

STELLAR

Q1' 2022 Edition



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Mr. Yong Goon Park

Managing Director (A/S Parts Division)

To the Valued Members of our Mobis Family,

I would like to express my sincere gratitude to all of you for your hard work for the development of the company in the year 2021 and also wish you and your families both health and happiness for the year 2022.

We take pride in sharing the 1st edition of Stellar 2022 with all of our stakeholders.

We have remained resilient and patient to overcome the current challenges while preparing ourselves and our business strategies to become a future ready organization which is more digital, more competitive and more evolved.

We are proud to offer the widest range of Hyundai Genuine Car Accessories ranging from safety, styling, speakers, subwoofers, camera to common accessories readily available in the market.

We are constantly striving to offer high quality products through a thorough quality management check, research & development and with our services. We are persistent on working and building a future ready product portfolio bringing innovation and mobility solution while delivering a superior customer experience.

Let's all work together for a hopeful tomorrow, so that we become a competent leader in the future mobility market.

Have a great year ahead!!

New Accessory Launches

Mobis India constantly strives to develop new and innovative products for its valuable customers. MIN has recently introduced exclusive and premium range of audio and infotainment accessories such as Tampa Bay & Santa Rosa to provide wholesome entertainment experience to all Hyundai customers. Further accessories like Panic Button and Rear Seat Entertainment are launched under **Bill to Ship to** business model for all Hyundai Dealers.

When it comes to DIO accessories range, Tyre pressure monitoring system and Wing type spoiler for AURA are new entrants in the market.



Tampa Bay

Key Features : Android 10.0
32GB storage | 2GB RAM
Enhance the look of the car interior

Part Name	Part Number	MRP (INR)	Screen Size
Tampa Bay 980-9	ACF65IH101	26999/-	9"
Tampa Bay 980-10.1	ACF65IH105	27999/-	10.1"



Santa Rosa

Key Features : Android 9.0
4GB DDR4 Memory & 32GB storage
Phone link and Camera support

Part Name	Part Number	MRP (INR)	Screen Size
Santa Rosa 980-9	ACF65IH102	39990/-	9"
Santa Rosa 980-10.1	ACF65IH106	40990/-	10.1"



Rear Seat Entertainment

Key Features : Android 9.0
2gb RAM / 16GB storage
Phone mirroring and USB 2.0/micro SD

Part Name	Part Number	MRP (INR)	Screen Size
BP RSE AD 10.6	ACF51IH000	29990/-	10.6"



Panic Button with Wiring*

Key Features : Connectivity to govt. server
Geo fencing & real time asset tracking
5 hour internal backup

Part Name	Part Number	MRP (INR)
VTS-Panic Button with Wiring	ACF60IH000	13999/-



Tyre Pressure Monitoring System

Key Features : Tire pressure display
Leaking detection
Temperature Detection

Part Name	Part Number	MRP (INR)
TPMS	ACF83IH000	4899/-



Wing Type Spoiler**

Key Features : Reduce wind resistance
Enable more grip at high speeds
Highlights the look of the car

Part Name	Part Number	MRP (INR)
Wing Type Spoiler	KAF34IH101	5 279/-

*Applicable to taxi segment car
**Applicable to AURA

New Initiatives and Schemes

To enhance sales and promote the audio range, Mobis India has unveiled an exclusive scheme specifically for Creta SX executive kit and Santa Rosa. Amazon gift voucher worth upto INR 7 500/- can be availed by dealers on the purchase of above infotainment kits.

Lucrative discounts are also offered on the purchase of Sterilizer, which has eventually increased the sales of the accessory.

Creta SX Executive Audio

Part No. : ACF65IH102



Scheme only for Hyundai Mobis Dealer

Online Amazon Voucher worth ₹1600

- Product Features**
- Amazon Pay Gift Card is valid for 365 days from the date it is issued to the dealer.
 - Redeemable across all products on Amazon except apps, certain digital products and other Amazon Pay gift cards.
 - The dealer need to apply the 14 digit code write on the gift card on Amazon.in and add the gift card balance to their Amazon account.
 - There is no cap on number of gift cards that can be added to an account.
 - Amazon Pay Gift Card cannot be refunded or returned.

To receive the vouchers, kindly share your name, email id, mobile number & Mobis Dealer Code.

Scheme Period: 19th February 2022 till Stock Last

Please Note:

- This scheme is being offered by Hyundai Mobis India.
- This scheme is not applicable to all Hyundai Mobis dealers.
- This scheme is not applicable to all Hyundai Mobis dealers.

Special Scheme introduced for Dealer
Buy 2 Creta Sx Executive Kit and get INR 1 600/- worth of Amazon gift card.

Santa Rosa 9" & 10.1"

Part No. : ACF65IH106



Online Amazon Pay e-Gift Cards worth ₹7,500

- Product Features**
- Amazon Pay e-Gift Cards are valid for 365 days from the date it is issued to the dealer.
 - Redeemable across all products on Amazon except apps, certain digital products and other Amazon Pay gift cards.
 - The dealer need to apply the 14 digit code write on the gift card on Amazon.in and add the gift card balance to their Amazon account.
 - There is no cap on number of e-gift cards that can be added to an account.
 - Amazon Pay e-Gift Cards cannot be refunded or returned.

To receive the e-gift cards, kindly share your name, email id, mobile number & Mobis Dealer Code.

Scheme Period: Till 30th April 2022

Please Note:

- This scheme is being offered by Hyundai Mobis India.
- This scheme is not applicable to all Hyundai Mobis dealers.
- This scheme is not applicable to all Hyundai Mobis dealers.

Special Scheme introduced for Dealer
Buy 5 Santa Rosa And Get INR 7 500/- worth of Amazon Gift Card.

Product Of The Month

01

Patented CareFusion technology

02

Kills bacteria, mold, yeast or viruses



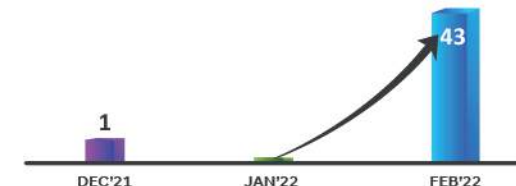
Removes airborne dust particles

Avoid unpleasant smell

03

04

Sterilizer : 03 Months Sales Trend



Hyundai Genuine Accessory Kits

Considering dealer channel partners demand & ease of sales to customers, Mobis India is pleased to introduce Hyundai Genuine Accessory Kits (common accessories and Creta) for the FIRST TIME for all the Hyundai Dealers. The kits have single packing and a single part number for the ease of selling to customers.

COMMON

Comfort Kit

INR 2 389/-



KIT CONTENT

Part Name	MRP (INR)	Qty
Premium Neck Rest	2 647/-	2
Premium Cushion Pillow		2
Tissue Box		1

KIT Part No:
ACF30IH001K

Delivery Kit

INR 1 269/-



KIT CONTENT

Part Name	MRP (INR)	Qty
Hanging Card Perfume (ea)	1 413/-	2
Car Perfume (ea)		2
Tyre Valve Cap		1
Key Chain (ea)		2

KIT Part No:
ACF30IH002K

CRETA

Door Armour Kit

INR 2 129/-



KIT CONTENT

Part Name	MRP (INR)	Qty
Door Sill Guard	2 377/-	1
Door Edge Guard		1
Door Visor		1

KIT Part No:
BVF30IH001K

Elegance Kit

INR 12 299/-



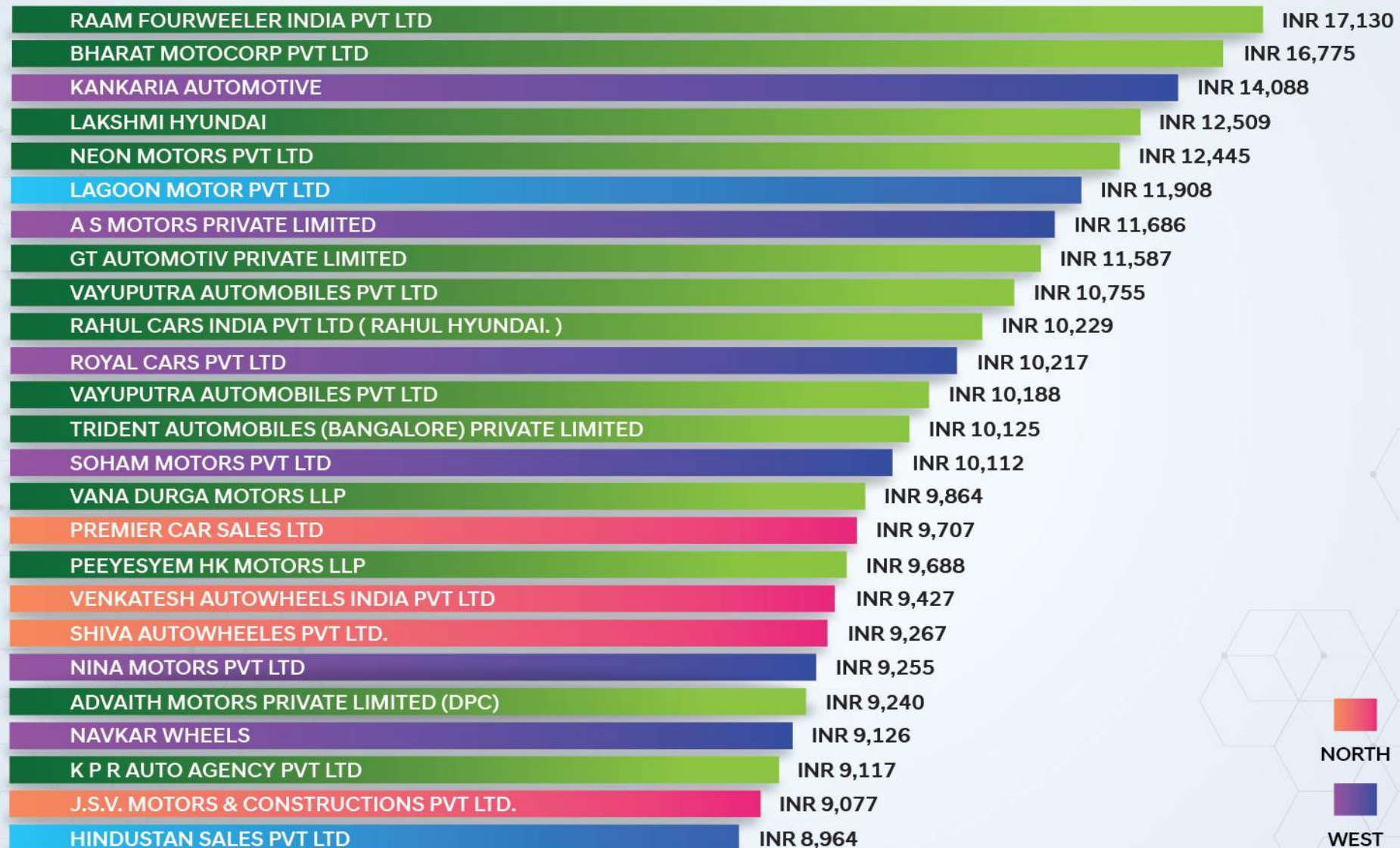
KIT CONTENT

Part Name	MRP (INR)	Qty
Back Seat Organizer	13 697/-	1
Dual Layer Mat		1
Ink Black SC (INT/DET)		1

KIT Part No:
Int: BVF30IH002K
Det: BVF30IH003K

Top Average Retail PNVS Achievers PAN India

All India Average Retail PNVS - INR 5,185



Top Average Retail PNVS Achievers Regionally

North

N3263	PREMIER CAR SALES LTD	INR 9,707
N3242	VENKATESH AUTOWHEELS INDIA PVT LTD	INR 9,427
N3243	SHIVA AUTOWHEELS PVT LTD.	INR 9,267
N3234	J.S.V. MOTORS & CONSTRUCTIONS PVT LTD	INR 9,077
N4238	ARUNAM FOUR WHEELS PVT LTD	INR 8,891
N4246	K.D MOTORS ORG	INR 8,865
N4413	SANDEEP MOTORS PVT LTD	INR 8,844
N4240	ARORA MOTOCORP PRIVATE LIMITED	INR 8,742
N4410	MODERN AUTOCARS PVT LTD	INR 8,733
N4220	CROSSLAND CARS PVT LTD	INR 8,680

Dealer Name

Retail PNVS

East

E6212	LAGOON MOTOR PVT LTD	INR 11,908
E7212	HINDUSTAN SALES PVT LTD	INR 8,964
E4228	NENI MOTORS	INR 8,777
E1212	KESHAV MOTORS PVT LTD	INR 8,727
E1227	TOPLINK MOTORCAR PVT LTD	INR 8,626
E5221	KRISHNA AUTO RIDERS PVT LTD	INR 8,063
E4221	BIMALA AUTOMOBILE PVT LTD	INR 7,980
E1218	R D MOTORS PVT LTD	INR 7,573
E7203	KOSHALA AUTOMOBILES PVT LTD	INR 7,506
E7208	INFINITY VENTURES	INR 7,292

Dealer Name

Retail PNVS

West

W2263	KANKARIA AUTOMOTIVE	INR 14,088
W5223	A S MOTORS PRIVATE LIMITED	INR 11,686
W5225	ROYAL CARS PVT LTD	INR 10,217
W2248	SOHAM MOTORS PVT LTD	INR 10,112
W5226	NINA MOTORS PVT LTD	INR 9,255
W2249	NAVKAR WHEELS	INR 9,126
W5210	C I FINLEASE LTD	INR 8,956
W2240	MODI MOTOR AGENCIES PVT TLD	INR 8,837
W5231	C I FINLEASE LTD	INR 8,626
W1220	NAMINATH MOTORS PRIVATE LIMITED	INR 8,475

Dealer Name

Retail PNVS

South

S8220	RAAM FOURWHEELER INDIA PVT LTD	INR 17,130
S5225	BHARAT MOTOCORP PVT LTD	INR 16,775
S5211	LAKSHMI HYUNDAI	INR 12,509
S5238	NEON MOTORS PVT LTD	INR 12,445
S4234	GT AUTOMOTIV PRIVATE LIMITED	INR 11,587
S8226	VAYUPUTRA AUTOMOBILES PVT LTD	INR 10,755
S8221	RAHUL CARS INDIA PVT LTD (RAHUL HYUNDAI.)	INR 10,229
S8233	VAYUPUTRA AUTOMOBILES PVT LTD	INR 10,188
S8239	TRIDENT AUTOMOBILES (BANGALORE) PRIVATE LIMITED	INR 10,125
S5239	VANA DURGA MOTORS LLP	INR 9,864

Dealer Name

Retail PNVS

Tips and Tricks to Enhance Accessory Sales



Know Your Audience

Connect with your target audience to know what accessories appeal them.



Show, don't tell

Show Customer what they can get by putting a fully accessorized car in your dealership.



Mobile App and Website

Use Mobis mobile app and website to know accessory details and discount schemes.



Use Digital Assets

Go virtual!! Use KIOSK and 3D Configurators to showcase the accessories more effectively.



Accessory Packs

Push accessory packs at HMM discounts to sell seamlessly to the customer.



Promotional Material

Use the promotional support provided to pitch genuine accessories more effectively.



Be UP-TO-DATE

Be familiar with the accessory offers available at dealership.



Train Your Staff

Practice sales pitch to ensure all are prepared, confident, and ready to sell to real customers.



Create a List Of Must-Haves

Create a list of accessories which are must haves for a car.



Reward

Give your sales team a goal, discuss expectations and recognize their achievements.

Dealer Testimonial



Mr. Lakshya Gupta
Venkatesh Autowheels India Pvt Ltd
Dealer code - N3242

“ We have been with Mobis since a very long time now and there has been full support in every manner. The quality of products, which we are providing to our customers are of excellent quality, which makes them very satisfied. If we properly analyse the schemes and initiatives, which Mobis provides us from time to time, we found that the schemes are very profitable in long run for our business leading to a good growth. I am sure together with Mobis India we'll reach greater heights in the times to come.

”



Dr. Ashit Kumar
Lagoon Motor Pvt Ltd
Dealer code - E6212

“ We are associated with Mobis India Ltd since 2010. In this 10-12 years of association, we did hard work to achieve the best result in terms of target and customer satisfaction. We are very thankful for Mobis for timely procurement of every order along with wide range & designs of accessories for every model. We are able to fulfil the desires of every customers with different mind set by offering them some good schemes, services and after sale support. We as a whole team are very much obliged and pleased the association with Mobis India Ltd and also looking forward to achieve greater milestone in upcoming years.

”



Mr. Abhay Vijayraj Kankaria
Kankaria Automotive
Dealer code - W2263

“ We are associated with Mobis India since 2021. Though its not been a long time but we are here for a long journey. We are thankful for Mobis India for providing us with a range of Accessories across various Hyundai models at a very competitive price with highest superior quality. In the toughest Covid Times, Mobis India has not only supported with the parts and accessories supply but, also encouraged us with different schemes to support our operations. We are happily and proudly associated with Mobis India.

”



Mr. Amith Reddy Nalla
Raam Fourweeler India Pvt Ltd
Dealer code - S8220

“ Our Journey with Hyundai Genuine Accessories/Parts supplier Mobis India has always been great. Mobis India has widened over the years and provides a range of products that are always very competitive in terms of pricing and quality. Accessories Business have played an important role in the past few years, which has contributed a stylish range of accessories to the new customers. We heartily thank our PBDMs for their constant efforts and for guiding us to improve our business. We feel really proud of collaborating with Mobis India and look forward to a more successful year ahead.

”

Meet the Team

A new team is setup as Accessory Sales Enhancement Team to improve and enhance the Hyundai Genuine Accessory Business PAN India.

Accessory Sales and Planning



Mr. Amith Halageri
HOD

📞 9384022124

✉ amith.halageri@gmobis.com

North



Mr. Lavlesh Pandey

📞 9599667726

✉ lavleshpandey@gmobis.com

East



Mr. Civarin Kharbanda

📞 9871004957

✉ civarinkharbanda@gmobis.com

West



Mr. Jasdeep Singh

📞 7696870714

✉ jasdeep@gmobis.com

South



Ms. Yamini Dwivedi

📞 9289350073

✉ yamini.dwivedi@gmobis.com

Parallel Support Function



Mr. Pulkit Dua

📞 7550089958

✉ pulkitdua@gmobis.com



Mr. Harshit Singh

📞 9311101667

✉ harshit@gmobis.com

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