

HYUNDAI
MOBIS

INFINITY

Driving Customer Delight with
unmatched quality and service



20
24

H2 Edition

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Message from MIN-A/S Head



Dear Business Partners,

As we reflect on our journey together, we are proud to reaffirm our commitment to nurturing our relationship with you through regular newsletters tailored to your interests. Our goal is to engage and inform you with relevant content that resonates with each of our valued partners.

Throughout the past year, our customer-centric approach has remained unwavering. We have launched several initiatives designed to foster deeper connections with Hyundai owners, ensuring their trust and satisfaction with Hyundai Genuine Parts and Accessories by Mobis. Some notable examples are the

'Hyundai Always Around' campaign, 'Hyundai Fiesta' and 'Aisi Care Nowhere' program.

One of our key priorities is combating the export of counterfeit products and Genuine Parts. To address this critical issue, we hosted the 'Distributor Business Meet' in Delhi on November 7. This strategic gathering brought together stakeholders to discuss and implement effective solutions to safeguard our business, protect customer safety, and support the Indian economy. It also involved sensitising the distributor to be against the menace of grey parts exports.

In 2024, we rolled out impactful campaigns such as the 'Monsoon Awareness Campaign' and 'Diwali Contest', highlighting the benefits of Genuine Parts and Accessories. These initiatives not only elevated the customer experience but also reinforced the importance of quality, reliability, and safety.

At Hyundai Mobis, our guiding promise remains 'Customer Delight'. We are dedicated to delivering genuine products that guarantee peace of mind, ensuring our customers' safety and satisfaction. Our commitment to quality, innovation, and exceptional service drives everything we do.

As we look ahead to 2025, we reaffirm our focus on customer satisfaction, and we cannot achieve this without your invaluable support. Together, we will continue to drive innovation, quality, and exceptional service, exceeding expectations and setting new benchmarks.

By choosing Hyundai Genuine Parts by Mobis, our customers are embracing more than just a product – they are embracing safety, performance, and trust. We invite you to join us on this journey, working together to create a seamless and delightful experience for **Hyundai owners**.

Thank you for your partnership and trust in Hyundai Mobis. We look forward to continuing our collaborative efforts, pushing boundaries, and achieving greatness together.

Best regards,

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

Wishing you and your loved ones a

**Happy
New Year!**

Distributors Business Meet 2024

Strengthening partnerships and ensuring genuine quality

Event Overview

The event aimed at strengthening Mobis' commitment to **delivering genuine quality** while addressing critical challenges faced by the distributor network.

- **Date and venue:** Held on 7th November at the prestigious The Taj Palace, Delhi.
- **Attendees:** An exclusive gathering of 27 Hyundai Mobis distributors from across India.
- **Purpose:** Discussed key business strategies and aligned on future goals. Emphasised the need to stop grey parts export of Hyundai Genuine Parts by Mobis.

Leadership Insights

The meet was led by key leaders including Mr. Lee Myeong Jae (MIN-A/S Head), Mr. Seo Jang Won (Coordinator, Sales & Marketing, MIN-A/S Parts) and Mr. Anunay Garg. It focused on the collective role of distributors in safeguarding the quality, safety, and integrity of the local market. Key messages shared:

- Emphasised the need to stop unauthorised export of Hyundai Mobis Genuine Parts.
- Warned about the risks of counterfeit products including compromise on customer safety and adverse effects on the Indian economy.

Event Agenda

In-depth presentations and discussions:

- Focused on fostering a stronger bond between Mobis leadership and distribution partners.

Celebratory highlights:

- The day concluded with a high tea session, offering opportunities for networking, followed by a grand Gala Dinner.

Commitment to excellence:

- Reiterated the shared mission of delivering genuine quality and trust to Hyundai customers across India.



Together, we ensure Genuine quality and trust in every part we deliver.

Hyundai Fiesta

The **Hyundai Fiesta** activity was executed in two cities, **Ahmedabad** and **Lucknow**, showcasing the 3S offerings: Sales, Service, and Spare Parts. Mobis set up a stall to raise customer awareness and promote Genuine Accessories and Parts. A car care kit was distributed to all the families who successfully completed all the tasks during event.

- The event attracted **450+ families** at each location.
- The event provided an engaging experience for customers, while **showcasing Genuine Parts and Accessories**.
- Hyundai **vehicle basic checkup** and evaluation was setup where each Hyundai vehicle was examined.
- Families had **on-the-spot opportunity** to interact with dealership to get more details on new Hyundai cars.
- **Fun activities like 360° selfie camera setup, ring game, and much more activities.**



Hyundai 'Always Around' Campaign

Reaching out to Hyundai car owners nationwide

- The '**Always Around**' campaign reflected Hyundai's commitment to customer care by bringing services closer to home.
- Customers were offered **free car check-ups** conveniently in customers' neighbourhoods.
- The campaign was launched across **600 dealerships spanning PAN India.**
- Check-up stations were set up at **joggers' parks, shopping malls, and residential complexes.**
- The campaign was designed to fit seamlessly into **customers' daily routines.**

Hyundai
'Always Around'
Campaign
18th
November
2024



600
dealerships
spanning
PAN India



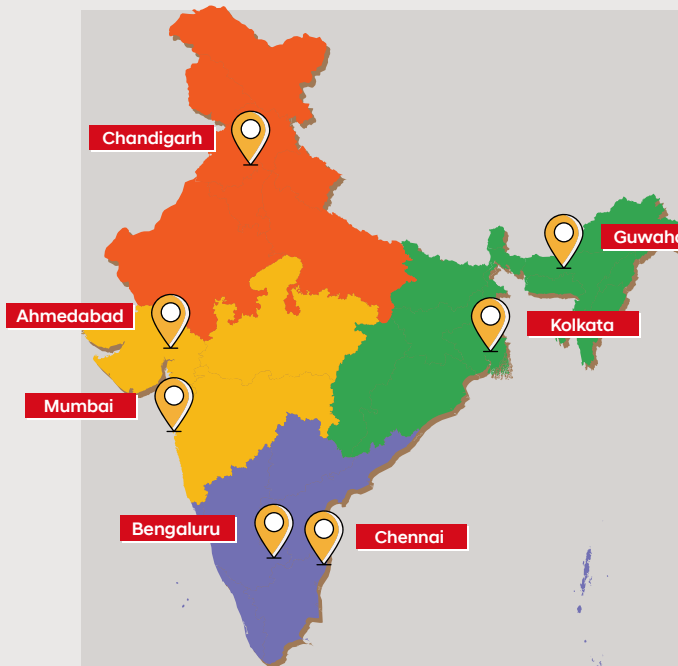
Mobis Marketing Kit for the campaign included:

- Gazebo
- Backdrop
- Genuine Accessories Standee
- Genuine Parts Standee
- Genuine Accessories Leaflet
- Genuine Parts Leaflet
- Display Box



Hyundai Spotlight Concert Series

A musical experience filled with joy, cultural exploration, and audience engagement

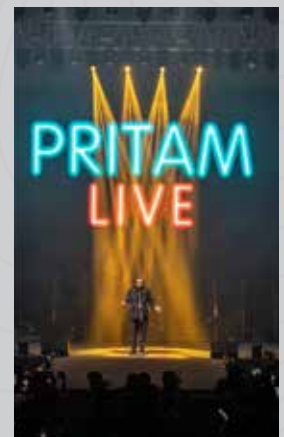


- In H2, Hyundai Mobis brought delight and engagement to customers with **Hyundai Spotlight Concerts**.
- Hosted in culturally significant cities, these concerts celebrated the unique heritage of each location.
- **Bollywood's top music stars** performed for Hyundai owners and their families, creating memorable experiences.

Kolkata, West Bengal

6th July

- On 6th July, Kolkata, the **'City of Joy'**, hosted **National Award-winning composer Pritam Chakraborty**.
- Known for blending Indian classical with Western music, Pritam showcased his unique talent.



Hyundai Spotlight Concert Series

Chennai, Tamil Nadu

14th September

- On 14th September, Chennai, the cultural hub of South India, hosted singer and actress **Andrea Jeremiah**.
- Known for its Carnatic music heritage, Chennai's environment enriched Andrea's soulful performance for over **2,000 Hyundai fans**.



More than
2,000

Hyundai enthusiasts

Mumbai, Maharashtra

28th September

- On 28th September, Mumbai, the '**City of Dreams,**' hosted an electrifying concert by the iconic trio **Shankar-Ehsaan-Loy**.
- **Performing for over 4,000 Hyundai fans**, the trio fused classical Indian music with modern styles, captivating the crowd.



More than
4,000
Hyundai
enthusiasts



Hyundai Spotlight Concert Series

Chandigarh, Punjab

19th October

- On 19th October, Chandigarh, known for its modern design and greenery, welcomed **Bollywood star Neha Kakkar**.
- Neha's high-energy performance captivated over **2,000 Hyundai fans** with her dynamic presence.



2,000+
Hyundai Fans

Bengaluru, Karnataka

26th October

- On 26th October, Bengaluru, India's tech and cultural hub, celebrated creativity and innovation.
- Musical trio **Shankar-Ehsaan-Loy** captivated over **3,000 Hyundai fans** with their unique style.



3,000+
Hyundai Fans

Hyundai Spotlight Concert Series

Ahmedabad, Gujarat

24th November

- On 24th November, in Ahmedabad, **Sonu Nigam captivated over 4,000 Hyundai fans.**
- Set against the city's rich cultural background, the performance created a memorable evening.



More than **4,000** Hyundai enthusiasts



More than **2,500** Hyundai enthusiasts



Guwahati, Assam

21st December

- On 21st December, Guwahati featured Assamese singer **Papon, who charmed over 2,500 Hyundai fans** with his soulful performance.
- The Hyundai Spotlight event highlighted local culture and artistry.

Hyundai Explorer Carnival

An enjoyable experience, and satisfaction for customers

- Hyundai Mobis hosted the Hyundai Explorer Carnival in **Vadodara**, attracting around **500+ attendees**.
- The event featured interactive booths **showcasing Genuine Parts and Accessories by Mobis**.
- Highlights included **a thrilling dart game & social media roll game with exciting prizes**.
- **The day ended with a live performance by a local band**, blending entertainment with insights into the value of Genuine Hyundai parts.



500+ attendees



Hyundai Explorer Carnival in **Vadodara, Gujarat**

Hyundai Alcazar Marketing Collaterals:

Enhancing customer engagement and accessory promotion

Objective

Hyundai Mobis Marketing Team has developed high-quality marketing collaterals to enhance awareness and communication of exclusive accessories for the all-new Hyundai Alcazar. The purpose of these collaterals is to inform and inspire customers to personalise their Alcazar with premium accessories that improve appearance, functionality, and driving experience.

Key marketing collaterals

Leaflet: Compact, visually engaging leaflet displaying top accessories for quick customer overview.

Brochure: Comprehensive brochure with detailed descriptions and high-resolution images of all premium accessories, ideal for dealerships to share with potential customers.

Poster and standee: Eye-catching promotional materials strategically placed in dealerships to attract customer attention with bold imagery and concise messaging.

Accessory packs: Handouts showcasing bundled accessory packs tailored to various needs and preferences.

"Effective marketing collateral acts as the bridge between a brand and its customers, translating technical features into compelling benefits that enhance the customer experience and drive engagement."



Mobis Digital Media Releases

Expanding reach and driving engagement

Hyundai Mobis launched a series of impactful digital media campaigns, highlighting its commitment to innovation, customer care, and market leadership. These initiatives, designed to strengthen brand awareness and engage customers, were prominently featured in leading publications like Business Standard and ANI. With a combined media reach of **20 million**, the campaigns effectively emphasised the critical role of Genuine Parts and Accessories in ensuring vehicle safety and performance.

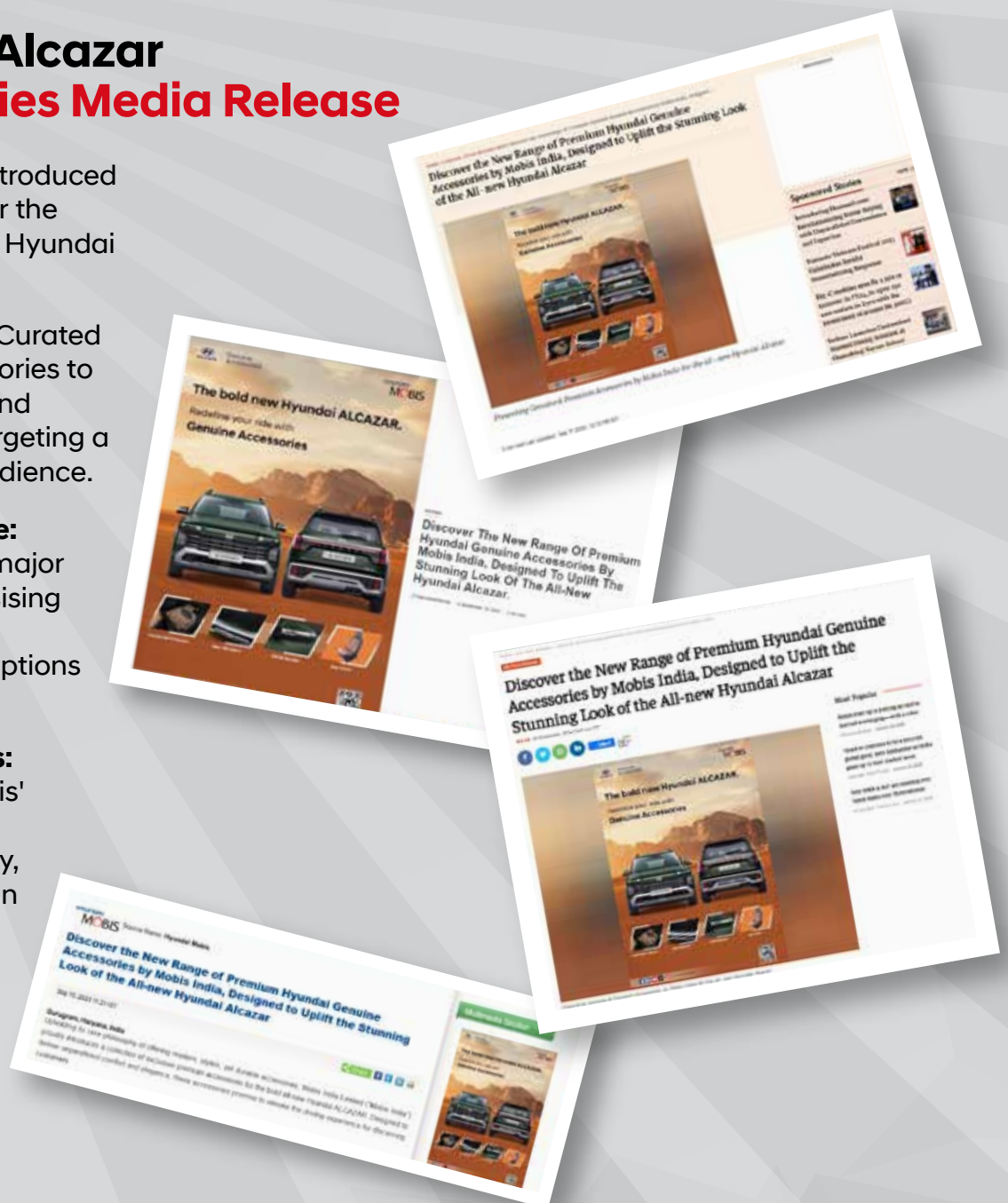
Hyundai Alcazar Accessories Media Release

Launch time: Introduced in September for the newly launched Hyundai Alcazar.

Key highlights: Curated range of accessories to enhance style and functionality, targeting a high-income audience.

Media coverage: Highlighted by major outlets, emphasising the luxury and customisation options available.

Customer focus: Reinforced Mobis' commitment to delivering quality, durability, and an elevated driving experience.



Social Media Promotion

Monsoon Tips

As the monsoon season arrived in August, we launched the ‘**Monsoon Tips**’ campaign focusing on must-have Genuine Parts and Accessories to ensure a smooth and safe drive during the rainy season. Understanding the unique challenges that come with driving during the rainy months, we focused on providing essential guidance around Genuine Parts and Accessories to ensure a smooth, safe, and enjoyable driving experience. We shared a series of informative and engaging posts designed to educate our community on how to navigate the monsoon safely.



Social Media metrics

Impressions:
1066548

Reach:
788234

No. of posts:
25

Winter Campaign

As November rolled in, we shifted gears to highlight the best car parts and accessories for an unbeatable winter driving experience.

Social Media metrics

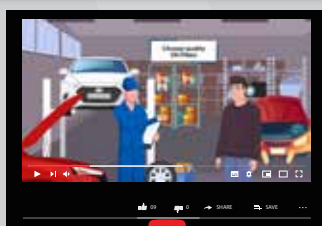
Impressions:
390597

Reach:
766678

No. of posts:
18

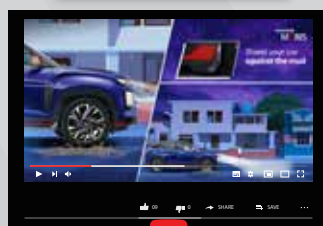


Ask for Genuine, Ask for Mobis



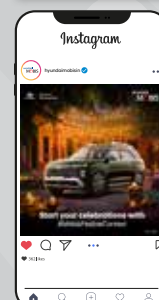
Video Views: **166559**

Monsoon Tips



Video Views: **401106**

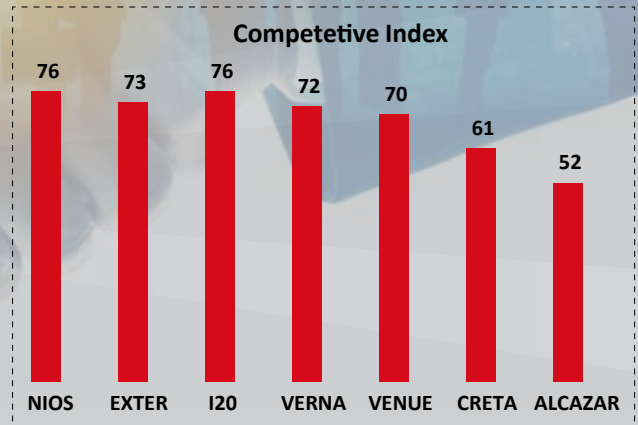
Celebrate with Mobis



Video Views:
75838

Pricing Promise

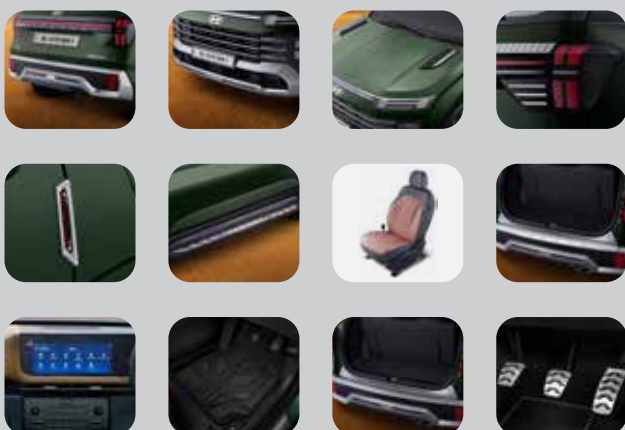
- **After-sales service matters:** A key factor influencing car purchase decisions is the quality of after-sales service offered by the brand.
- **Ownership costs:** The price of spare parts serves as a strong indicator of the overall costs associated with owning a vehicle.
- **Choosing wisely:** Customers should prioritise brands that provide reliable services at reasonable prices while being mindful of their budget.
- **Hyundai Mobis commitment:** At Hyundai Mobis, we offer a comprehensive range of Hyundai Genuine Parts and Accessories, ensuring our customers receive the best prices that are both competitive and affordable.
- **Regular price reviews:** We are dedicated to regularly reviewing and adjusting our prices to maintain a competitive edge and deliver exceptional value to our customers.



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

- **Catering to diverse needs:** Our pricing strategy is designed to accommodate various customer segments, taking into account both low ownership costs and price sensitivity.
- **Focus on R&D:** Through our robust R&D programs, Hyundai Mobis ensures that our products and pricing align with brand positioning while meeting market demands effectively.
- **Customer-centric approach:** We are committed to providing customers with the best possible service and value, reinforcing our reputation as a trusted partner in their automotive journey.

Genuine Accessories



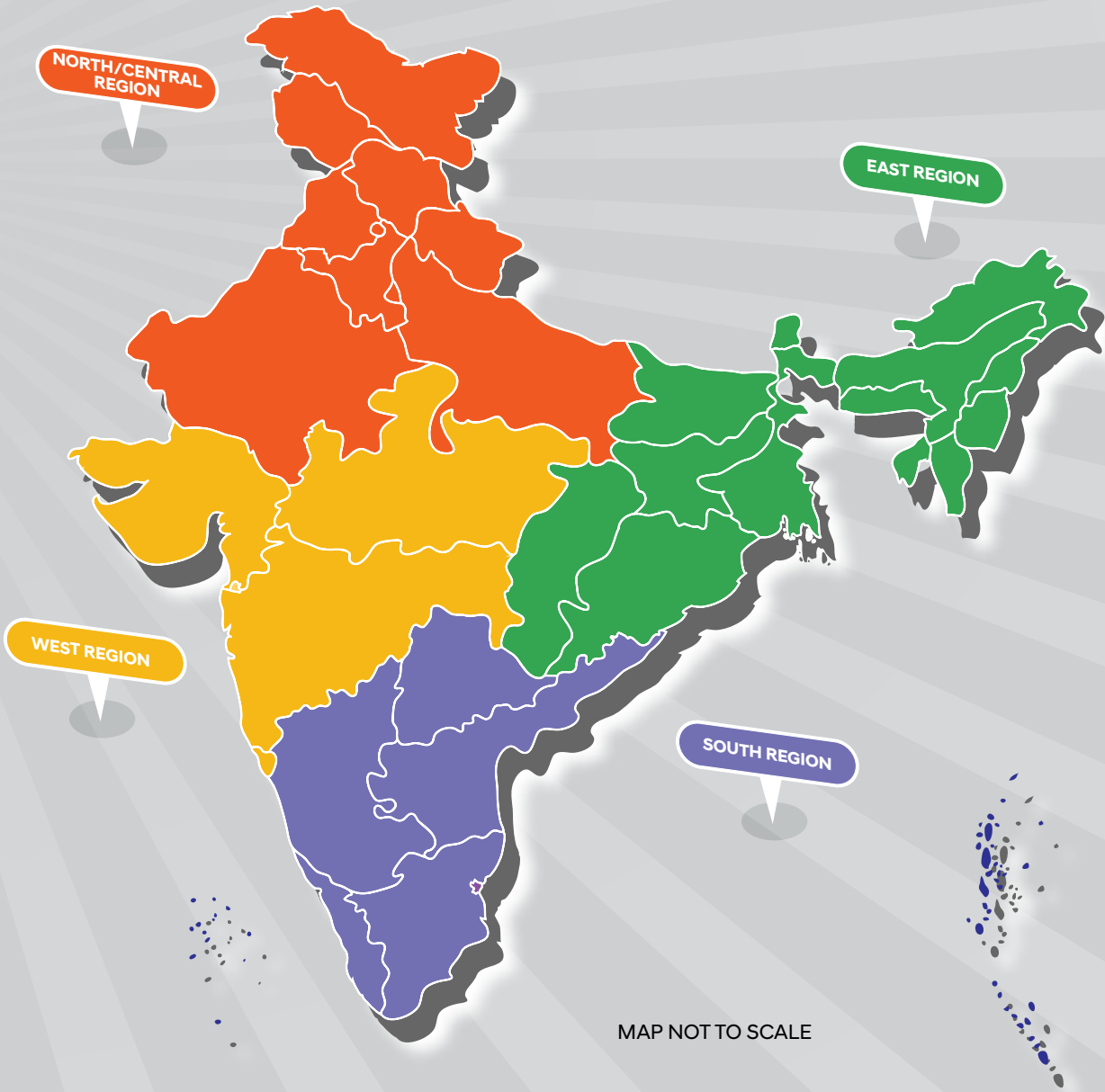
Genuine Parts



Ranking H2, 2024

PAN INDIA

DISTRIBUTORS - RETAILS



1st MN SPARE PARTS LLP
N1DBA

2nd TRIUMPH AUTO SERVICES PVT. LTD.
N1DCA

3rd NIMBUS MOTORS PVT. LTD.
N3DBA

1st MUKESH AUTOMOTIVE
E1DAA

2nd MUKESH & SONS
E4DAA

3rd KRRISH
E6DAA

1st SHREENATH MOTORS PVT. LTD.
W1DBA

2nd CONCEPT MOTORPARTS PVT. LTD.
W3DAA

3rd SOMANI AGENCIES
W2DDA

1st ADVAITH SPARES AND ACCESSORIES PVT. LTD.
S8DAA

2nd SRI JAYALAKSHMI TRADING PVT. LTD.
S5DCA

3rd KVR PRESTIGE CARS PRIVATE LIMITED
S7DBA

Distributor Testimonial



Index MOBIS
Mr. Rajan Sharma
(Distributor Principal)
Code- W1DCA

We at INDEX GROUP are delighted to partner with MOBIS INDIA as authorized MOBIS distributors. This collaboration presents a valuable opportunity to ensure genuine Hyundai spare parts are readily available to all customers, enhancing vehicle performance and safety.

Our commitment is to deliver high-quality, authentic spare parts that meet the standards of excellence Hyundai owners deserve. Together, we aim to strengthen accessibility and reliability in the automotive spare parts market.

We look forward to serving you better through this new partnership.



Lakshmi MOBIS
Mr. K Ramamohana Rao
(Distributor Principal)
Code- S5DBA & S5DCA

We at Lakshmi Group are proud to have partnered with MOBIS India since 2015 as the Hyundai Genuine Parts distributor in Vijayawada, AP, and extended this journey to Hyderabad, Telangana, in 2022. A special thanks to MOBIS India for their guidance in successfully launching our Distributor Owned Outlet in Vizag in May 2024. We truly value their customer-focused approach and innovative schemes, as well as the unwavering support from MOBIS India's leadership in driving the growth of Hyundai Genuine Parts distribution across India.



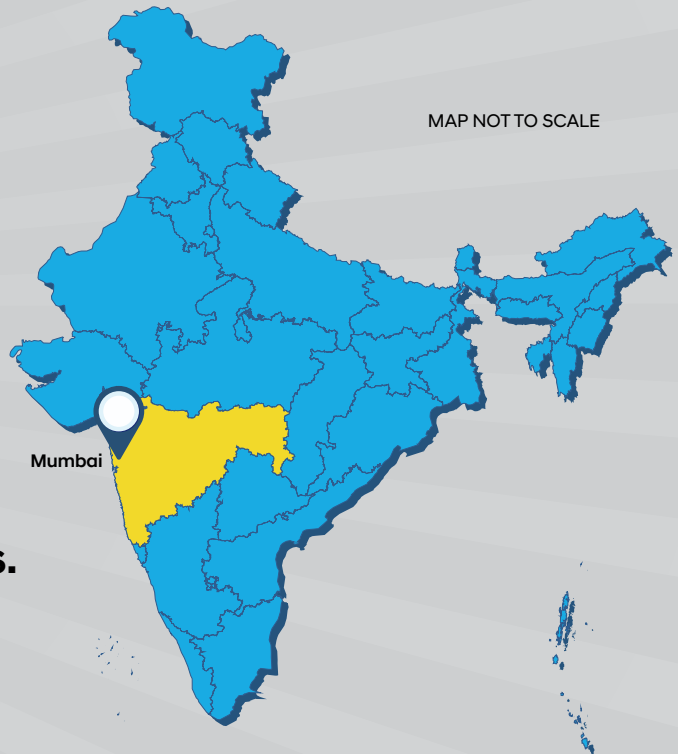
Raja MOBIS
Mr. Jayesh Dhoot
(Distributor Principal)
Code- N4DEA

We are proud to have partnered with Mobis India for over a decade, with the last three years as distributors. Their efficient supply system and high fill rates have been instrumental in boosting our profitability. Thanks to the unwavering support of Mobis India's leadership and team, we are expanding our distribution network with exclusive retailers in Western Rajasthan. We also appreciate their focus on aftermarket needs through a growing product portfolio, including accessories and competitive pricing.

New Members in Mobis Family

INDEX MOBIS (W1DCA), Mumbai-New Distributor

MAP NOT TO SCALE



- Ensuring convenient access to **quality products.**
- Strengthening our commitment to **reliability and excellence.**
- Improving availability of **Genuine Parts and Accessories.**
- Facilitating easy access to **high-quality products.**



Engagement Activities



At Mobis India, work isn't just about deadlines—it's about the journey we take together. That's why we host vibrant **engagement activities** that bring our team closer, spark creativity, and make every workday a little brighter. From boosting morale to building bonds, these initiatives are our way of saying, 'You're valued.' They foster collaboration, ignite motivation, and reaffirm our unwavering commitment to employee well-being and growth.

| Environment Day |



| Independence Day Celebrations |



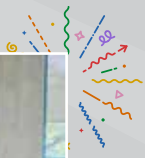
| Mobis Day Celebrations |



| Diwali Celebrations |



| Ayudha Puja |



HYUNDAI MOBIS

"Presents"



Genuine Parts & Accessories

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www.HyundaiMobisIN.com



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