



Infinity

2023 | H1 Edition

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Message from MD Desk



Mr. Yong Goon Park

Managing Director
(A/S Parts division)

Dear Readers,

It's an amazing feeling to witness the incredible milestone our team has reached together which is truly inspiring, and is an evidence of our constant dedication, commitment, and determination.

It feels great to share the 1st edition of our company newsletter Infinity 2023 with all our stakeholders.

Throughout this year, we have faced and conquered numerous challenges that has tested our determination. We have embraced change and adapted swiftly to unforeseen circumstances, always finding innovative solutions to drive us forward. Our company has achieved significant milestones, inaugurating the Indore PDC and expanding the Kolkata facility. These developments enhance your capabilities and improve customer services. The "closer to customer" campaign successfully connected mechanics and IRFs across PAN India, ensuring efficient on-ground monitoring. Mobis India actively supported CSR activities for societal betterment. Overall, these accomplishments drive growth, enhance customer satisfaction, and showcase social responsibility.

Let us seize the opportunities that lie ahead, embrace innovation, and work hand in hand to make 2023 a remarkable year for Mobis India and our valued customers.

Thank you once again for your remarkable contributions.

**Shaping Success Together: Empowering Excellence,
Inspiring Innovation.**



Promotional Activities: Social Media Landscape

In today's digital age, social media has become an indispensable tool for businesses to connect with the audience. Through various social media platforms, engagement becomes quite easy and effective with customers. Social media empowers consumers by providing a platform for product discovery, access to reviews, recommendations, convenient customer support and trend awareness.

By effectively utilizing social media, Mobis India maintains a strong brand presence, engages with its customers, addresses their needs in an interactive manner. This strategic use of social media helps Mobis India to build a loyal and enthusiastic customer base.

360+

Content posted on all social media channels

96+

Topical days content

1 YT Video & 64+ Gifs

Video content



Connecting Beyond Boundaries: Unleashing the Power of Social Media



Unleashing Digital Revolution



Search Engine Optimization

SEO is an ongoing process that requires continuous optimization, monitoring and adaptation to stay ahead of the competitors and align with evolving algorithms.

Mobis India continues to stay on top via its SEO activities.

We publish 2 third party blogs each month, which makes it a total of **12 blogs** in the first half of **2023**. We are targeting **15 keywords** for each blog.

12 blogs

in the first half of 2023.

15 Keywords

targeting for each blog.

Online Reputation Management

ORM refers to the practice of monitoring, influencing and managing the online reputation of a company.

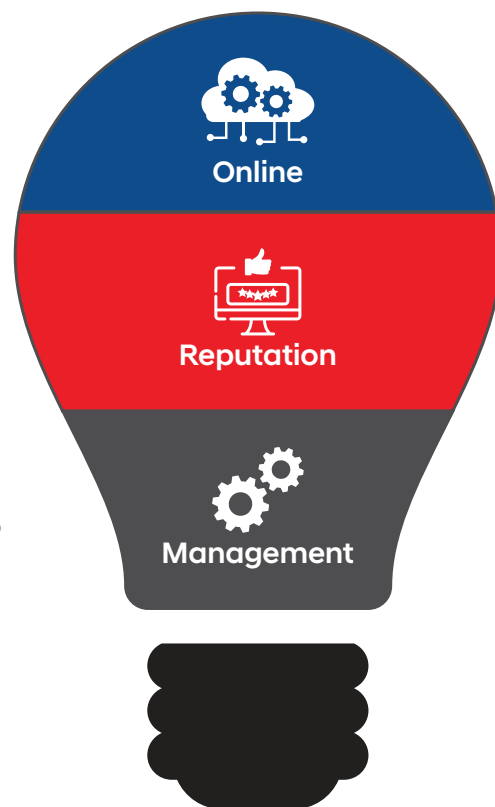
It involves various strategies and techniques to shape public perception and ensure a positive online image.

By actively managing its online reputation, Mobis India has build trust and credibility and a positive perception within its customers.

Mobis India believes in working closely with our customers to maintain loyalty and build trust. In **H1'23**, we received around **400+** ORM enquiries which were resolved within 24 hours to give the best customer service experience.

400+

ORM enquiries resolved within 24 hours.



Embrace the Digital Frontier: Unleashing Boundless Possibilities

Anti-Counterfeit Campaign

We dedicated the first 10 days of June to spreading awareness around the dangers of counterfeits. Mobis India launched an all-out campaign to spearhead the **#AntiCounterfeitWeek** in the automotive parts sector. Across all our digital touchpoints, we shared hard-hitting posts to create positive awareness. We also shot emailers to initiate the conversation around counterfeits and urged customers to use Genuine spare parts.

5 Banners

2 Reels

8 Statics

Social Media Metrics

Impressions
7M+

Reach
6.5M+

Engagement
73K+



Your Voice Matters-Being Closer to Customer

AS Parts Sales & Marketing has conducted the marketing campaign “Closer to Customer” across PAN India. The main intent of this campaign is to bring our brand closer to the IRFs and mechanics with the support of Parts Business Development Managers, Regional Managers & Distributors to penetrate the aftermarket.

During this campaign, various interventions will be planned for business promotion in the aftermarket such as celebration of events of national importance, festivals, customer connect, training sessions and specific product focus campaigns.

In H1, we initiated 270 connect programs with 4811 IRFs/Mechanics



Expanding Boundaries, Empowering Progress

PDC Indore and Kolkata





Building a Better Society Together

Mobis India actively supports and contributes towards the community development initiatives by engaging in various CSR activities to address social and environmental challenges.

Mobis India as a responsible brand has served society by organizing various activities to support the noble causes.



75 New Delhi
wheelchairs

22 Mumbai
wheelchairs

**Total motorised
wheelchairs
distributed:**

70 Chennai
wheelchairs

Total 187

Motorized wheelchairs distributed
amongst specially abled people



Engaging Minds, Inspiring Growth

Mobis India believes in building a strong workforce, nurturing talent and putting people first always.

In the spirit of professional development, Mobis India's HR team has organized a series of activities to help employees navigate personal and professional challenges.

International Women's Day Celebration



Interpersonal Skills Training



Mobis India Festivities across the Nation



New Year



Pongal



Holi

Professional Development at Mobis India



Manpower as an Asset

- Manpower is one of the biggest assets and focus for the success of any organization.
- At Mobis India, manpower of more than 1000 is employed at the dealership in spare parts operations who contribute day in and day out in the journey of satisfying customers and enhancing the parts business.
- In this endeavour, our focus is also on training the HMIL dealership manpower, considering them the extended arm. Skilled manpower is the key to satisfying customer needs, minimize wastage and maximize productivity.

Training Highlights - H1



- To ensure the success of this program, the Mobis India Network team has devised an approach under our training program “कौशलता का विकास” which looks at the skill enhancement holistically.
- The program was inaugurated by the Managing Director of Mobis India, Mr. Park Yong Goon in February.
- A systematic approach was followed to design the training program which involved analysis, goal setting & taking feedback from multiple stakeholders and ensuring that each one of those inputs has been incorporated in our training program. To ensure the effectiveness of the program, we also organized a pilot run at Dharuhera and Chennai on a sample size of 50 dealers and this allowed us to refine the program further by reincorporating the feedback received during the pilot run.



Key Highlights of कौशलता का विकास

- During the launch of our training program “कौशलता का विकास” we have parallelly shared the training calendar for 2023 with the field team.
- Training content is customized as per the region and is accompanied by case studies.
- A unique initiative of the training team: Training attendance and feedbacks are captured through a QR code.
 - Pre and post tests are also taken using a QR code.
- It is ensured that the field team is made aware of all the feedback and the result during the training.
- System feedback is reported to the IT team to make the system more user-friendly.
- Our team is also committed to the improvement in sales of our accessories business, training team trains the accessories staff of the dealers.

IT Security Awareness Training

In view of mail security violations, training session by IT Team for staff members of MIN AS HO team members were conducted to educate people about IT Security Policy for preventing data breaches.

Various topics were covered under the training such as phishing, malware, ransomware, social media security and more.

Mobile/Social Media Security Promotion Campaign

Security Violation Cartoon

Email Security!
Always Do Care About It!

#1: Email Security Goal

- 1. Always check sender information before opening an email.
- 2. Suspicious email contains links or attachments that you do not expect.
- 3. Do not click on links or open attachments from unknown senders.
- 4. Do not forward suspicious emails to others.
- 5. Report suspicious emails to the IT team.

#2: Phishing Email Prevention

- 1. Do NOT open a suspicious email.
- 2. Do NOT click on links or open attachments.
- 3. Immediately report it to security staff/manager.
- 4. Regularly run a virus scan (antivirus software).

Phishing Email Prevention

Definition of Phishing

- It is a combination of the words "Private" and "Fishing".
- It is an online identity theft.
- The email may appear to be sent from a business partner, or a government institution. And attachment or link in the email may lead you to a malicious website or download the malware to a malicious website. The email tricks the victim into sending the victim's personal and/or financial information like passwords, credit card details.

Risks of Phishing

- Infected with Malware/Ransomware
- Loss of R&D Data
- PC/Network System Paralyzed
- Hack Activated
- Core Technologies of R&D Compromised

Ransomware

What is Ransomware?

- A malicious code that demands money by taking an important data from a PC as hostage and is a combination of the words Ransom and Ware.

Process of Infection

- Be infected by malicious URL
- Malware spreads and files in the PC will become encrypted. Nothing is accessible to the user.
- Pay a ransom or use the data that has been stolen.

Preventive actions!

1. Not to open suspicious emails and unsolicited websites.
2. Back up important data regularly in case of infection.

Security Violations & Regulations

Saving Work and R&D Data without Authorization

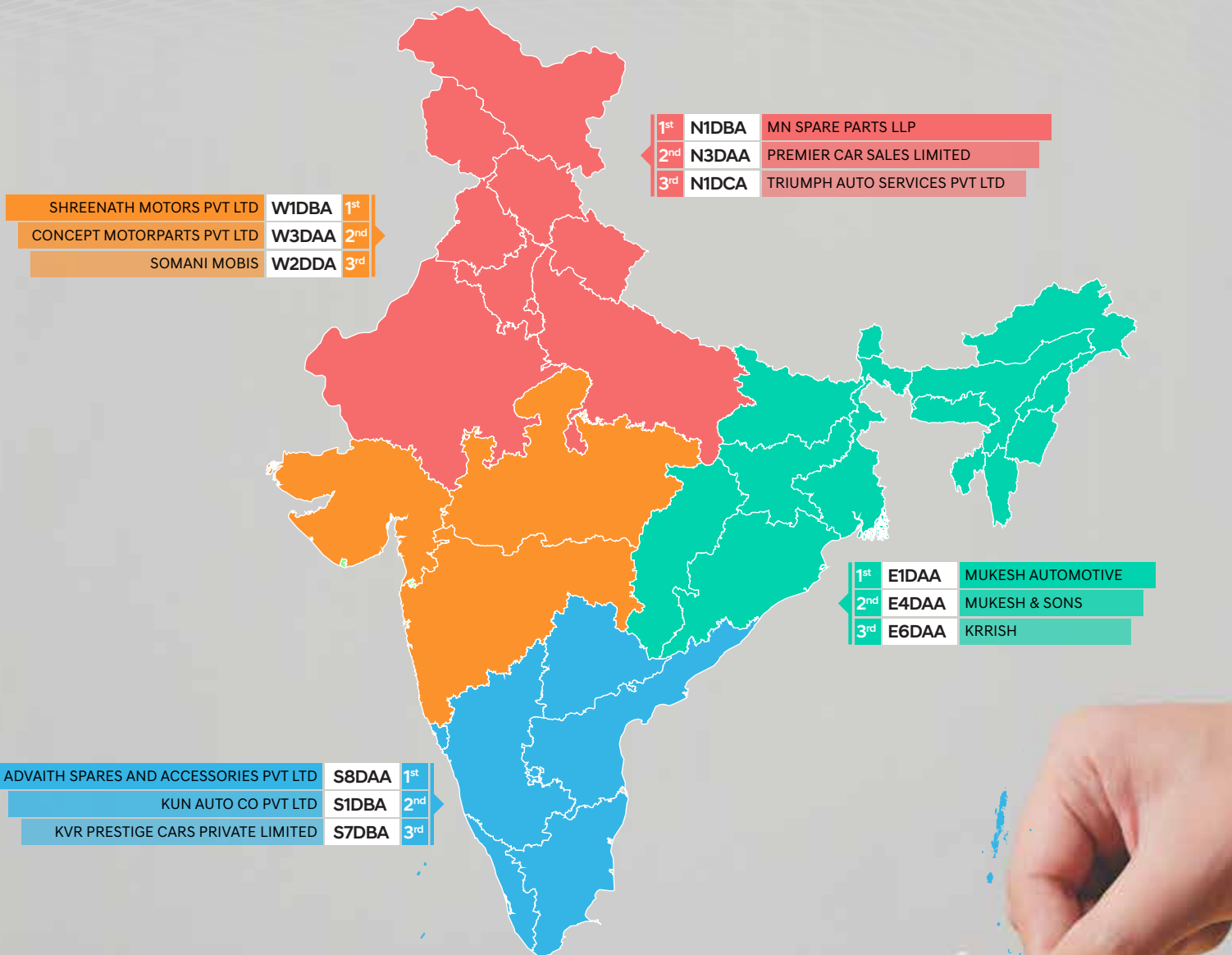
Violation Case (I)

- 1. Using a Personal USB Drive
- 2. Storing Work Data on Personal Devices
- 3. Storing Work Data on Personal Cloud
- 4. Storing Work Data on Personal Email
- 5. Storing Work Data on Personal Social Media
- 6. Storing Work Data on Personal Mobile Phone
- 7. Storing Work Data on Personal Tablet
- 8. Storing Work Data on Personal Smartwatch
- 9. Storing Work Data on Personal Smart Glasses
- 10. Storing Work Data on Personal Smartwatch
- 11. Storing Work Data on Personal Smart Glasses
- 12. Storing Work Data on Personal Smartwatch
- 13. Storing Work Data on Personal Smart Glasses
- 14. Storing Work Data on Personal Smartwatch
- 15. Storing Work Data on Personal Smart Glasses

Violation Case (II)

- 1. Using a Personal USB Drive
- 2. Storing Work Data on Personal Devices
- 3. Storing Work Data on Personal Cloud
- 4. Storing Work Data on Personal Email
- 5. Storing Work Data on Personal Social Media
- 6. Storing Work Data on Personal Mobile Phone
- 7. Storing Work Data on Personal Tablet
- 8. Storing Work Data on Personal Smartwatch
- 9. Storing Work Data on Personal Smart Glasses
- 10. Storing Work Data on Personal Smartwatch
- 11. Storing Work Data on Personal Smart Glasses
- 12. Storing Work Data on Personal Smartwatch
- 13. Storing Work Data on Personal Smart Glasses
- 14. Storing Work Data on Personal Smartwatch
- 15. Storing Work Data on Personal Smart Glasses

Distributor Performance



Distributor Testimonials

North Region

Devbhoomi Cars' journey with Mobis India started in 2014 with the commencement of our Hyundai dealership. It's been nearly 10 years and our relationship with Mobis India has only grown stronger. We further enhanced our association with Mobis India as a distributor in the year 2019.

The well-planned network to serve the dealers and distributors is the backbone of their supply chain. Their strong connectivity along with the focus on utmost quality is the reason for growing demand of their products by the customers.

We are delighted to be a member of the Mobis India family and eagerly anticipate further periods of growth in the future.



Mr. Rajinder Vashisht
Distributor Principal

DEVBHOOMI MOBIS

East Region



Mr. Sanjay Bansal
Distributor Principal

Our journey with Mobis India has always been fruitful. They have always extended support in every way possible. We really feel proud of our association with Mobis India and look forward to more collaborative success in the future.

DURGA MOBIS

West Region

We have been working with Mobis India for quite a few years now and we are thankful for their continuous guidance and support in setting up the infrastructure of our distributorship and increasing the presence in aftermarket by opening DOO and exclusive retailers in given territory.



Mr. Omkar Somani
Distributor Principal

SOMANI MOBIS

South Region



Mr. SVSS Gupta
Distributor Principal

Advaith Group is thankful & highly honored for such long & delightful association with Mobis India in both domain whether its for dealership business or aftermarket distribution. Advaith Group appreciates Mobis India's positive approach & effort to guide us through all these years in aftermarket distribution business which has shown a huge growth year on year. We are grateful to Mobis India for awarding us with - Best Retail Growth for Bangalore & Best Distributor for Hubli in distributor business for CY 2022 in the National Distributors Conference held at Istanbul, Turkey in December 2022. We as Advaith Group is highly confident that with continued support of Mobis India, we will reach greater heights & ensure high growth opportunities in line with growth of Mobis India.

ADVAITH GROUP

Central Region

Triumph Auto's journey with Mobis India started in 2015 with Gurgaon Vehicle Dealership, being a spare parts distributor by heart, Mobis India distribution was always a mission. I will always be thankful and appreciative of the confidence shown in me by Mobis India for allowing me to work as an authorized distributor in the catchment area of Haryana and Delhi Mobis India spare parts distribution. Now with 5 years of successful operations, I feel there is so much I have achieved and learnt from Mobis India. I and my team are totally geared up for the job and foresee very exciting learning and growing times ahead.



Mr. Manu Gupta
Distributor Principal

TRIUMPH MOBIS

Important Sections of Motor Vehicle Act with Fine

SL	OFFENCE	SECTIONS	MINIMUM FINE
1	Driver without uniform	S PMVR r/w 177 MV Act	200/-
2	No parking	122 r/w 177 M.V Act	200/-
3	Improper number plate	50 r/w 177 M.V Act	200/-
4	No side mirror	134 CMVR w 177 MV Act	200/-
5	Failure to transfer of ownership	55,56,57 r/w 177 MV Act	200/-
6	No wiper functioning	101 CMVR r/w 177 MV Act	200/-
7	Headlight/Horn not functioning	CMVR 105(2) (ii), 119(2) CMVR r/w 177 MV Act	200/-
8	Extra passenger on driver seat	125 r/w 177 M.V. Act	200/-
9	Driving vehicle with passenger on foot board	123(1)	200/-
10	Conductor without uniform	21(iv) PMVR r/w 177 M.V Act	200/-
11	Misbehaviour/uses abusive language	90(2)(iv,v,vi) PMVR r/w 177 M.V Act	200/-
12	Smoking in vehicle	90(2)(Viii) PMVR r/w 177 M.V Act	200/-
13	Headlight not burning/working	105 CMVR r/w 177 MV Act	200/-
14	Indicator/back light not burning	102 CMVR w 177 MV Act	200/-
15	"U" Turn	119 r/w 177 MV Act	200/-
16	Using other state vehicle for more than 12 months	47 r/w 177 MV Act	200/-
17	Failure to intimate of changed address	49(2) r/w 177 M.V Act	200/-
18	No black film on headlight	100(2) M.V. Act	200/-
19	No speed limit devices on public vehicle	118 r/w 177 M.V. Act	200/-
20	No reflector on color strip	104 of CMVR r/w 177 MV Act	200/-
21	Demanding excess fair by Auto/Taxi	GO sec 67 and 177 MV Act	200/-
22	Auto/Taxi meter not working	10(2) PMVR r/w 177 MV Act	200/-
23	Travelling on foot board	123(2)/ 177 MV Act	200/-
24	Excess passenger on transport vehicle	194(A) M.V. Act	200/- Per Passenger
25	One way/No entry	17(1) RRR/ 177 MV Act	500/-
26	Records not produced	130/177 MV Act	500/-
27	No number plate	205(2) r/w 177 MV Act	500/-
28	No First Aid box in school vehicles	175 PMVR r/w 177 MV Act	500/-
29	No display in dangerous goods carriage	134,137 M V Act	500/-
30	Excess/dangerous goods carrying	67(6) PMVR	500/-

SL	OFFENCE	SECTIONS	MINIMUM FINE
31	Using coloured headlights	105-111 CMVR r/w 177 MV Act	500/-
32	Allowing person in cabin	95 PMVR r/w 177 MV Act	500/-
33	Travelling without ticket in the public vehicle	178(i) MV Act	500/-
34	Disobeying traffic signal	119/177 MV Act	500/- to be paid at court
35	Over smoke pollution (or) used air horn, no silencer	190(2) MV Act	1000/-
36	Disobedience of order of duty authority	179(1) M.V. Act	1000/-
37	Refusal/False information	179(2) M.V. Act	1000/-
38	Without helmet	194(D) MV Act	1000/- & DL Suspend for 3M
39	Triple riding	194(C) MV Act	1000/- & DL Suspend for 3M
40	Without seat belt	194(B) (1) MV Act	1000/-
41	Using cell phone while riding/driving	184(c) M.V. Act	1000/-
42	Unauthorized interference with vehicle	198 M.V. Act	1000/-
43	Dangerous driving (or) jumping red light	184 MV Act	1000/-
44	Using horn in silent zone	194(F) M.V. Act	1000/-
45	Excessive speed	183 MV Act	1000/- M/C, LMV 2000/- MPV, HPV
46	Using vehicle without registration	192(1) MV Act	2000/-
47	Without fitness certificate (FC)	56/192 M.V. Act	2000/-
48	Driving uninsured vehicle	146 r/w 196 M.V. Act	2000/-
49	Without driving license	3/181 MV Act	5000/-
50	Allowing unauthorized person to drive without DL	5/180 MV Act	5000/-
51	Race riding	189 M.V. Act	5000 and/or 3 months prison, community service
52	Alteration of vehicle without permission	182(A) 4 M.V. Act	5000/-
53	Not allowing emergency vehicle	194 € M.V. Act	10,000/-
54	Drink and drive	185 MV Act	10,000 and / or 6 months prison
55	Overloading	113/194 MV Act 194 (1) M.V. Act	20,000 + 2,000 for every extra tonne
56	Allowing unauthorized person to drive (minor riding)	199 (A) MV Act. 2019	25,000/- to be paid by the parents
57	Without permit	192(A) MV Act	10,000

Did you **Know?**

Maintain optimum tyre pressure

Maintaining proper tyre pressure will keep you safe and even save you a little money. Improperly inflated tyres don't handle or stop as well as tyres with the incorrect pressure.



Wash your car regularly

While failing to wash your car won't result in immediate damage, over time the elements will corrode your vehicle, along with its potential re-sell value.



Keep track of the oil schedule

Despite today's remarkable advances in oil chemistry and engine technology, replacing oil every 4,500 kilometres is still recommended.



Clean your windshield regularly

A dirty windshield is a safety hazard, as it obscures your view of the road. So give it a regular cleaning.



Maintain your car's fuel efficiency

It's no secret that keeping a well-maintained automobile will help you get better mileage. Maintaining fuel economy is also more cost-effective.





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