

STELLAR

Mobis Accessories Bulletin

Q4' 2021 Edition

"Highlights creating purposeful connections with all the stakeholders to achieve common goals through innovative concepts sharing varied skills sets, strengths, and perspectives."



INDEX

PAGE NO

MESSAGE FROM MD	1
NEW ACCESSORIES LAUNCH	2-3
PROMOTIONAL SUPPORT	4
JBL INTRODUCTORY LAUNCH SCHEME	5
ACCESSORY SALES ANALYSIS	6
HMM Q4 SALES OVERVIEW	7
TOP 5 MUST HAVE ACCESSORIES	8
DEALER TESTIMONIALS	9

MESSAGE FROM MD



YONG GOON PARK
MANAGING DIRECTOR

Dear Readers,

Mobis India aims at providing high quality and durable products for your Hyundai car.

With the new advancements in technology and growing needs of our customers, we have further advanced our processes, services and product line to provide the best in class experience to our customers.

Our team of experts are constantly working to cater the needs of customers bringing innovation and mobility solution for enhanced lifestyle. With Mobis India, be assured of safe, comfortable and upgraded drives.

Stellar Q4 edition will share the glimpse of our achievements and provide you with an insight of our plans.

We hope you enjoy reading !

NEW ACCESSORIES LAUNCH

With the growing interest of our customers, Mobis India has extended its product line with the launch of Audio range to provide all in one entertainment solutions on the go.

The new product range includes Head Units, Speakers, Subwoofers, Amplifiers and has a tie-up from the renowned audio manufacturers in the industry namely Blaupunkt, JBL, Sony, Nippon to provide best in class experience to our customers.

SONY



BLAUPUNKT



JBL



Check out the complete range on our official website



CLICK HERE

NEW ACCESSORIES LAUNCH

Keeping up with the customer demand and marketing needs ,Mobis India has launched various utility, comfort, care and styling accessories.



Cushion With N Line Branding
Part No -T7S16AP100



Neck Rest With N Line Branding
Part No -T7S16AP102



Key Cover
Part No -T7S57AP100



Arm Rest Cushion
Part No -T7S16AP101



Door Edge Guard
Part No -T7S27AP000



Bumper Corner Protector - Black
Part No -T7S27AP002



Carpet Boot Mat
Part No -T7S13AP003



Door Striker Cover-Brown Carbon
Part No -BVS45AP102

PROMOTIONAL SUPPORT

Promotional material plays a vital role in creating a wide awareness about the company's products and services.

To support the dealer fraternity and relevant information to our customers, Mobis India is active on social media platforms with regular posts on new product range and different offers.

To assist in accessories business, Accessories packs are developed for all the models and promoted through digital means to provide a complete package to the customers for quick purchase decisions.

SOCIAL MEDIA POSTS



ACCESSORY PACKS CREATIVES



Check out the Accessories Pack video



CLICK HERE

JBL INTRODUCTORY LAUNCH SCHEME

Mobis India has recently launched new product range under the entertainment category to enhance the driving experience of the customers. With the collaboration of Mobis & JBL, a complete range of audio, subwoofer, speakers are brought under the umbrella.

To create wide awareness about the product range, Mobis has launched **"Introductory Scheme"** offering a complementary pair of JBL True Wireless Earbud worth INR 9 999 absolutely free on creating a purchase order of INR 75 000. This scheme came with basic terms and conditions to provide maximum benefits to dealer fraternity. The offer was applicable till 31st December 2021.



ACCESSORY SALES ANALYSIS

Various schemes and promotions are introduced to provide additional support to our dealer fraternity in enhancing Hyundai Genuine Accessories Business.

Mobis India appreciates the efforts of the top performing dealers across PAN India for effective utilization of the schemes and promotion material leading to enhanced sales. With the launch of HMM offers, new incentive schemes for sales consultants (~2-12%) and accessories pack promotion, growth in the PNVS value has been observed as compared to the last year.

It is recommended to other dealers to benchmark the top performing dealers in their regions for enhanced business and customer retention.

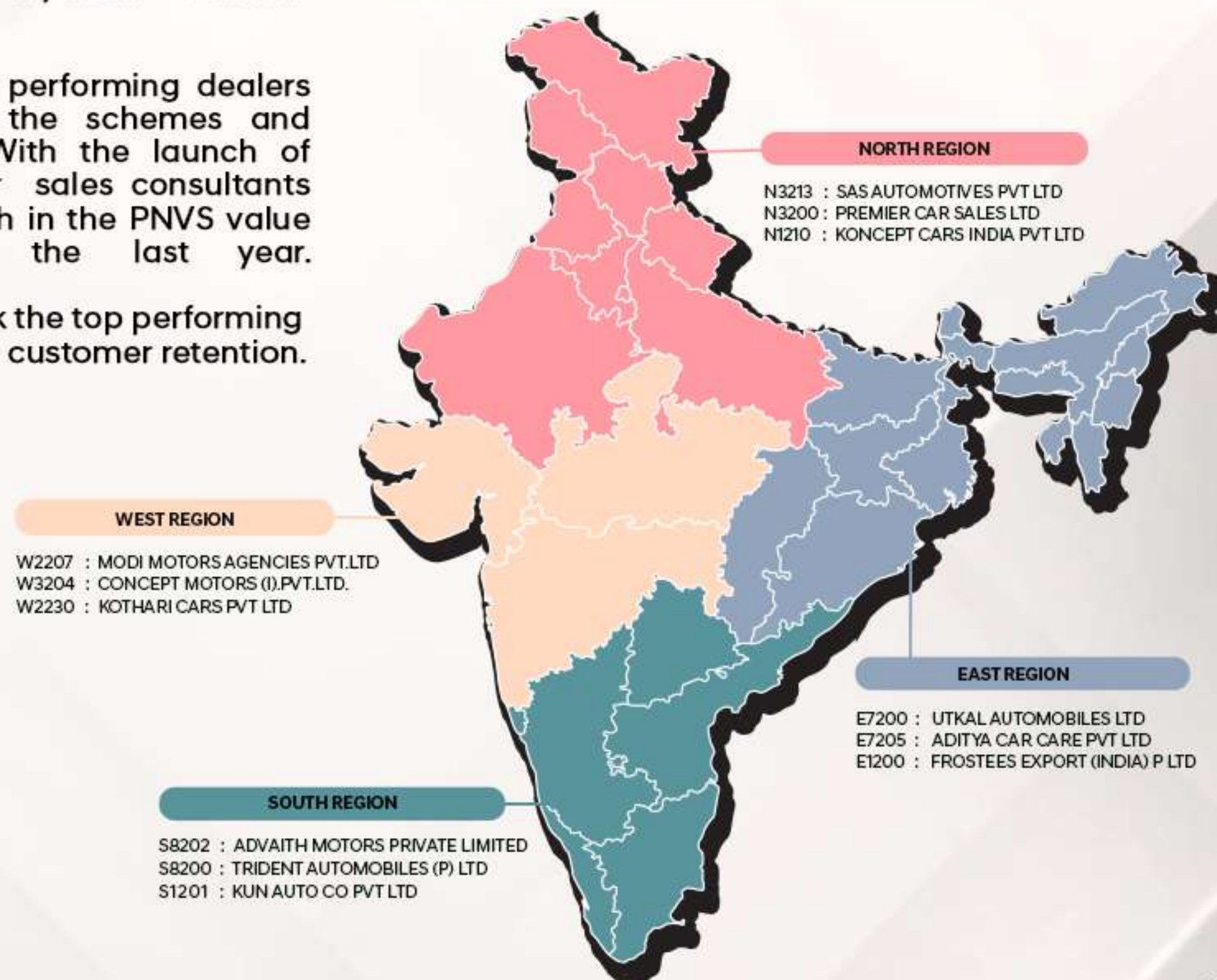
PNVS Enhancement (INR)

Average PNVS in 2021 - INR 5340
Average PNVS in 2020 - INR 2688



PNVS in 2021 (INR)

TOP 3 REGION WISE PERFORMERS (OCT – DEC'21)



HMM Q4 SALES OVERVIEW

Mobis India launched exclusive discount scheme through Hyundai owned App, Hyundai Mobility Membership Program in the month of April'21 to provide the entire range of accessories at an affordable price to the end customers.

To assist our dealer fraternity in enhanced sales during the festive offer, Mobis India introduced "Mobis Accessories Festive Delight" in the month of November 2021 for the first time in its history creating a strong essence of one of its core value - Customer First.

Flat discounts were offered on Accessories Packs across all the running Hyundai models to provide a group buying experience to the customers.

The leadership board reflects the top dealers who have achieved the top position in utilizing these schemes.

Top 3 Performers (Oct – Dec'21)



Mobis Accessories Festive Delight

Model	MRP	Discounted MRP
Adrenaline CNG	24,400/-	20,520/-
Adrenaline Diesel	24,400/-	20,520/-
Adrenaline Petrol	24,400/-	20,520/-
Adrenaline CNG	24,400/-	20,520/-
Adrenaline Diesel	24,400/-	20,520/-
Adrenaline Petrol	24,400/-	20,520/-
Adrenaline CNG	24,400/-	20,520/-
Adrenaline Diesel	24,400/-	20,520/-
Adrenaline Petrol	24,400/-	20,520/-

Region wise HMM sales (OCT – DEC'21)

Sales amount in INR



TOP 5 MUST HAVE ACCESSORIES

This New year, take a resolution to provide your loved ones an enhanced driving experience with the new and exciting range of Hyundai Genuine Accessories.



Sterilizer For Car Cabin

Enhance your car driving experience and disinfect your surroundings with Hyundai Genuine Sterilizer.

Part No - ACS96AP000

Car Air Purifier

Breathe in fresh air to maintain a healthy lifestyle with Hyundai Genuine Air Purifier.

Part No - ACS83AP011



Dash Cam

Onboard camera for your car which comes with night vision and ADAS technology.

Part No - 99H42AX400

Coat Hanger

Suitable for all occasions, keep your suit tidy and crease-free with the Hyundai Genuine Coat Hanger.

Part No - ACS83AP025



Emergency safety Kit

Sleek and Portable design kit that comes with escape. Hammer Tool, Car Charger, Seat Belt Cutter, Power Bank & Flashlight.

Part No - ACS73AP000

DEALER TESTIMONIALS



Mr. Mohan N
SRI JAYALAKSHMI AUTOMOTIVES (55200)

“ MIN has supported us in simplifying the process of ordering on daily basis to ensure customer satisfaction is met with excellent delivery service. I'm highly satisfied with the quality of products and appreciate the service. MIN have always been ahead of the curve in providing current technology in parts. We appreciate the promotion of Accessory Packs which helped us in catering customer's requirements under one package.

”



Mr. Shailesh Kachalia
SHREENATH MOTORS PVT LTD (W1201)

“ Hyundai Genuine Accessories range available from Mobis India are always very competitive in terms of pricing and quality. The support extended from the regional team has always helped us attaining newer heights in the accessory business. Further availability of accessories on HMM platform has also helped us in serving customers effectively. We look forward to long-term sustainable business with MOBIS in the times to come.

”



Mr. Asish Agarwal
HINDUSTAN SALES PVT LTD (E7212)

“ We dedicate this achievement to the partnership we have established with Mobis India. The team at Mobis has always been supportive for the growth of accessories business by providing demand generation and fulfillment support. The mobile application was the key enabler in converting the customer and helping us achieve accessories sale of more than Rs9000 per car. We are hopeful of crossing the Rs12000/car benchmark of accessories sale in the coming year. We thank the Hyundai Mobis team for their constant support and looking forward to achieving greater heights in the coming year.

”








Mr. Luvtesh Singh Sachdev
NOVELTY ASSOCIATES PVT LTD (N6204)

“ Novelty Group has been associated with Mobis since inception. It was our privilege and honor to be appointed 1st Distributor in Indian Market under the Brand name "Novelty Mobis". Our Journey till date is wonderful and personally I have Gained great Knowledge about the Parts & Accessory Business. We appreciate the support provided by MOBIS India in every aspect whether in operations, marketing and new opportunities to grow our business. Thanks to MOBIS India in providing support during tough times in Covid with new initiatives in Policy Care Package, warranty policy. Wishing MOBIS India all the best to touch new heights in coming future.

”

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