



Myeong Jae Lee
Head AS Centre, Mobis India

**Built for trust.
Designed
to impress.**

Because customer
experience sets
our standard.

2025
H2 Edition

INFINITY



Table of Contents

Message from MIN-A/S Head	01
Parts and Accessories Managers Conference 2025	02
The National Skill Contest	04
Champion of Champions - Healthy Hyundai Dealer Inventory Contest	05
Hyundai Always Around Campaign	06
The All-New Hyundai VENUE Accessories Photoshoot	07
Social Media & Digital Campaigns	08
New Distributor Outlet	11
Employee Engagement - HR Activities	12
Distributor Testimonial	13
Distributors Ranking H2, 2025 PAN India	14



Message from MIN-A/S Head

Dear Business Partners,

Mobis India continues to strengthen its commitment to delivering trust, quality, and genuine value to every Hyundai customer across India. As the market evolves and the customer expectations rise, it becomes even more important that we deliver **Hyundai Genuine Parts, a choice built on reliability, transparency, and customer care.**

One of the most impactful initiatives in 2025 was the Dealer Parts & Accessories Managers, Conference 2025, held in Mumbai, where 400+ participants, including Parts and Accessories Managers across the country and MIN staff participated. The conference reinforced our unified mission: to promote Hyundai Genuine Parts, curb the challenges of the grey market, and enhance nationwide parts availability. Through new tools, training, and on-ground insights, we empowered stakeholders to deliver faster, more accurate, and more dependable service to our customers.

Our recent marketing initiatives—**Hyundai Always Around, #KnowMoreChooseBetter - Mechanic campaign, #CelebrateWithMobis - Diwali campaign, #DriveWithTrust - Genuine Parts-centric campaign** played a vital role in shaping customer awareness. These campaigns not only highlighted the importance of using Genuine Parts but also created stronger engagement, trust, and long-term loyalty. They helped customers make informed decisions and ensured that Hyundai vehicles remained safe, reliable, and performance-ready throughout their lifecycles.

As we look ahead, the focus will remain on strengthening supply chain efficiency, boosting last-mile availability, and creating customer experiences that match Hyundai's global standards. Today's customer is smart, informed, and values authenticity. Therefore, we too must evolve, act responsibly, and ensure **Hyundai Mobis is seen as the Trusted, Genuine, and Smart Choice for every Hyundai owner in India.**

Let us continue working together to deliver value, enhance brand loyalty, and empower our customers with Genuine care. With our collective efforts, we will continue building a safer, stronger, and more customer-centric ecosystem.

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

Parts and Accessories

Managers Conference 2025

Parts and Accessories Managers Conference 2025 (Mumbai):

The conference was conducted from **25 -26 November 2025** in the famous **City of Dreams, Mumbai (Maharashtra)**.

The conference was held at the **Westin Hotel, Powai Lake, Mumbai**, offering state-of-the-art meeting facilities and a serene lakeside setting ideal for both business and networking.

This event was part of the broader engagement aimed at strengthening relationships and enhancing service excellence.

It was attended by approximately **400+ participants**, which included:

- **People from Hyundai dealerships** i.e Parts & Accessories Managers across PAN India
- **Participants from MIN staff**

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Parts and Accessories

Managers Conference 2025

Objective:

- **Boost Parts Availability & Customer Satisfaction** - Ensure timely access to Genuine Parts to reduce vehicle downtime and enhance service quality.
- **Optimise Inventory via Computer-Assisted Ordering** - Minimise non-moving stock and improve inventory efficiency using automated ordering systems.
- **Promote Genuine Parts & Accessories Usage** - Reinforce the importance of authenticity for safety, performance, and warranty compliance.
- **Prevent Grey Market Infiltration** - Strengthen awareness and controls to curb unauthorised exports and discourage the use of counterfeit parts.

Expected Outcomes:

- Improved parts and accessories sales performance.
- Stronger collaboration between Mobis India and its channel partners.
- Enhanced customer satisfaction through better service delivery.



The National Skill Contest

“Gear Up for Excellence: The National Parts & Accessories Managers Skill Contest 2025”

Driving Knowledge. Powering Performance.

In November 2025, MIN proudly conducted the **National Parts & Accessories Managers Skill Contest**, a pioneering initiative to evaluate the skills of Parts and Accessories Managers across Hyundai dealerships. This contest was designed to **boost competitiveness, inspire innovation, and set new benchmarks in operational excellence** within the Dealer Parts Operation System (DPOS).



Why This Contest Mattered

Parts and Accessories Managers are the backbone of Hyundai dealership success. Through structured knowledge assessments and real-world challenges, this contest:

- **Improved DPOS proficiency** through targeted evaluations.
- **Encouraged innovation and strategic thinking** in parts operations.
- **Promoted healthy competition and continuous learning** among managers.
- **Recognised and rewarded top performers** for their contributions.
- **Established measurable benchmarks** for operational excellence and customer satisfaction.

Contest Structure

Four progressive rounds challenged participants to demonstrate mastery and practical expertise:

1. **Foundation Round** – Core knowledge of DPOS fundamentals.
2. **Competency Round** – Applied skills and operational strategies.
3. **Semi-final Round** – Real-world problem-solving and customer handling.
4. **Final Round** – Showcasing innovation, leadership, and excellence.

Key Objectives

- **DPOS mastery** among participants.
- Enhance **problem-solving capabilities** for real-world challenges.
- Elevate **customer handling excellence** to drive satisfaction and loyalty.

This initiative was more than a contest. It was a commitment to continuous learning, operational efficiency, and dealership success. By recognising talent and fostering growth, MIN is setting new standards for excellence in parts and accessories management.

Champion of Champions - Healthy Hyundai Dealer Inventory Contest

MIN proudly concluded the PAN India Champion of Champions contest for Parts Managers – “Healthy Hyundai Dealer Inventory,” with awards presented at the prestigious National Parts & Accessory Manager Conference in November 2025.

Purpose of the Contest

The initiative aimed to motivate Hyundai dealers to adopt better inventory management practices, improving operational efficiency and profitability across the network.

Contest Objectives

- Assess how Hyundai dealerships manage inventory.
- Encourage optimisation across key parameters:

Parameter	Purpose	Score
MOS	Closing stock/Last 3 months avg. sales	30
Emergency Orders	Emergency orders/Total orders	20
Non-Moving Stock	Stock not sold for over 1 year/Total stock value	50

Evaluation Timeline

- Phase 1: May '25 – July '25
- Phase 2: Aug '25 – Oct '25

Participation Highlights

- Total Hyundai Dealers Participated: 571
- Hyundai Dealers Qualified: 35
- Award Winners: 6 (Consistent top performers for 6 months)

Celebrating Excellence

The 6 Champion Hyundai Dealers have set a benchmark in inventory management by:

- Maintaining optimal MOS ratios.
- Reducing non-moving stock.
- Minimising emergency orders.

Their dedication reflected the spirit of this contest and strengthened the foundation for a more efficient Hyundai dealer network.



*Congratulations to all
winners
and participants!*

Your commitment to excellence drives the success of MIN and its stakeholders.

Hyundai Always Around Campaign



It was conducted on 12th October 2025 across 585 locations, PAN India, in malls, petrol pumps, residential society parks, markets, etc.



Objective:

- To showcase and promote its range of 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.

585
dealerships
across
PAN India

Social Media & Digital Campaigns



July 2025

Genuine Accessories, Everyday Utility

The July campaign marked a strategic pivot towards practicality with the theme "Genuine Accessories, Everyday Utility." Moving away from emotional storytelling, this campaign focused on educating customers about the real-world benefits of using Hyundai Genuine Accessories. It emphasised how these accessories enhance daily driving experiences, offering durability, compatibility, and long-term value. The messaging was clear and informative, aiming to build trust and encourage rational decision-making among customers.



Social Media Metrics

Total Views:
343 548

Total Reach:
33 174

No. of Posts:
20



August 2025

Know More Choose Better Campaign

August's "Know More Choose Better" campaign showcased the power of educational content engagingly to a more informed audience. Designed to provide actionable insights and solutions, this campaign featured expert advice on vehicle maintenance, safety, and optimal usage of Genuine Parts by Hyundai Mobis. It attracted a segment of users who value knowledge and problem-solving, reinforcing Hyundai Mobis as a reliable source of automotive expertise. The campaign successfully drove high-value interactions by positioning content as a tool for empowerment.



Social Media Metrics

Total Views:
93 747

Total Reach:
21 976

No. of Posts:
12



Social Media & Digital Campaigns



September 2025

Genuine Parts: Choose Genuine, Choose Safety

In September, the focus shifted to safety and authenticity with the "Choose Genuine, Choose Safety" campaign. This initiative reinforced the importance of using Hyundai Genuine Parts, highlighting their role in ensuring vehicle safety, performance, and longevity. The messaging was direct and educational, aiming to promote informed choices. By aligning safety with product authenticity, the campaign strengthened customer confidence and loyalty.



Social Media Metrics

Total Views:
3 164 979

Total Reach:
38 017

No. of Posts:
21



October 2025



Festive Campaign: Celebrate with Mobis

October's festive campaign, "Celebrate with Mobis," embraced the spirit of celebration and emotional connection. Timed with the festive season, it encouraged customers to enhance their festive journeys with Hyundai Genuine Accessories by Mobis. The campaign blended joy, tradition, and modernity, creating a warm and inviting brand presence. It focused on lifestyle appeal, aiming to deepen emotional engagement while subtly promoting product offerings suited for festive travel.

Social Media Metrics

Total Views:
4 829 719

Total Reach:
2 369 837

No. of Posts:
17



Social Media & Digital Campaigns



November 2025

All-New Hyundai VENUE Accessories Campaign

In November, we introduced a product-focused campaign centred on the all-new Hyundai VENUE. This campaign spotlighted the latest accessories designed specifically for the all-new Hyundai VENUE, showcasing their style, functionality, and customisation potential. It aimed to excite both new buyers and existing Hyundai customers by presenting the all-new VENUE as a versatile and trend-forward vehicle. The campaign leveraged product innovation to drive interest and reinforce Hyundai's commitment to evolving customer needs.



Social Media Metrics

Total Views:
146 297

Total Reach:
40 347

No. of Posts:
19



December 2025

Winter Campaign

Winter doesn't arrive with a warning. It slips in quietly, frosting windows, slowing engines, turning smooth roads into unpredictable ones. This campaign celebrated those unseen heroes who help you navigate the winter chaos: Genuine Hyundai Mobis parts. The Genuine Spark Plug that fires on the first try. The Genuine Radiator that keeps your engine warm and steady. Each component plays a role in preventing winter from becoming a roadblock.



Social Media Metrics

Total Views:
222 654

Total Reach:
91 652

No. of Posts:
18



New Distributor

Outlet

KVR MOBIS (S7DBB) - Expanding Network - Kozhikode (Kerala)

To increase the reach of IRF/mechanic sales, expanding distributor network & visibility in the aftermarket are the key.

**NEW WAREHOUSE
FACILITY S7DBB**

Inaugurated
24th Sep'25

by Mr. Sujith (JMD of KVR Group)

New Warehouse Facility S7DBB in Calicut, in the northern part of Kerala (South 3 Region), & 2nd in Kerala after Cochin (S7DBA) by KVR Mobis, was inaugurated and commenced full-fledged operations.



Employee Engagement - HR Activities

Ayudha Puja



Independence Day



Diwali



Mobis Day



Distributor

Testimonials

East Region



We sincerely appreciate the consistent support and cooperation provided by Hyundai Mobis. Their timely response, efficient coordination, and commitment to service excellence have significantly contributed to smooth operations and customer satisfaction. We value this strong partnership and look forward to continued collaboration.

KRISHNA MOBIS

Mr. Sahil Agrawal
Raipur, Chhattisgarh



West Region



Our collaboration with MOBIS INDIA began in 2014, marking nearly twelve years of significant learning and development. We've gained valuable insights into team building and fostering a profitable yet enjoyable work environment while promoting authenticity and environmental sustainability. Beyond mere commerce, we've actively contributed to a healthier world by advocating for vehicle updates that support a green environment. Our commitment extends to providing Genuine aftermarket parts to maintain a clean and sustainable ecosystem. Furthermore, we prioritize serving customers who trust our brand, ensuring their well-being and safety.

Key Highlights of the 12-Year Journey

Authentic Leadership: Moving beyond "business as usual" to foster a workspace where team members can be their genuine selves.

The "Green" Mandate: Actively advocating for technical updates that ensure vehicles run cleaner, supporting global environmental goals.

Trust-Based Commerce: Building a supply chain of Genuine Parts that doesn't just fix cars, but protects the people driving them.

AVS MOBIS

Mr. Ankesh Jain
Indore, Madhya Pradesh



Distributors Ranking H2, 2025*

PAN India

North Region

1st CROSSLAND CARS PVT. LTD.
N4DDA

2nd MN SPARE PARTS LLP
N6DCA

3rd DHOOT SERVICES PVT. LTD.
N4DEA

East Region

1st MUKESH AUTOMOTIVE
E1DAA

2nd MUKESH & SONS
E4DAA

3rd KRRISH
E6DAA

Central Region

1st MN SPARE PARTS LLP
N1DBA

2nd TRIUMPH AUTO SERVICES PVT. LTD.
N1DCA

3rd NIMBUS MOTORS PVT. LTD.
N3DBA

South Region

1st ADVAITH SPARES AND ACCESSORIES PVT. LTD.
S8DAA

2nd SRI JAYALAKSHMI TRADING PVT. LTD.
S5DCA

3rd KUN AUTO CO. PVT. LTD.
S1DBA

West Region

1st SHREENATH MOTORS PVT. LTD.
W1DBA

2nd SOMANI AGENCIES
W2DDA

3rd CONCEPT MOTOR PARTS PVT. LTD.
W3DAA

MAP NOT TO SCALE

*Basis on retails year 2025

HYUNDAI MOBIS

"Presents"



Genuine Parts & Accessories

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