

20 INFINITY 26

H1 Edition



Table of Contents

Message from MIN-A/S Head	01
Anti-Counterfeit Campaign	02
Digital Press Release	05
Social Media & Digital Campaigns	06
Great India Drive 2026	07
Hyundai Explorers Adventure	08
Hyundai Always Around 2026	09
Accessories Photoshoot - The New Hyundai Verna & Exter Accessories	10
Marketing Collaterals	11
New Hyundai Verna Accessories Launch Campaign on Socials	12
Distributor Testimonial	13
Distributors Ranking H1, 2026* PAN India	14

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



Mr. Lee Myeong Jae
MIN-A/S Head

Dear Business Partners, Dealers, Distributors, and Team Members,

As we reflect on the first half of 2026, I am proud of the progress we have achieved together in strengthening the Hyundai Genuine Parts and Accessories business across India. Our success continues to be driven by a shared commitment to customer satisfaction, operational excellence, and delivering genuine value to every Hyundai owner.

This year, we expanded our presence through impactful customer engagement initiatives, including the Hyundai Great India Drive, Hyundai Adventure Explorers, and Hyundai Always Around, bringing us closer to customers while reinforcing the importance of Hyundai Genuine Parts and Accessories. These activities have helped us strengthen trust, enhance brand visibility, and create meaningful ownership experiences.

A key highlight of H1 2026 was our nationwide **"Ask for Genuine, Ask for Hyundai Mobis"** Anti-Counterfeit Campaign, which educated customers, mechanics, and industry stakeholders on the importance of choosing genuine parts and the risks associated with counterfeit products. Through digital, PR, and on-ground initiatives, we continued to promote safety, reliability, and quality across the automotive ecosystem.

At the same time, initiatives such as dealer and distributor performance programs have further strengthened our network capabilities and business growth.

I would like to sincerely thank our distributors, dealers, partners, and employees for their dedication, passion, and relentless pursuit of excellence. Your contribution has been instrumental in achieving these milestones.

As we move into the second half of 2026, let us continue to put our customers first, embrace innovation, and work together to build a stronger future for Hyundai Mobis India.

Thank you for your continued support and commitment.

Best Regards,
Mr. Lee Myeong Jae

Anti-Counterfeit Campaign

Launched in June 2026, Hyundai Mobis' 'Ask for Genuine, Ask for Hyundai Mobis' Anti-Counterfeiting Initiative was a nation-wide, multi-channel campaign with enhanced focus on engagement across digital channels, service touchpoints and broader automotive ecosystem.

Through a blend of strategic product spotlights, gamified content formats over social media, Press Releases and extensive on-ground outreach, the campaign empowered Indian drivers to reject counterfeits and emphasized on the value of choosing Genuine Parts.

Catch glimpses of how we've been driving this message home across India. Through digital and real-world interactions, we're making sure everyone knows the true value of Genuine Parts.

**#ASKFOR GENUINE
#ASKFOR HYUNDAI MOBIS**

Marketing Collaterals

Backed by the consistent messaging of #AskForGenuineAskForHyundaiMobis, the campaign encouraged people to preserve the DNA of their drive, transforming passive viewers into active brand advocates who prioritize road safety.

Standee



Posters



Banner



Digital Campaign - Social Media

The 2026 Anti-Counterfeit digital campaign put a spotlight on the adverse consequences of opting for counterfeits while reinforcing the safety, reliability, durability and precise engineering of Hyundai Genuine Parts through engaging posts and gamified reels. It effectively put safety and trust right back in the driver's seat by educating thousands about the real value of genuine and the risks associated with counterfeits.

It featured Anti-Counterfeit Day dedicated posts to spread awareness, interactive, gamified content that drove engagement, educational posts encouraging Indian drivers to reject counterfeits and Genuine Parts-focused posts to encourage Genuine Parts adoption.

Digital Assets at a Glance

Social Media Metrics As of 30th June, 2026



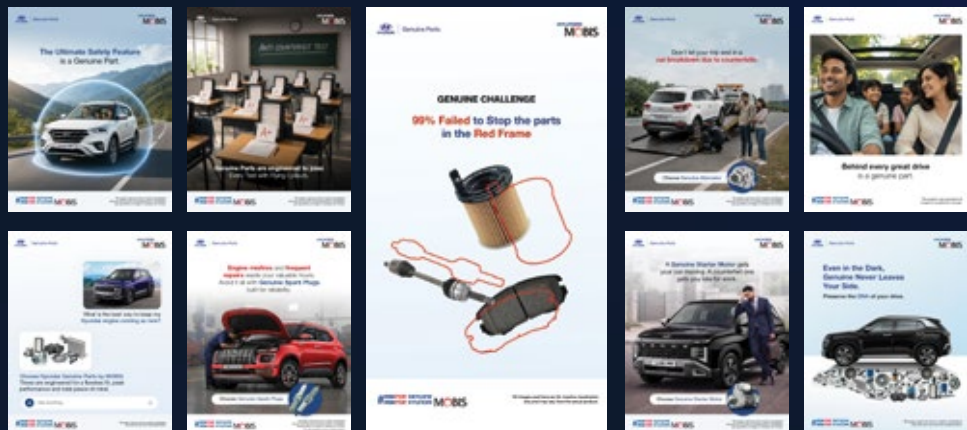
Total Impressions
1.01M+



Total Engagements
12k+



Follower Growth
700+



Interactive Video with Anti-Counterfeit Messaging

We launched an engaging video, highlighting the significance of choosing only Genuine Parts for maximum safety & reliability and always saying NO to counterfeit.



On-Ground Activities

The 2026 Hyundai Mobis' 'Ask for Genuine, Ask for Hyundai Mobis' Anti-Counterfeit campaign activities educated thousands about the real value of genuine and the risks associated with counterfeits, emphasizing on 'preserving the DNA of your drive.

The campaign drove awareness on-ground with **1500 mechanics catered.**



North Region

- Ludhiana
- Jodhpur
- Amritsar



West Region

- Aurangabad
- Mumbai
- Ahmedabad
- Indore



Central Region

- Lucknow
- Noida
- Agra



East Region

- Ranchi
- Kolkata
- Guwahati
- Patna



South Region

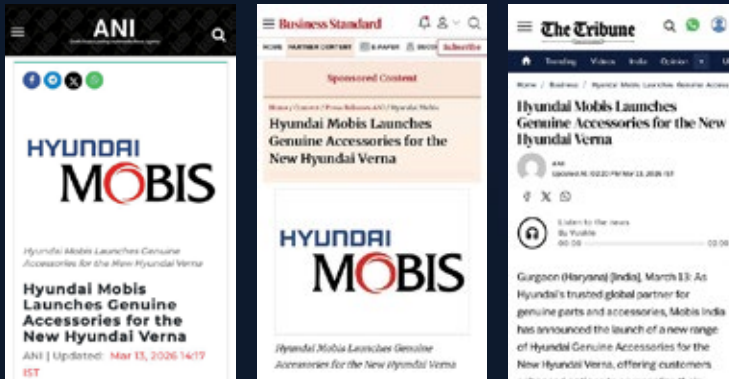
- Nellore
- Warangal
- Hyderabad



Digital Press Release

Digital PR for Hyundai Verna Launch

Press release amplified launch visibility beyond social platforms. This multi-channel press coverage introduced the launch to new market segments.



Total Publishers

387

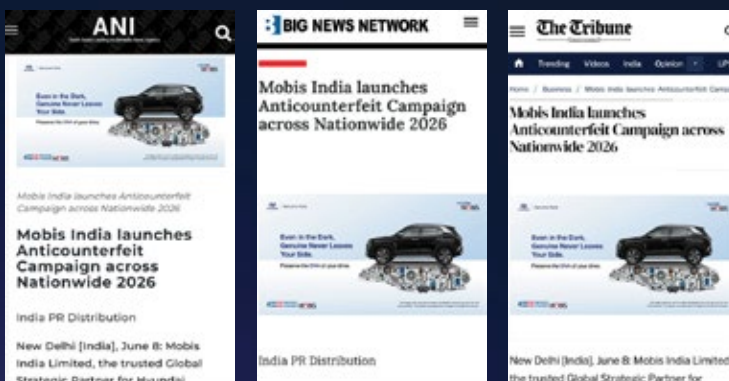


Publisher Network
Monthly Traffic

120M+

Anti-Counterfeit Campaign PR Amplification

To expand campaign reach & visibility, we released Anti-Counterfeit PR that took the campaign message to new audiences & dramatically expanded our brand footprint.



Total Publishers

433



Publisher Network
Monthly Traffic

90M+

Social Media & Digital Campaigns



'Significance of Genuine Parts' Focused Campaign

In April, the focus shifted to the 'Genuine Parts' campaign that emphasized safety and authenticity. This initiative reinforced the importance of using Hyundai Genuine Parts by Mobis, highlighting their role in ensuring vehicle safety, performance and longevity. The messaging was direct and educational, aiming to promote informed choices. The campaign delivered a strong awareness surge, with reach and views scaling significantly month-on-month.

Social Media Metrics - As of 30th April, 2026



Total Impressions
104K+



Total Engagements
3.2k+



No. of Posts
22

Hyundai CRETA Accessories Focused Campaign

Our May campaign put a spotlight on the all-new Hyundai CRETA and its newest accessory range. Featuring exterior & interior Genuine accessories, showcased in bold, dark-themed creatives, the campaign sustained product-led content across all 4 platforms. Focusing on style, practical functionality & customisation, we engaged both new & existing customers, positioning the CRETA Genuine Accessories as a must-have for a trend-setting vehicle.

Social Media Metrics - As of 31st May, 2026



Total Impressions
130K+



Total Engagements
3.8k+



No. of Posts
24

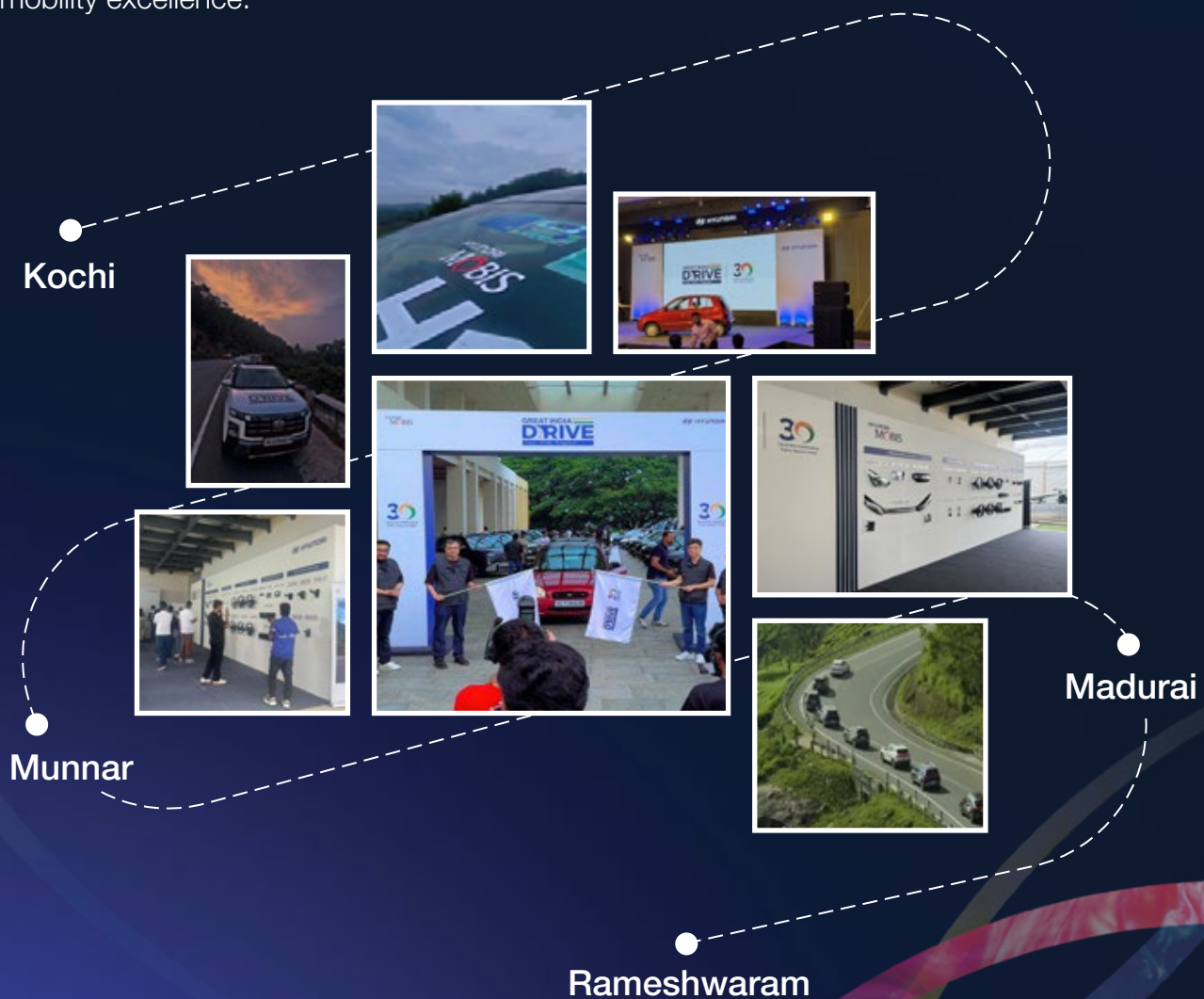


Hyundai Great India Drive 2026

As part of Hyundai's 30-year journey in India, the Great India Drive 2026 showcased the brand's legacy, innovation and future mobility vision through an experiential drive from Kochi to Rameswaram. The event brought together media, content creators and automotive enthusiasts to experience Hyundai's EV and ICE portfolio across scenic coastal and highway routes.

Hyundai Mobis partnered in the initiative through prominent brand integration and a dedicated showcase of Genuine Parts & Accessories, reinforcing its commitment to quality, reliability and customer confidence. The drive generated strong brand visibility and engagement, making it a fitting celebration of Hyundai's three decades of trust, pride and progress in India.

The Great India Drive generated significant visibility through extensive media participation and digital content creation, further amplifying Hyundai's 30-year milestone celebrations. The initiative successfully strengthened brand engagement while showcasing the shared commitment of Hyundai and Hyundai Mobis towards innovation, customer satisfaction and mobility excellence.



Hyundai Adventure Explorers

In the first half of 2026, **Hyundai successfully hosted the Hyundai Adventure Explorer experience across dealerships locations in Chandigarh, Kolkata, Hyderabad and Pune.** The initiative engaged Hyundai owners and automotive enthusiasts through hands-on adventure activities like go-karting, archery and ATV riding.

Hosted at

- Joshi Hyundai (Chandigarh)
- Kun Hyundai (Hyderabad)
- JJ Automotives (Kolkata)
- Garve Hyundai (Pune)

The events drew enthusiastic participation from Hyundai owners & automotive enthusiasts. The activity also served as a platform to highlight the importance of Hyundai Mobis Genuine Parts & Accessories, emphasizing their role in enhancing vehicle performance, safety, reliability & personalization.

Through interactive engagement and real-world vehicle experiences, participants gained a deeper appreciation of Hyundai's technology, quality and customer-first approach. The positive response across all four cities reflects the growing appeal of experiential customer engagement initiatives and reinforces Hyundai's continued focus on building stronger relationships with customers, dealers, distributors and employees across the country.



"Your brand is a story unfolding across all customer touch points."

- Jonah Sachs

Hyundai Always Around 2026



The event was held on 8th February 2026 PAN India distributors network across multiple locations.

Objectives:

- To showcase & promote Genuine products, ensuring customers understand the value of authenticity
- To strengthen brand loyalty and increase awareness of Hyundai's ownership advantages
- To build trust and transparency between Hyundai and its customers
- To reinforce commitment to quality and customer satisfaction
- To support Hyundai's broader strategy of smart mobility and a seamless ownership experience.



Accessories Photoshoot

The New Hyundai Verna & Exter Accessories

A powerful Hyundai Genuine Accessories photoshoot is where strategy, creativity and execution come together to turn products into experiences. By bringing quality, style and personalization to life, it strengthens customer connections and creates lasting impressions.

These images were further being used for brochures, social media and promotional materials. These photos will help customers visualise how Genuine Accessories by Mobis enhance the style and functionality of their Hyundai vehicles.

The focus was the timely delivery of the promotional collaterals to all the channel partners.

The New Hyundai Verna

The focus was on 27 Accessories for the New Hyundai Verna. 6 complete car shots were captured to highlight unique vehicle accessory looks and enhancements.



The New Hyundai Exter

The focus was on 38 Accessories for the New Hyundai Exter. 6 complete car shots were captured to highlight unique vehicle accessory looks and enhancements.



"Photography takes an instant out of time, altering life by holding it still."

- Dorothea Lange

Marketing Collaterals

From high-performing digital banners, brochures and leaflets to tangible print collateral, comprehensive marketing materials were produced to unite your online and offline presence. Physical assets delivered a tactile, credibility-boosting touchpoint while digital banners ensured maximum online visibility and engagement.

Brochures

Comprehensive brochure with detailed descriptions and high-resolution images of all premium accessories, ideal for distributors and the dealers to share with potential customers.



Leaflet

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



Banners

They serve as high-impact visual touchpoints that anchor a brand's online presence, driving both top-of-funnel awareness & immediate customer conversion through targeted placement.



New Hyundai Verna Accessories Launch Campaign on Socials

Following the launch of the new sedan, Mobis India officially rolled out a comprehensive range of Hyundai Genuine Accessories for the new Hyundai Verna in March 2026. To capitalize on the vehicle's market momentum, the brand deployed a strong, accessory-led communication strategy across key social media channels.

The campaign highlighted premium styling, protection and comfort upgrades, ranging from custom-fit seat covers and protective 3D mats to exterior chrome garnishes and aerodynamic spoilers & allowing new owners to easily personalize their vehicles through authorized Hyundai dealerships.

Social Media Metrics

As of 31st March, 2026



Total Impressions

45K+



Total Engagements

1.1k+



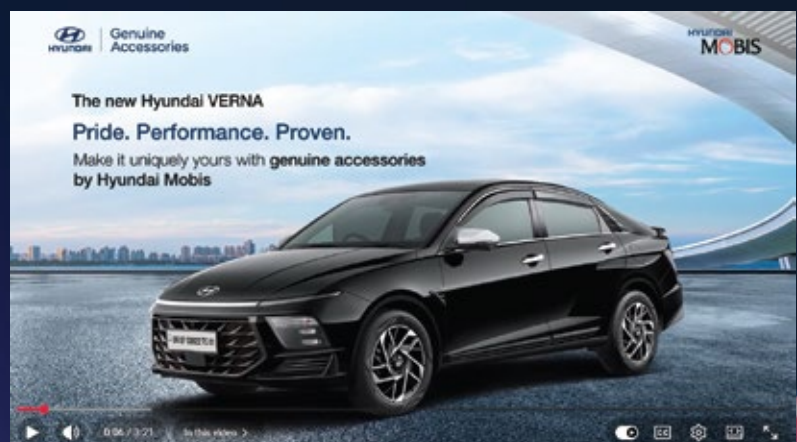
Follower Growth

750+

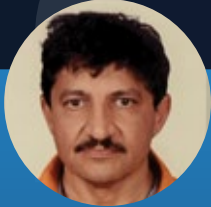


Hyundai Verna Accessories Video Launch

We highlighted the latest accessories for the Hyundai Verna to uplift the sedan's style, comfort and convenience.



Distributor Testimonials



Central Region

We have been associated with Mobis as distributors for nine months, and in this short span, their consistent support has played a significant role in our growth. The experience has been genuinely rewarding right from the inception of our distribution operations, with Mobis proving to be a true partner in progress.

The team has been instrumental in helping us expand our reach across workshops and retailers, facilitated by regular monthly meetings and open dialogue around the challenges we encounter in the market. The Parts & Business Development Manager and Regional Manager have contributed meaningfully to our journey, offering valuable strategic insights and sharing their industry experience, while also supporting us in organizing several market activities centered around the promotion of genuine products, including our Anti-Counterfeit Day initiative.

We look forward to strengthening this partnership further in the years to come.

Mr. Sumit Khanna

Managing Director
Khanna Auto Sales Pvt. Ltd.

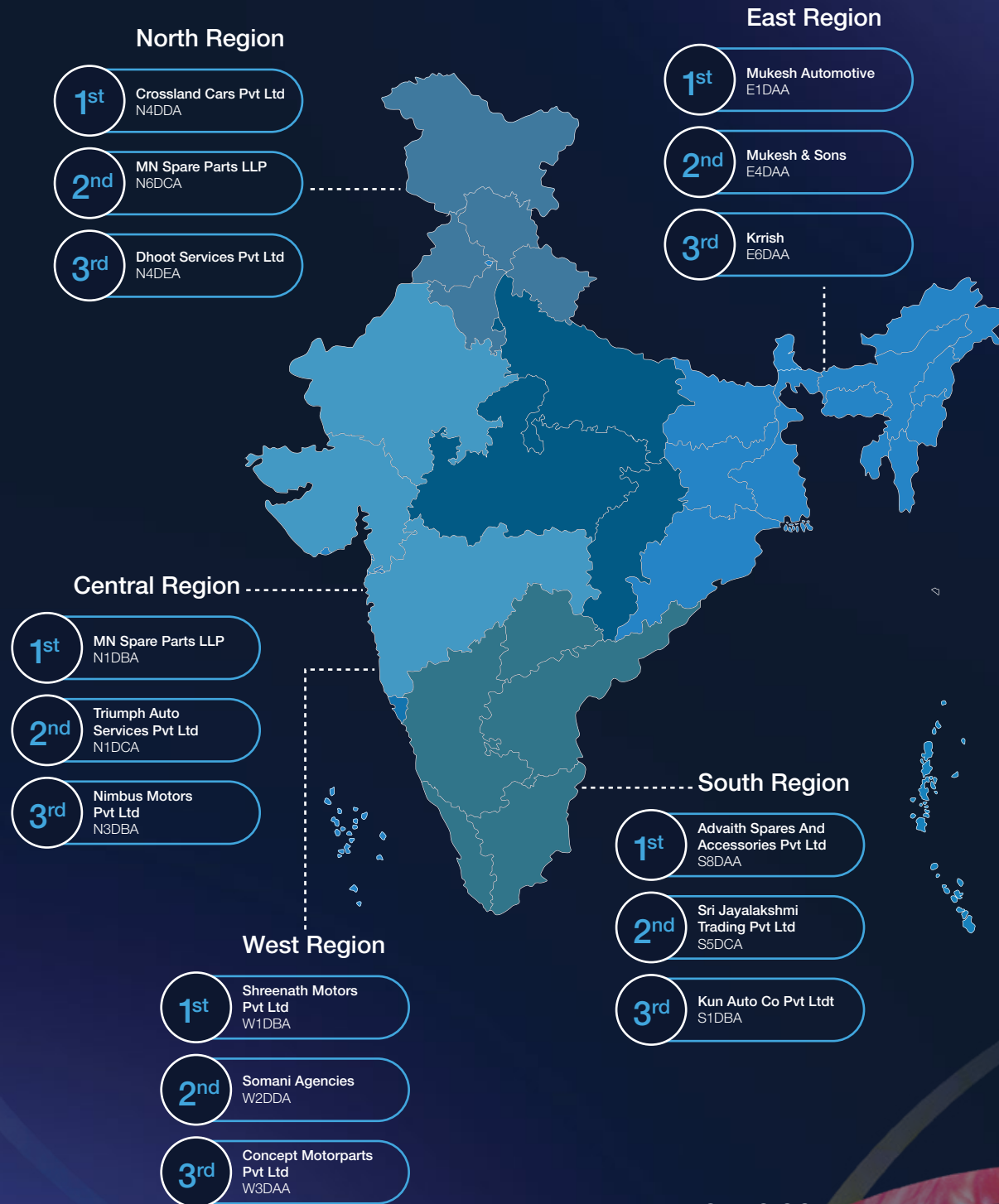
”

“We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.”

- Jeff Bezos

Distributor Ranking H1, 2026*

PAN India



MAP NOT TO SCALE

*Basis on retails year 2026

HYUNDAI MOBIS

“Presents”



| Genuine Parts & Accessories



[f](#) [in](#) [v](#) [@](#) [✉](#) /HyundaiMobisIN

www.HyundaiMobisIN.com