



Ask for **GENUINE,**  
Ask for **HYUNDAI**  
**MOBIS**

Experience the difference with  
Genuine Oil Filter



Benefits



# Infinity

H1 Edition | 2024

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# Message from **MIN-Head A/S**

Dear Business Partners,

Reflecting on the first half of 2024, I'm pleased to share Mobis India's significant strides, centered on our core value: 'Customer First.'

Mobis India has established a new department dedicated to intellectual property and brand protection. This department will play a key role in safeguarding the company's intellectual property rights, trademarks, and copyrights. Additionally, the newly formed department will address the unauthorised export of Hyundai Genuine Parts and Accessories, as well as the sale of counterfeit parts in the Indian market.

Customer education: Our "Ask for Genuine, Ask for Hyundai Mobis" campaign on Anti-Counterfeit Day raises awareness about the importance of using genuine parts, promoting informed decisions.

Customer-centric activities: We executed successful events like the Hyundai Explore Carnival and Spotlight Concert to enhance customer engagement. More exciting activities are planned for continued customer delight.

Product launches: We launched the new facelift Hyundai Creta and Creta N Line accessories, enhancing car aesthetics and comfort.

Let's continue prioritising our customers. With our commitment and collaboration, we will achieve even greater milestones in the coming months.

Thank you for your dedication and hard work.

Best regards,

Mr. Lee Myeong Jae  
(MIN-Head A/S)



**Mr. Lee Myeong Jae**

(MIN-Head A/S)

# Intellectual Property & Brand Protection Department

Mobis India has established a new department dedicated to Intellectual Property & Brand Protection. This strategic move aims to fortify the company's stance on **safeguarding its intellectual property rights**, including trademarks and copyrights. This new IP department will also work towards curbing the **unauthorised export of Hyundai Genuine Parts** while regulating genuine car parts in the Indian market.



Safeguard  
Intellectual  
Property rights



Curb the unauthorised  
export of Hyundai Genuine  
Parts and Accessories (Grey)



Curtail the sale of  
counterfeit parts in the  
Indian market

## Impact of unauthorised export of Genuine Parts

- Unauthorised export of Genuine Parts infringe on Mobis's intellectual property.
- Unauthorised export of Genuine Parts confuse customers significantly.
- Unauthorised export of Genuine Parts create unfair competition in the market.
- Unauthorised export of Genuine Parts undermine Mobis's credibility and integrity.

## Impact of counterfeit car parts - For the Indian market

- Counterfeit parts pose serious safety risks to consumers.
- Counterfeit parts negatively impact the brand reputation.
- Counterfeit parts undermine the formal economy and results in loss of tax revenue for the government.

# Ask for Genuine Ask for Hyundai Mobis

The World Anticounterfeit Day is celebrated on 8th June.

## Marketing efforts

Digital press release in over  
**1 70 Indian publications.**



**Total** online circulations  
**2 76 93 82 724**

## Campaign penetration

Achieved **63 000+** impression  
and **3 99 followers** via social  
media campaign



## On-ground activity data

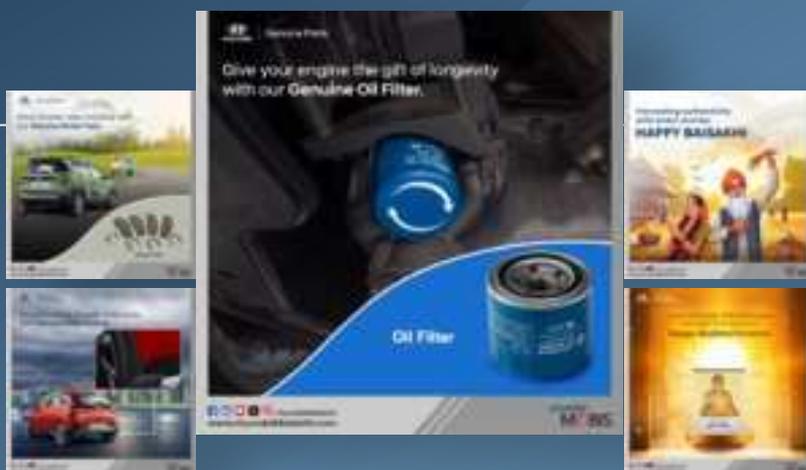
- **2 200+** marketing collaterals distributed PAN India.
- **3 000+** IRFs and mechanics covered PAN India.
- **5 70+** retailers covered PAN India.

# Digital Landscape

## Social Media Activities

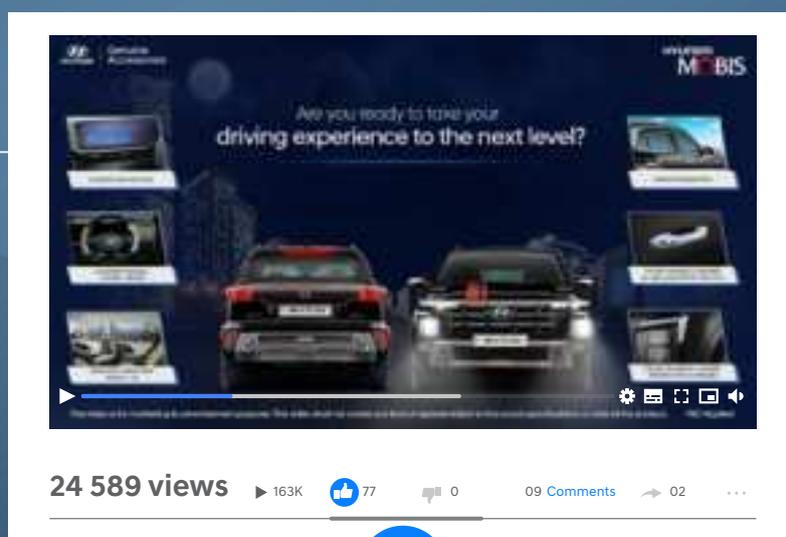
This year, we've significantly enhanced our social media presence. We continuously encouraged our audience to choose genuine parts and accessories. **We've celebrated** various occasions, from **topicals** and **festivities to launching new Creta Accessories**, highlighting what Mobis offers. Through our **"Ask for Genuine, Ask for Hyundai Mobis" campaign**, we've raised awareness about the importance of genuine parts over counterfeit ones, successfully engaging with our audience through compelling content.

### Social Media metrics



- New followers: **2 687**
- Reach: **6 35 100**
- No. Of posts: **5 49**

### Video metrics



- Total views: **45 353**
- Watch time: **1 279.5**
- Subscribers: **5 04+**



# Mobis Marketing Collateral

The MIN Marketing Team has focused on enhancing customer education and sales support by developing various marketing collateral. These resources are designed to equip our distributors and sales teams with the tools needed to effectively promote our products.

## Genuine Parts Distributors Kit :

A key highlight is the Genuine Parts Distributors Kit, which provides comprehensive E-creative support to our distributors. The kit includes:



Posters-8

Standees-2



Banner-2

## Uses :

- **In-shop Branding:** Create an informative and compelling shop environment.
- **Customer Awareness:** Educate customers on the benefits of using Genuine Parts for vehicle longevity and performance.

# Mobis **Marketing Collateral**

## Promotional material for The New Hyundai Creta and Hyundai Creta N Line Accessories

We have also developed promotional materials for the newly launched The Hyundai Creta and Hyundai Creta N Line Accessories, including:

- Brochures - Detailed and visually appealing.
- Leaflets - Concise and easy to distribute.
- Accessory Packs - Various tools to support sales teams and dealers.



Leaflet



Brochure

These efforts aim to boost awareness and sales of the accessories, ensuring our sales team and dealers are well-equipped to succeed.



# Customer Experience



# Customer Experience

## Hyundai Explorer Carnival

In 2024, Mobis conducted numerous customer-oriented activities, including the Hyundai Explore Carnival. This PAN India event aimed at Customer Delight, Customer Awareness, and Connection, started in **Jaipur** and continued in **Hyderabad, Raipur, Surat, Nagpur, Bhubaneswar, Coimbatore, Mysore,** and **Ludhiana**, reaching approximately **5 000+ Hyundai customers**.



### The Carnival featured:

-  Group city rides
-  Games
-  Music
-  Food
-  Surprise gifts
-  Education on Genuine Parts and Accessories through a dart game
-  Distributors supported the event with parts and accessories stalls.
-  Mobis top management and the Dealer Management team actively participated.
-  Contributed to the success of the event and brought smiles to thousands of customers.

*"Customer experience is the new marketing battlefield."* - Chris Pemberton



# Customer Experience

## Hyundai Spotlight Concert

**Purpose:** Uphold "Customer First" value and bond with Hyundai car owners through music.

Series highlights:

New Delhi:  
**5 500**

attendees delighted by **Mika Singh's** performance.

Lucknow:  
**2 400**

attendees enjoyed Sufi music by **Bismil Ki Mehfil**

Kochi:  
**3 600**

attendees enjoyed **Thaikkudam Bridge's** performance



### Mobis stalls:

- Educated customers about Genuine Spare Parts.
- Supported by Dealers, Distributors, and Leadership, who actively participated and connected with Hyundai car owners.

**"Music is the universal language of mankind, enhancing customer satisfaction and connection."** - Henry Wadsworth Longfellow

# Ranking H1, 2024

## PAN INDIA DISTRIBUTORS - RETAILS

### North region

1<sup>st</sup>

Mn Spare Parts Llp  
N1DBA

2<sup>nd</sup>

Triumph Auto  
Services Pvt Ltd  
N1DCA

3<sup>rd</sup>

Nimbus Motors  
Pvt Ltd  
N3DBA

### East region

1<sup>st</sup>

Mukesh & Sons  
E4DAA

2<sup>nd</sup>

Mukesh Automotive  
E1DAA

3<sup>rd</sup>

Krrish  
E6DAA

### West region

1<sup>st</sup>

Shreenath Motors  
Pvt Ltd  
W1DBA

2<sup>nd</sup>

Concept Motorparts  
Pvt Ltd  
W3DAA

3<sup>rd</sup>

Somani Agencies  
W2DDA

### South region

1<sup>st</sup>

Advaith Spares And  
Accessories Pvt Ltd  
S8DAA

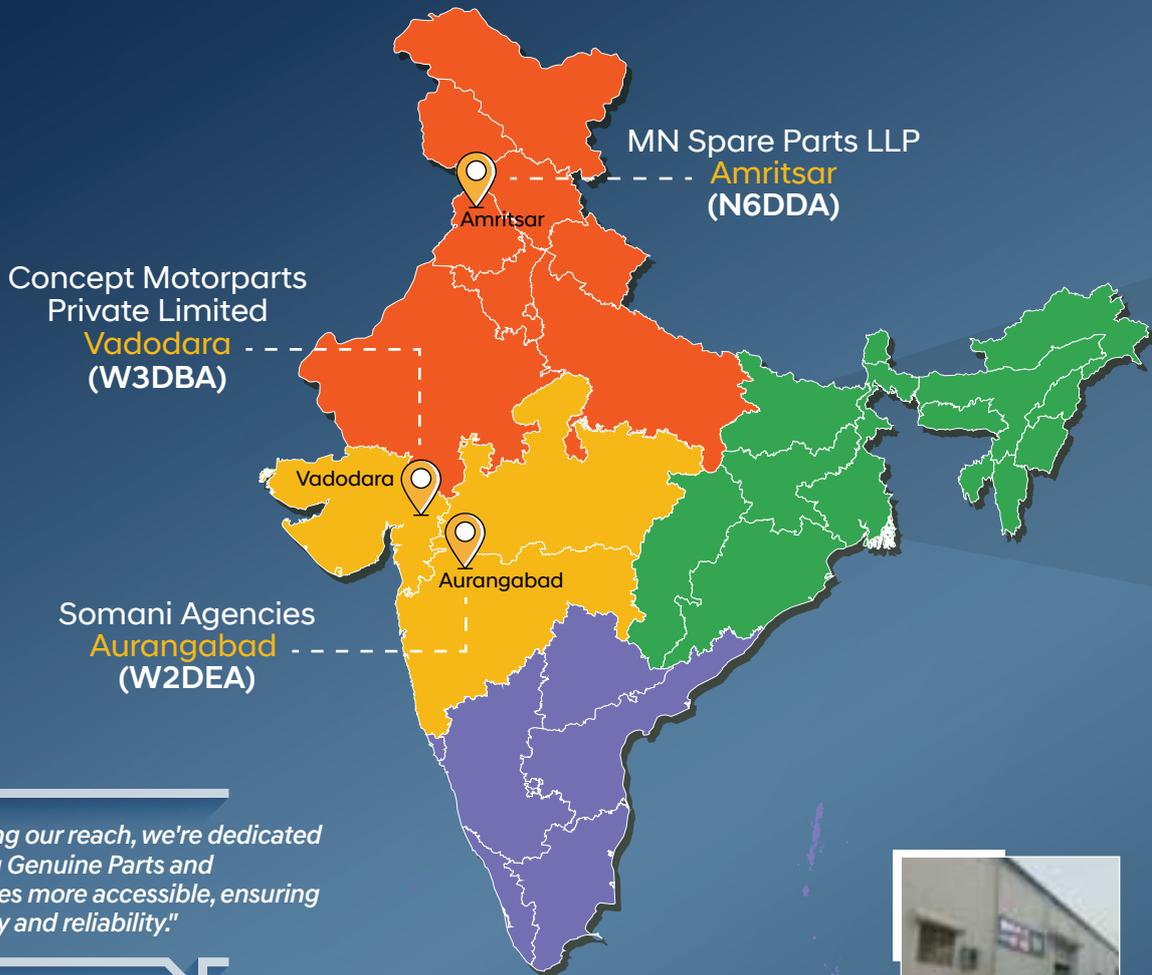
2<sup>nd</sup>

Kun Auto Co Pvt Ltd  
S1DBA

3<sup>rd</sup>

Sri Jayalakshmi  
Trading Pvt Ltd  
S5DCA

# New Members in **Mobis Family**



Ensuring convenient access to quality products

Enhancing access to Genuine Parts and Accessories

Reinforcing our promise of reliability and excellence



# Distributor Testimonials

## West region



We would like to thank the Mobis team for their guidance and direction, which have supported us in improving the overall health of our business. With their help, we have expanded our customer base and reach. Our market-related feedback has been positively and constructively reviewed, with the sharing of creatives having a positive impact.

Furthermore, with the start of Baroda operations under the new Distributor & Retailer Code, we are focusing on a high-margin and wide-distribution business model. We are seeing encouraging signs and working with the Mobis team to excel in all performance indicators.

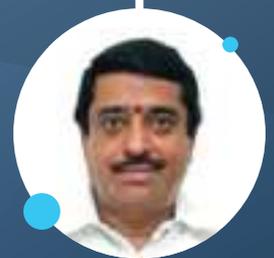
**Mr. Sujith Ram Parayil**  
Distributor Principal  
Concept Mobis

## South region

Lakshmi Group is honoured to have a long-standing association with Mobis India for Hyundai Genuine Parts distribution in Vijayawada, AP since 2015, and in Hyderabad, Telangana since 2022. We are also grateful to the Mobis India team for their guidance in successfully opening the Lakshmi Mobis Distributor Owned Outlet in Vizag in May 2024.

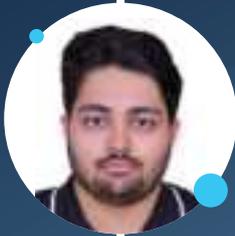
We appreciate Mobis India's efforts in understanding aftermarket customer needs and introducing schemes accordingly. Lastly, we thank the top management of Mobis India Ltd for their continuous support in growing the Hyundai Genuine Parts distribution business in India.

**Mr. K Ramamohana Rao**  
Distributor Principal  
KVR Mobis



# Distributor Testimonials

## East region



Our journey with Mobis India has been defined by significant strides and substantial achievements. Their unwavering support has propelled us forward. We take great pride in our partnership and eagerly anticipate the monumental successes that lie ahead.

**Mr. Rishav Choudhary**  
Distributor Principal  
Rama Auto Dealers Private Limited

## North region

Our journey with Mobis India has always been phenomenal. I started my journey with Mobis India as a distributor in February 2018 from Delhi. Under the wings of Mobis India, we inaugurated our second distributorship in Ludhiana in February 2020. I am very happy to announce that in March 2024, we launched our third distributorship in Amritsar.

I will always be thankful for the confidence shown by Mobis India in me and assure that we will set a benchmark under the guidance of the Regional Parts team. I feel proud to be part of the best brand in the world.

**Mr. Aditya Nanchal**  
Distributor Principal  
MN SPARES



# MIN Head Office: Relocation

## Mobis India's exciting milestone

We've got a thrilling news to share with you – Mobis India has reached a key milestone!

Our Head Office has bid farewell to its old abode and relocated to an awe-inspiring new building. But here's the real excitement: we're now neighbours with none other than Hyundai Motor India.

This move marks a significant step forward for Mobis India, driven by our unwavering commitment to providing our employees and partners with an unparalleled working environment. The decision to embrace this change stems from our relentless pursuit of advancement and modernisation.

### Here's our new address:

Mobis India Limited 3rd Floor, No. C11A,  
Hyundai Phase 2,  
City Centre, Sector 29,  
Gurugram, Haryana, 122001





# Engagement **Activities**

At Mobis India, we regularly conduct **engagement activities** to keep our employees motivated and foster a positive work environment. We ensure our staff feels valued and connective as these initiatives help boost morale, encourage collaboration, and reinforce our commitment to their well-being and professional growth.

### Holi celebration



### Safety day



### Pongal celebration



### Women's day celebration



### Carrom tournament



### Republic day celebration



# HYUNDAI MOBIS

“Presents”



| Genuine Parts & Accessories



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[www.HyundaiMobisIN.com](http://www.HyundaiMobisIN.com)