

# INFINITY

2023 | H2 Edition



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# Message from MD



**Mr. Yong Goon Park**  
Managing Director  
(A/S Parts division)

Wishing all a very  
**Happy  
New Year!**

Dear Readers,

As we navigate the ever-evolving landscape of the automobile parts manufacturing industry, it brings me great pleasure to reflect on the remarkable journey we've undertaken over the past year.

**We are happy to announce our 2<sup>nd</sup> Edition of Infinity - 2023.**

In 2023, we find ourselves at a pivotal juncture, poised for continued growth, innovation, and excellence.

In the face of unprecedented challenges, our company has demonstrated resilience and adaptability. Our dedicated team has set new standards for automotive solutions, achieving significant milestones in product development and market expansion, demonstrating their unwavering commitment to quality and performance.

This was possible due to the trust and support of our valued customers, partners, and stakeholders, your unwavering belief in our brand has been the driving force behind our success.

As we look ahead to the future, we do so with optimism and determination. We are confident that together, we will overcome any obstacles that come our way.

I extend heartfelt gratitude to every member of the Hyundai Mobis family for their hard work and dedication. It's your dedication that propels us forward.

# National Parts Conference 2023

Mobis India conducted National Parts conference 2023 in **Bali, Indonesia** from **9<sup>th</sup> – 11<sup>th</sup> Aug 2023** with following objectives:

- To communicate MIN Business Goals.
- Forge Stronger Relationships with the Dealer partners.
- To understand current market needs and scenarios.
- To grow MIN business substantially

## 204 Dealers

across PAN India participated in this event with much enthusiasm which was reflected during this conference due to the active participation.



# Awards and Recognition

To motivate and recognise the Dealers Partners in promoting Hyundai Genuine Parts and Accessories business, Mobis India awarded the Dealers basis their performance and achievements during **National Parts Conference 2023** held in **Bali, Indonesia** on **9<sup>th</sup> – 11<sup>th</sup> Aug 2023**.

**Total Award = 53 (Parts and Accessories)**

- All India Best Performer (MD Award) - Parts
- All India Best Performer (MD Award) - Accessory
- Debut Awards
- Category Awards
- OTIF Awards

## MD Awards

### All India Best Performer Parts (MD AWARD)

Dealer Code

**S8216**

Dealer Name

**Blue Hyundai, Bengaluru**



### All India Best Performer Accessory (MD AWARD)

Neon Hyundai, Hyderabad

B Chandan



### All India Best Performer Accessory (MD AWARD)

Dealer Code

**S5238**

Dealer Name

**Neon Hyundai, Hyderabad**

# Universe of Social Media

It's been an exciting few months, and we're thrilled to share a quick recap of how we've been revving up our social media presence. From the EXTER Accessories launch to the "Did You Know?" to actively talking about Hyundai Mobis Genuine parts, we've successfully connected and engaged with our audience. To stay with the latest trend and capture the essence of the now, we did the Monsoon campaign alongside Topicals, Festive campaign, and Moment Marketing. That's not all. We haven't missed the chance to leverage the prowess of video storytelling and introduced character-based videos to educate and entertain our audience.

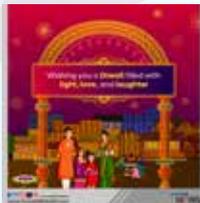
## Social Media Metrics

Reach  
**5M+**

Engagement  
**9.9K+**

**16** Reels/GIFs 

**7** Videos 



# Marketing Initiatives:

## • New Launch Promotions:

Our new launch promotion posts took center stage, spotlighting accessories for i20, and EXTER. These posts were planned to coincide with new product launches, thus maximizing awareness and engagement.



## • Festive Campaign:

Igniting a whirlwind of celebrations, our two-month festive campaign spotlighted Independent Accessories and Accessory Packs, infusing a joyful spirit into our social media posts. This campaign was all about gifting yourself and your loved ones the delight of genuine accessories while celebrating and traveling during the festivities.

## • Monsoon, Independence Day, and New Year Campaigns:

- Launching in early July, our Monsoon Campaign perfectly encapsulated the season, showcasing essential car accessories for a smooth ride in the rain.
- Our Independence Day Campaign celebrated patriotism, intertwining our brand with the joyous spirit of freedom and pride, making every drive a symbolic journey.
- Our New Year Campaign encouraged everyone to embrace a fresh start with Genuine Mobis parts for Hyundai cars. It was an invitation to kickstart the year with authenticity, reliability, and a drive toward a brighter road ahead.

**DID YOU KNOW?**

Ever wondered about the untold stories behind your favorite car accessories? Launched in early September, our 'Did You Know' series engaged the audience with intriguing facts about various car parts and accessories.



## • Customer Education to use Genuine Parts by Mobis

We unleashed two character-based YouTube videos and spiced things up with a thrilling reel. Our mission was to create real-time scenarios and immerse the audience, using vibrant characters to underscore the pivotal role of genuine car parts.

In the first video, Arjun took center stage, unraveling the consequences of opting for non-genuine car parts. His eye-opening journey highlighted the consequences of using non-genuine car parts as he learned a valuable lesson, committing to prioritize safety by choosing only Genuine car parts from Hyundai Mobis. The resounding message? Always keep in mind that, while non-genuine parts may initially appear cost-effective, the safety dividends far surpass the savings.

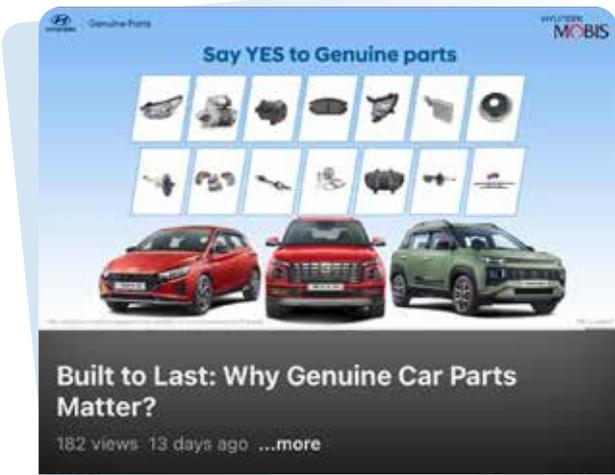
Switching gears, our second character-based video added a festive flair to the mix. The key highlight of this video was to surprise your loved ones with Genuine Accessory packs, meticulously crafted for unparalleled comfort and style, transforming every drive into a joyous adventure.



Reel

As the New Year approached, our character-based reel hit the screen, driving home the point that choosing non-genuine car parts is a recipe for frequent breakdowns. The idea was to convey to the audience to take a stand against counterfeits and let 2024 be the year you embrace quality rides with Mobis Genuine car parts.

YouTube



# Parts Training Coverage

Months	Jan	Mar	Apr	May	Jun	Jul	Aug	Sep
Manpower Trained	56	33	141	140	419	372	118	114

Inventory Session  
Ahmedabad Training



Brand Protection  
Jaipur Training



CAO Session  
Chennai Training



Lucknow Training



Claims Session  
Punjab Training

In continuation of the Skill Enhancement Program “कौशलता का विकास” initiated in Feb 2023, we have continued to maximise the Training Coverage Pan India.

**The Program turned out to be a big success and we were able to achieve the annual target by the month of September, training more than 1393 people.**

## Key highlights

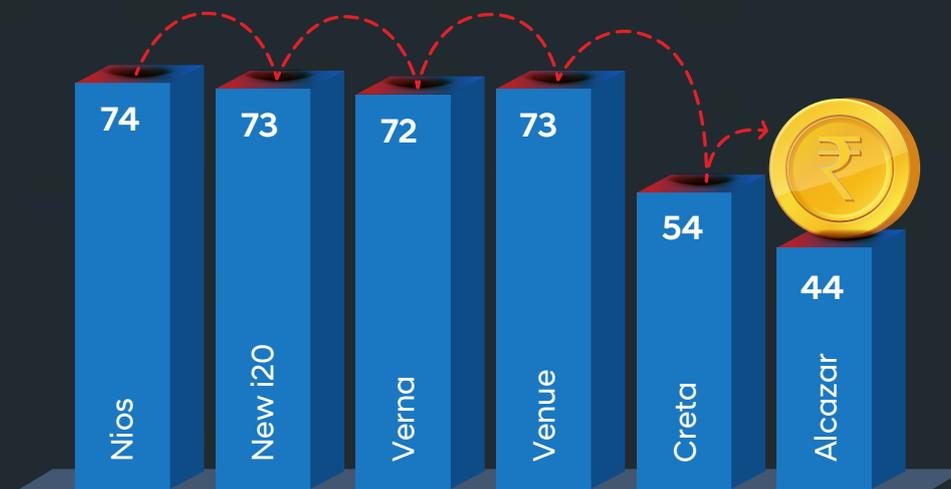
- Region wise customised Training Content.
- Online Attendance and Feedback via QR code.
- System update/development based upon the feedback.
- Inventory Analysis & Management, Warehouse Management, Computer Assisted Ordering, usage of DPOS & BFC Claims were few of the major highlights.

# Pricing Promise

After sales services is a major part of the experience when buying a car. So it is important that the customers choose a brand which provides quality services at affordable prices.

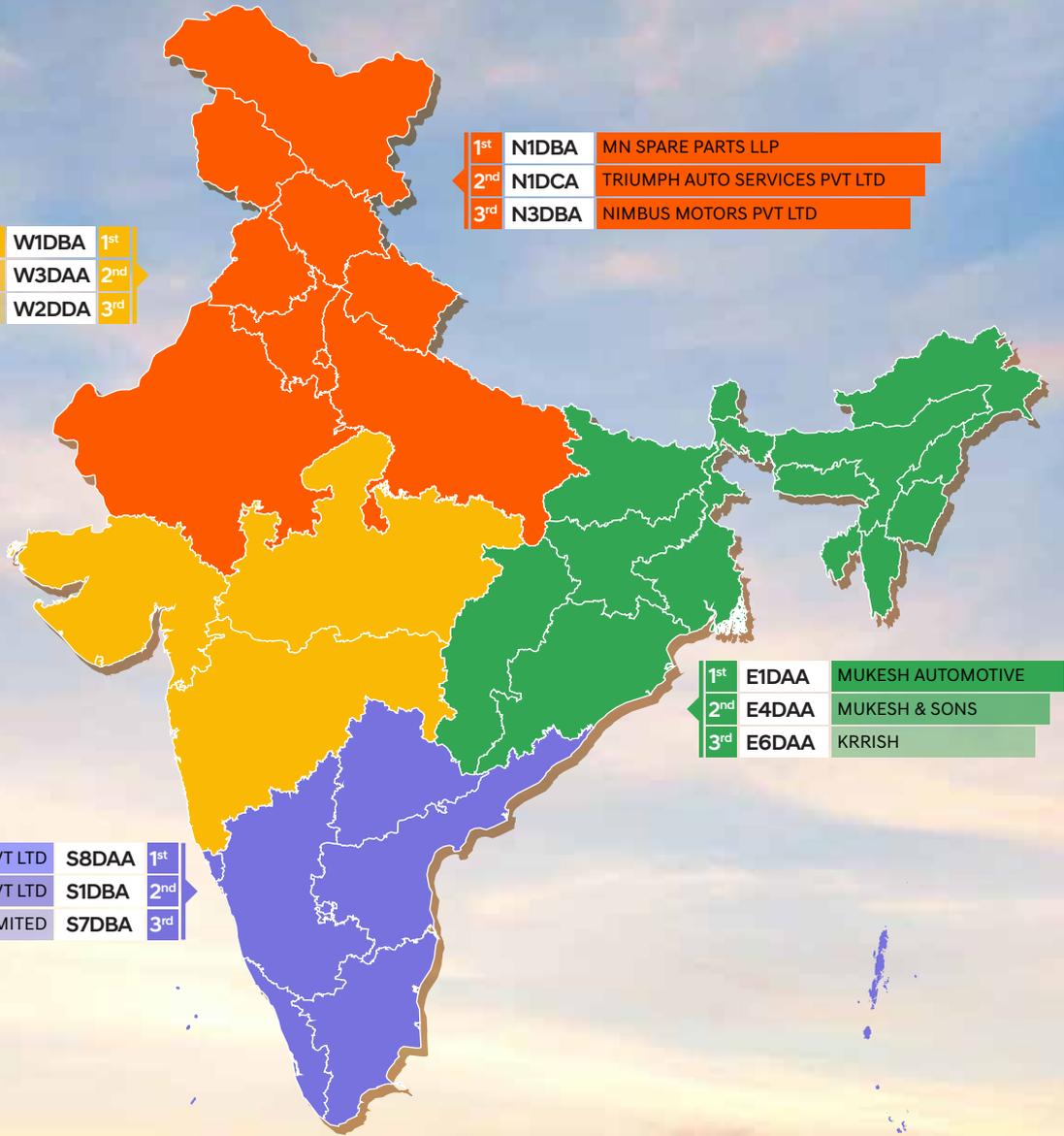
At Hyundai Mobis, with a wide range of Hyundai Genuine Parts and Accessories, we believe in providing competitive and affordable prices to our customers. We promise to continuously evaluate and revise our price to have a competitive edge and best value of money for our customers. We strive to cater to different customers through our flexible pricing. With our consistent efforts in R&D, we ensure that our product and prices are at par with the industry.

## Competitive Index



\* Result presented in Index, with the average price of competitors brands as the reference (100).

# Distributor Performance



# Distributor Testimonials



South Region

**Mr. Sujith Ram Parayil**

Distributor Principal

KVR Mobis



"KVR Group is proud to be associated with MOBIS India as Distributor for Hyundai Genuine parts in Kerala since April 2022. We are thankful to MOBIS India for their continued support and guidance in enabling us to expand and establish our exclusive retailer network across Kerala. With the support of Mobis India, we shall strive to ensure reach and availability of Genuine Hyundai parts to entire Kerala. We look forward for greater growth opportunities in line with growth of MOBIS Brand in India."

"We extend our heartfelt gratitude to Hyundai Mobis India for such long & delightful association not only in dealership but also aftermath parts distribution.

The proactive engagement and reliable assistance, unwavering support and promptness displayed by Hyundai Mobis in managing the supply chain effectively have been instrumental in our success. Hyundai Mobis truly stands out as a partner that values collaboration and prioritizes the needs of distributorship business. We sincerely appreciate their commitment to our growth and aspire to have a long-lasting association, confident that together, we will continue to thrive new milestones."



Central Region

**Mr. Aditya Nanchal**

Managing Director

MN Spare Parts LLP



West Region

**Mr. Ankesh Jain**

Managing Director

AVS Mobis



"We at AVS Group take immense pride in being the first distributor in Madhya Pradesh for Mobis India since 2015. Our partnership with Mobis India has been nothing short of exceptional. Their innovative automotive solutions, coupled with unwavering support, have consistently exceeded customer expectations. Mobis India's dedication to supporting retailers and the IRF community has played a crucial role in our shared success. As we reflect on years of successful collaboration, we look forward to continuing this journey of growth and success with Mobis India. Thank you for being a trusted partner in our journey."

# Distributor Testimonials



East Region

**Mr. Rishabh Himatsingka**

Distributor Principal

Mukesh & Sons

“The visionary leadership and unwavering commitment to excellence of Mobis have propelled us to new heights. Under their guidance, we've achieved remarkable growth, innovation, and customer satisfaction.

The strategic insights of Mobis and dedication to quality, set the standard for our industry. It's a privilege to work alongside such a talented and inspiring company.”



North Region

**Mr. Ashu Dahuja**

Distributor Principal

Berk Auto LLP

“Berkeley Hyundai Panchkula have been associated with MOBIS Since 2021. Our relationship with Mobis strengthens our backbone as Hyundai car dealers.

Mobis has a very well-planned body of work. It's supply chain, the quality of products and speedy availability of spare parts make it a favourite amongst customers. The market seems to be ever changing and evolving.

This distributorship gives us a fair chance to be in touch with our customers directly and catering to their needs.

We are more than delighted to be associated with Mobis as distributors.”



# Life at Mobis: Employee Engagement

## Festival Days:

Encouraging employees to celebrate each other is a key part of creating a motivating work environment. Mobis India provides a break from monotony of everyday routine and celebrate various festivals with happiness, peace, and harmony.

### Diwali



### Independence Day



### Mobis Day:

Mobis India celebrated 46th Anniversary in Korea & 18th Anniversary in India on the occasion of "MOBIS Foundation Day", 01st July 2023.

## Outbound Learning Training:

OBL program was organized in the month of November '23 and December '23 for all MIN employees.

Following activities were planned during the training:

- Session on Effective Communication.
- Team Building Activities like - Zip Line, Time Bomb/ Catapult, Grenade Range & Crawl Trench, Spiders Web etc.



## Sports Activities:

Mobis India conducted various sports events such as Table Tennis and Badminton in order to promote a healthy and active lifestyle. This helps in improvement of various components of physical and skills related fitness like strength, speed, coordination, endurance, and flexibility.

### Table Tennis Tournament



### Badminton Tournament



## Other Trainings:



# Fill in the blanks

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**A) WIPER MOTOR AND PLATES**

**B) HEAD LAMP**

**C) STARTER MOTOR**

**D) SPEED METER**

**E) FLYWHEEL**

**F) RADIATOR**

**G) TIMING BELT**

**H) FUEL PUMP**

**I) PISTON RINGS**

**J) FOG LAMP**

**K) DRIVE SHAFT**

**L) KNUCKLE**



