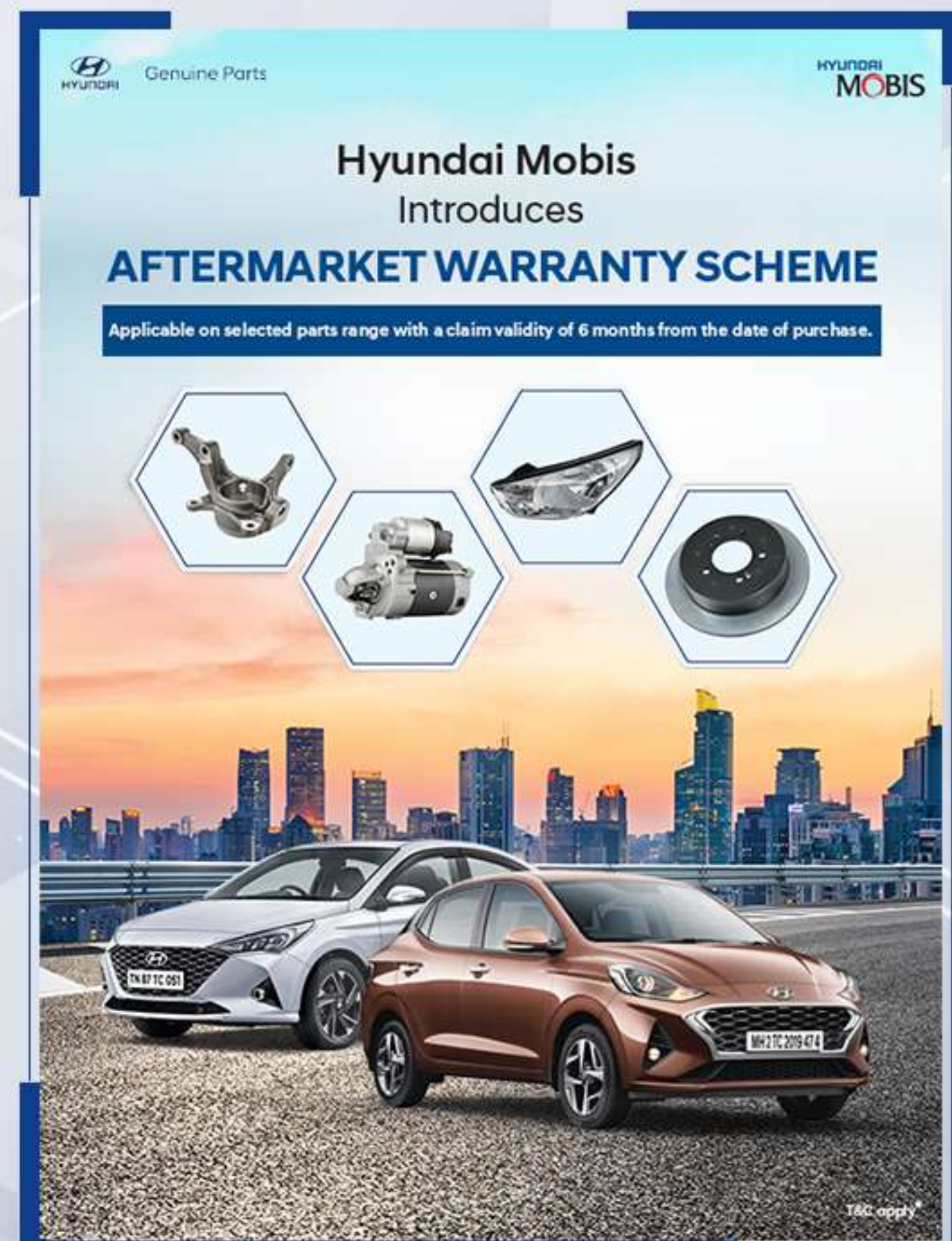
Validity period: 11th to 20th December, 2021.

*T&C apply.

Aftermarket Warranty Scheme

To support the distributor fraternity in promotion of Hyundai Genuine Parts, Mobis India has introduced an Aftermarket Warranty Policy for its distributors and exclusive retailers. The policy provides additional incentive benefits to the distributors for any claims received on the parts within six months of product purchase date.

To create awareness in the aftermarket on the scheme, Mobis India released the exclusively curated set of creatives in the form of posters and standees to further pass on the information to the Mechanics and the end customers to obtain maximum benefits from this policy.



HYUNDAI | Genuine Parts **HYUNDAI MOBIS**

Hyundai Mobis Introduces

AFTERMARKET WARRANTY SCHEME

Applicable on selected parts range with a claim validity of 6 months from the date of purchase.

Images of car parts: suspension arm, headlight, engine, and wheel.

Images of Hyundai cars: a silver car and a brown car.

T&C apply

DIGITAL TRAININGS

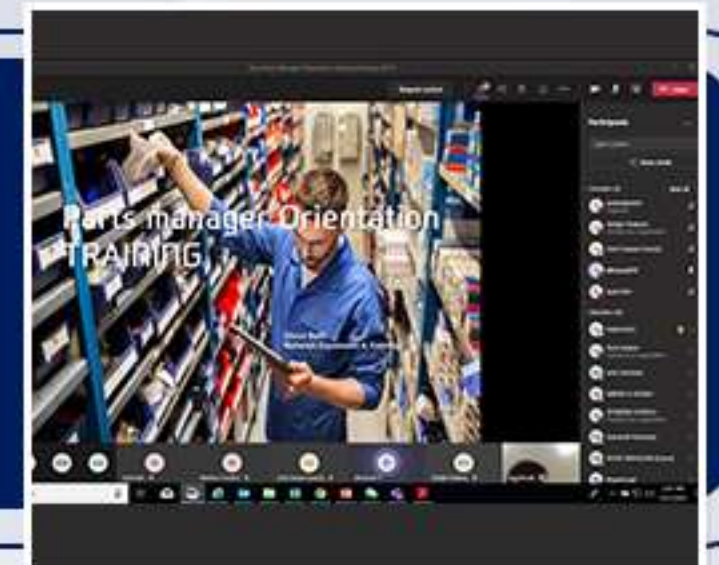
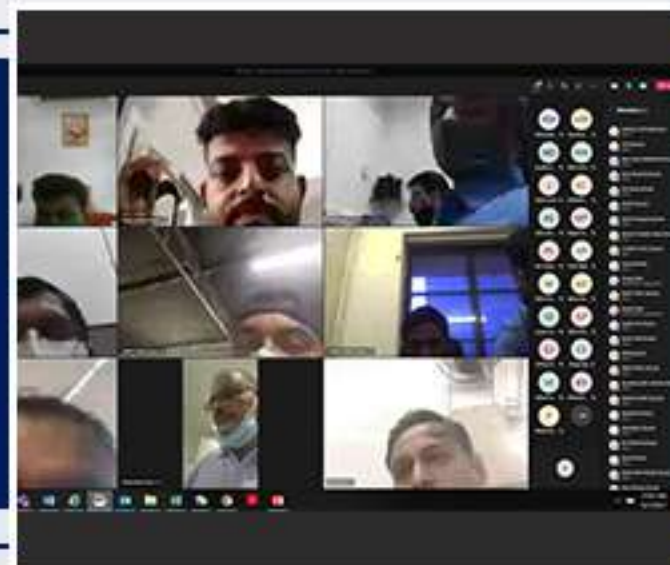
Regular trainings which are advanced as per the new trends and current customer needs are essential for upgrading knowledge and skillsets. The trainers at Mobis India keeps upgrading the content material to pass on the latest information to the Parts Managers and Accessories Managers through the digital trainings.



Various system and sales trainings were organized on Microsoft teams platform.

Accessories & Sales Trainings
Participants- 5603

System Training
Participants- 3807



PAN India Performance KPI

Average increase of 5.58 in score.



Pre-Test

Post-Test

Feedback from Participants

Flexible:

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

Informative:

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

MOBIS PRICE PROMISE

Aftersales service & purchase plays a vital role in the purchase decision of new vehicle, urging the new car owners to rely upon the brand for their post purchase experience. Further, the cost of spare parts are crucial in deciding value received on a long run for the investment made today.



Hyundai Mobis assures its customers -safe, reliable and economical drives through the extensive range of Hyundai Genuine Parts & Accessories accustomed to Indian Roads and Indian families. We are proud to share that Hyundai Mobis stands out to be the winner across all categories from Micro Hatchback to Premium SUVs. Through extensive research, competitive benchmarking and understanding the buying capacity, we stand out across all the category with following competitive index.

Category	Winner	Competitive Index*
Micro Hatchback	 Santro	84
Executive Hatchback	 Grand i10 NIOS	59
Premium Hatchback	 New i20	67
Executive Sedan	 Verna	46
Micro SUV	 Venue	64
Executive SUV	 Creta	52
Premium SUV	 ALCAZAR	50

*Industry Average Competitiveness Index : 100

BRAND PROTECTION ACTIVITY

Mobis India has taken several steps to ensure that our customers are not cheated due to external factors contributing to the counterfeiting. We are proud to share that we have established our association with Amazon Worldwide Brand Relations Team to restrict counterfeiting of Hyundai Genuine Parts and accessories from Amazon platform.



With this step, Mobis India became the first automobile company in India to get associated with Amazon Worldwide Brand Relations Team, and also the first subsidiary to get enrolled in Amazon Brand Registry.

An extension to this, Mobis India conducted various raids in the aftermarket to ensure that only Hyundai genuine parts are available for the customers in the market.

The brand protection raids were conducted in various cities across India like Valsad in Gujrat, Aurangabad, Opera House and Chinchwad Pune in Maharashtra.

GLIMPSE



Approximately 5600 Non genuine parts worth INR 61 Lacs have been seized from the aftermarket.

CORPORATE SOCIAL RESPONSIBILITY

As a company, it becomes our key role to give back to the society by contributing some bits towards sustainable future and extending a helping hand to the needy ones.

Mobis India acknowledges that we are for the society, of the society and by the society we live in and has taken the initiatives to fulfil the current needs.

Total CSR Contribution for CY 21

~ INR 8 Crores



COVID Medical Equipments to Govt. Hospitals worth INR 4.58 Crores



Fund Donation for Advance Life Support Ambulance to Telangana Govt. Health Department – INR 1.41 Crores



Happy Move – Rural Village Development INR 1.31 Crores



Nutrition Supplements to Pregnant Women INR 38 Lakhs



Fund Donation to Haryana State Govt. – INR 30 Lakhs

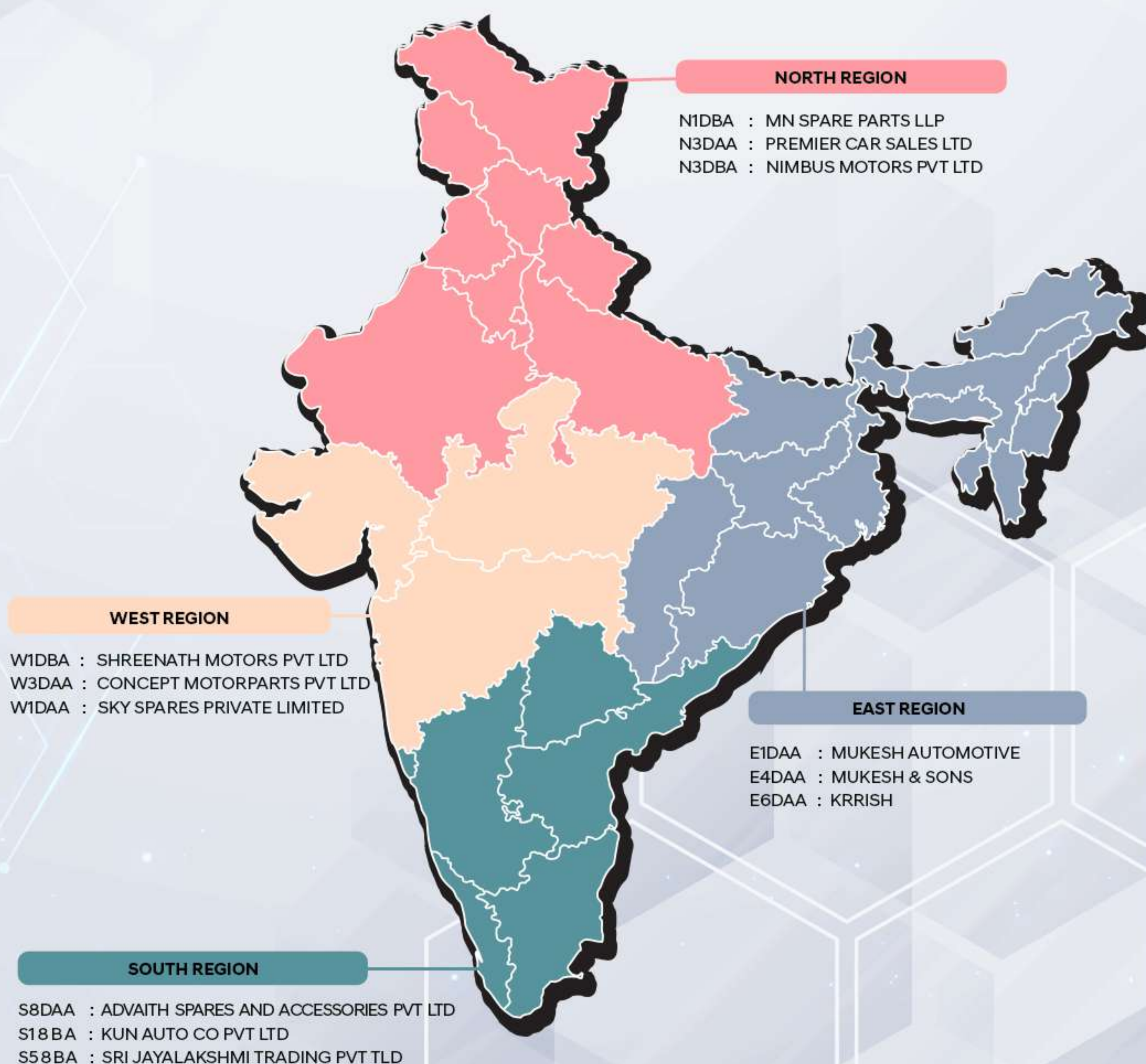


Nutrition Health Mix to Physically Challenged Children at NIEPMD – INR 4.6 Lakhs

TOP PERFORMING DISTRIBUTORS

Mobis India keeps the check on new requirements and market needs providing the best in class service through our wide distributor network. The channel partners actively participates in growing the Hyundai genuine parts and accessories business in India tapping every region and city. We take pride in encouraging their consistent efforts and dedication.

REGION WISE TOP 3 DISTRIBUTORS (JUL – DEC'21)



MIN EXPORT BUSINESS

With its wide network of overseas channel partners, Mobis India exports Hyundai & KIA Genuine Parts & Accessories across the globe.



USD 60 Million Business for Hyundai and KIA in 2021

Incepted in 2008, Mobis India now export high quality products to 60 countries globally with around 15% sales growth.

Even during the pandemic situation, Mobis India assured its channel partners for smooth supply of the products and we are proud to announce that we have achieved 60 MN sales in FY 2021 from the export business for both Hyundai and KIA parts and accessories business.

Since inception of Mobis India export business for Hyundai parts purchase has proliferated by 430% and global reach flourished by 300%. Further KIA export business has shown an exceptional sales growth of 940% in current year compared to 2019 due to well established supply chain, high quality product offerings and expert customer service support by Mobis.

BEST PRACTICES AT DISTRIBUTORSHIPS

Our Distributors are closely involved in the market through various activities performed in the aftermarket passing on the right information and awareness about Hyundai Genuine Parts.

One such distributorship that has performed extremely well in terms of marketing & awareness drive is KUN MOBIS. The result of the marketing activities are clearly evident through increased sales and new customers tapped.

Average monthly sale has been significantly increased from 4 lakhs to 12 lakhs tapping 51% more customers as compared to the last year.

Practices Adopted

CUSTOMER CARE SUPPORT

- To assist dispatch enquiries
- To provide support on the technical aspects



VAN FACILITY

- Convenience for the customers
- Door to door delivery near the outlet locations.



EXTENSIVE MARKET VISITS

- Visits to Retailers, IRFs, Local Garages for building associations and increasing the brand awareness.



BRANDING DISPLAYS

- Installing marketing banners for enhancing brand visibility



We insist all our distributors to follow these best practices for creating enhanced brand awareness and increasing the market potential.

DISTRIBUTOR TESTIMONIALS



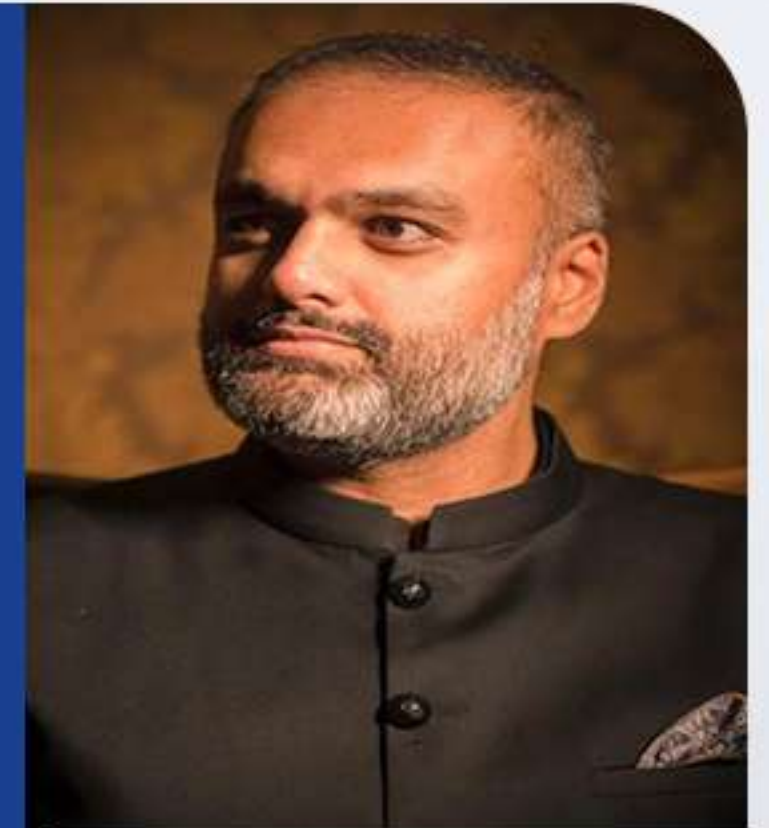
Mr. U Venkatesh

KUN Auto Co Pvt Ltd.

KUN Group is highly honored to be associated with MOBIS India since 2017 as Hyundai Genuine Parts Distributor in Chennai. MOBIS India has helped us to expand network with Retail Counter in prime location at Chennai in Vadapalani for better reach to aftermarket customers & serve them better. We are also thankful to MOBIS India to announce After Market Parts Warranty Policy which will strive us to increase business further giving assurance to aftermarket customers. We also appreciate time to time support extended by MOBIS India whether by providing Signage/Banners for our Outlets on FOC & during COVID time with MOBIS CARE PACKAGE.

Sky Spares Pvt Ltd.

Our association with Mobis India Ltd began in the year 2016, with the appointment of our company Sky Spares Pvt Ltd as their Authorized Distributor for Mumbai & surrounding areas in Maharashtra. We really like the processes & systems that Mobis India is led with, be it in operations or marketing, they are quite differentiated in their approach and effective at the same time. As a distributor, we are satisfied with the policies, DPOS software, catalogues and pricing strategies. Same time We appreciate the efforts taken for making continual improvements in their product range, in parts as well as accessories, that result into business growth. We look forward to a strong and a fruitful association in the times to come. Wishing all the Best to Mobis India Ltd in all its endeavors! Cheers”.



Mr. Akash Gupta



Mr. Amit Gupta

Krrish Motors (P) Ltd.

We've been distributors for MOBIS spare parts in Bihar for the last seven years. Now when I look back it seems like one of the best business decisions we made. Without doubt we have benefited from MOBIS distributor friendly policies over the years. Further during COVID -19 crises we appreciate MOBIS India Limited going the extra mile to keep our business viable. We are quite pleased with our MOBIS distribution business. Our business in spares has been growing day by day. MOBIS team has been cooperative and supportive during times of crises and despite supply constraints has helped us meet our spares demand. We look forward to long-term sustainable business with MOBIS in the times to come.

Premier Car Sales Ltd.

We've been distributors for MOBIS spare parts in Bihar for the last seven years. Now when I look back it seems like one of the best business decisions we made. Without doubt we have benefited from MOBIS distributor friendly policies over the years. Further during COVID -19 crises we appreciate MOBIS India Limited going the extra mile to keep our business viable. We are quite pleased with our MOBIS distribution business. Our business in spares has been growing day by day. MOBIS team has been cooperative and supportive during times of crises and despite supply constraints has helped us meet our spares demand. We look forward to long-term sustainable business with MOBIS in the times to come.



Mr. V K Agarwal

IMPROVE PRODUCTIVITY AT WORK

Pen down your stress points

Identifying and recording stressful situations can help you understand what's bothering you.



Talk to a friend / colleague

Take a break to call a friend & talk about your problems. Good relationships with friends and loved ones are important to cope up with stress.



Learn relaxation techniques

Meditation and Deep breathing exercises, all work to calm your anxiety.



Re-evaluate negative thoughts

Instead of making automatic judgements, simply observe and try distancing yourself from your negative thoughts.



Take time to recharge

Taking even a few minutes of personal time during a busy day can help prevent burnout.



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