

# HYUNDAI MOBIS

# INFINITY

2022 Half Yearly Edition-1



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# MESSAGE FROM MD

Dear Readers,

Mobis India rejoices in sharing this edition of the company's newsletter, Infinity H1'22. Through this edition, we will be highlighting the major tasks and activities performed in the course of the first six months of the year 2022.

We at Mobis India are committed towards providing the best-in-class products for the customers, which are durable and comes with utmost quality standards. Our thought process is intended towards new technological advancements in every product to match up with the future needs and market scenarios.

It gives me immense pleasure while sharing that we have seen a drastic increase in our business over the past few years, which is the result of constant innovation and safety standards inherited in our product line up supported by strong supply chain management.

We are future-ready and expanding our capacity through new Parts Distribution Centers in cities like Indore and Kolkata to cater to the increasing demand for our products in the market.

Our dedicated workforce is seamlessly working and accepting every challenge to serve in the best way possible. The major focus has always been on customer satisfaction. Thus, we monitor all our process and operations every day to satisfy our valuable customers.

I hope you enjoy reading this edition.

**Stay Healthy, Stay Safe**



**MR. YONG GOON PARK**  
Managing Director (A/S Parts Division)

*"Mobis India perseveres to exceed customer expectations through its innovative solutions that drive safety and comfort."*

# PROMOTIONAL ACTIVITIES

Mobis India, as a brand, always ensures to promote its products and service offerings quite effectively among customers. The mere thought is to create awareness and maximize brand visibility in the market. For this purpose, support in terms of promotional collaterals is provided to all the channel partners comprising 500+ Dealers and 40+ distributors, which includes posters, standees, backdrops and leaflets, etc.



These collaterals act as the first point of contact for the customers and give correct information about our products. The material is circulated in the form of an E-link, which can be easily downloaded and printed to display at the distributorships/dealerships.

*“Mobis India is always enthusiastic about making its presence felt, be it online or on the ground. Building transparency and trust are what bring us closer to customers.”*

# DIGITAL WORLD

## Social Media

Social media is more than just a trend. It is an essential piece of the business marketing strategy as it helps in connecting with the customers, increasing awareness about the brand, and generating quality leads.

In the era of consumerism wherein a customer is always confused between what to choose and not to choose, Social Media bridges the gap between products and customers.

Mobis India is building its digital media stronger year-on-year by creating the most integrating Social Media strategies and regularly posting valuable static and video content. Through these posts, we are focused on creating product and service awareness, enhancing brand engagement, and generating traffic to our digital platforms.

Content posted  
on social media  
**231**

Video content  
**19**

Statics+stories content  
**212**

## SOCIAL WALL



# DIGITAL WORLD

## Online Reputation Management

In this digital world, maintaining business reputation on the World Wide Web is quite critical, and it is always necessary to add sincerity in the brand communication and make it more interactive for customers.

As a responsible brand, Mobis India believes in interacting and actively participating in customer concerns or feedbacks to build trust and encourage customer loyalty. In H1 2022, we received around **350** enquiries, which were resolved within 24 hours in order to give customers the best experience.



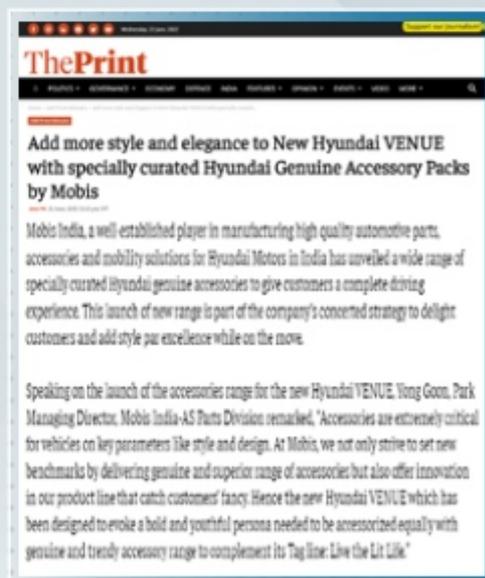
## Search Engine Optimization

For a brand, being visible on search engine is very essential. It lets the user get in touch with brand digitally through search engines like Google, Yahoo and Bing, etc. Better visibility of the pages in search results is more likely to garner attention and attract prospective and existing customers to the business. Understanding the importance of SEO in business, Mobis India ensures effective execution of On -page and Off- page SEO activities to always stay on the top of the game. Total number of **12** articles comprising **7-10** keywords each were posted to get higher ranks in organic search engine results.

## Media Release

To announce something to a large audience, press releases have a pivotal role to play. Most importantly, press releases are an effective way to create interest around any corporate news in a factual and efficient way.

Thus, Mobis India also ensures the regular launch of media releases to circulate the information on any new product, service or campaign launch. Till date **4 Press Releases** have been done - **National Safety Week, Accessory Kits for Creta & Common Accessories, Anti Counterfeit Campaign and Accessory Packs for New VENUE**. These release were published in over **110 online publications**.



# E-CAMPAIGNS

Digital campaigns play a pivotal role in creating awareness among customers around a cause. Mobis India has successfully executed two 360-degree digital campaigns, National Safety Day and Anti-Counterfeit Day Campaign.

## National Safety Campaign

[CLICK HERE](#) 

This year, for the very first time, Mobis India has participated in the cause to develop and sustain the movement with - *Safety, Health and Environment* (SHE) at large on the occasion of National Safety Day. The theme was aimed at nurturing Young Minds & developing the Safety Culture by sharing information on safety while driving.

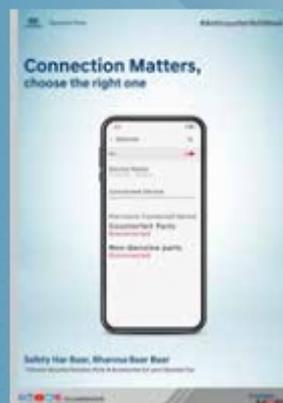
This was a week-long campaign executed from 4<sup>th</sup> March '22 – 10<sup>th</sup> March '22.



## Anti-counterfeit Campaign

[CLICK HERE](#) 

To spread awareness about the increased usage of counterfeit parts in the market, Mobis India launched a 10-day all-encompassing digital campaign "*Safety Har Baar, Bharosa Baar Baar*" from 1<sup>st</sup> June - 10<sup>th</sup> June '22. The campaign gathered lot of attention and reached maximum number of people. The message of using genuine products over counterfeit was widely spread through all the digital platforms, be it Facebook, Instagram, Twitter, LinkedIn or YouTube.



# ENGAGING VIDEOS

Video Content always acts as a powerful medium for a brand to spread its message, which is easily accessible to a mass audience. This helps customers understand and learn about new products or service offerings by a brand quite effectively.

To display our innovative product lineup and create awareness among valuable stakeholders, we, at Mobis India, ensure that an adequate amount of videos should reach all the customers. This enables us to make them feel more connected with the brand and its offerings. Five videos with engaging animation and voice-over were posted to create awareness among the customers.



## Check out our videos:

A screenshot of the Hyundai Mobis IN YouTube channel page. The page header includes the Mobis logo, the channel name "Hyundai Mobis IN" with "1.75K subscribers", and a "SUBSCRIBE" button. The navigation menu includes "HOME", "VIDEOS", "PLAYLISTS", "COMMUNITY", "CHANNELS", and "ABOUT". The main content area features a large video thumbnail titled "New Venue Accessory Video" with the text "The new Hyundai VENUE. Experience the Lit life with an exciting range of Interior and Exterior Accessories." Below this are four smaller video thumbnails: "Mobis Safety Sense Video", "Women's Day Video", "Safety Campaign Video", and "Anti Counterfeit Campaign". Each thumbnail has a "Click" button below it.

# SOCIAL ACCOUNTABILITY

## CSR



Mobis India, as a brand, is strongly committed to serving the society in every possible way. Our activities are aimed at creating positive impact on the society as a whole.

Fulfilling needs of the unprivileged has always been our top most priority, and we are leaving no stones unturned in providing support wherever and whenever necessary. We have initiated a plenty of activities with a long-term vision to cater to the needs of the society and the people at large.

**Integrated Village Development  
in Mannur, Nemill, Valarpuram**



**Setting-up of Diesel  
Generator at Hindu Mission  
Charitable Hospital in Chennai**



**Construction of 50 houses for  
poor transgender, classrooms  
and toilets in 2 Schools and  
construction of 5 Anganwadi  
centers**



**2713 Hygiene Kits to Govt.  
School for girl children of  
Haryana and Chennai**



**Donation of 3962 sets of  
benches and desks in govt.  
schools of Kanchipuram and  
Mayiladuthurai, Tamil Nadu**



**Nutritional Supplements to  
lactating mothers, along with  
medical counselling and yoga  
sessions**

# WEBSITE ENHANCEMENT

Mobis India's official website [www.hyundaimobisin.com](http://www.hyundaimobisin.com) provides its stakeholders with all the information about its product specifications, MRPs and other brand related information. To spread awareness about all the CSR activities conducted by Mobis India Foundation, a new section has been added to the website.

The section offers a dynamic view of various CSR activities carried out over the years for the welfare of society.

Overview **Initiatives** Committee Policy & Reports Contact-Us

## Initiatives

**HAPPY MOVE** **DREAM MOVE** **SAFE MOVE** **GREEN MOVE** **EASY MOVE** **NEXT MOVE**

**Happy Move**  
Supporting the rural community to improve their economic & social life.  
[Learn More](#)

**Dream Move**  
Supporting underprivileged community & create positive differences in their lives  
[Learn More](#)

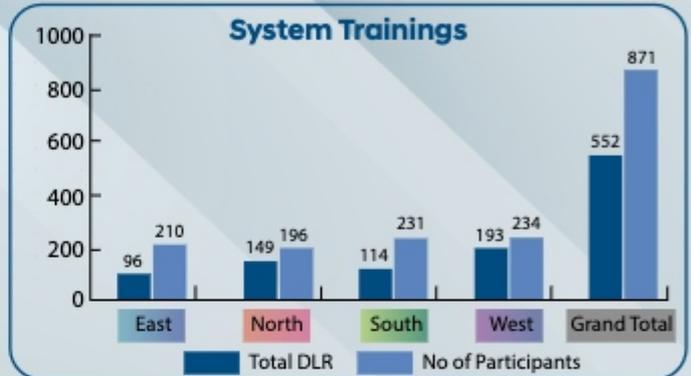
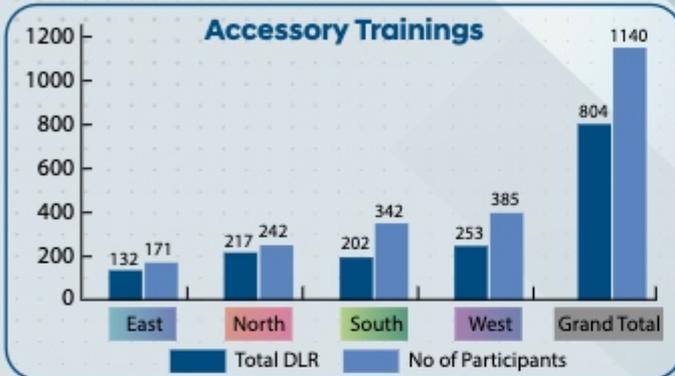
**Safe Move**  
Intended towards improving the health of underprivileged communities  
[Learn More](#)

Follow the link and enter the world of CSR activities performed by Mobis India Foundation.

[CLICK HERE](#)

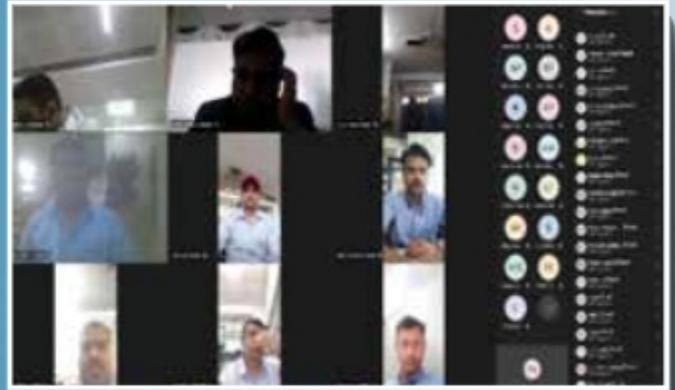
# DIGITAL TRAINING

Proper training and guidance are of utmost importance when it comes to strengthening the skills of the workforce. It always remains the backbone of every successful venture, and helps the trainees acquire updated knowledge and skillsets. Going by this ideology, Mobis India conducted various fruitful sessions for Parts/Accessories managers, and Sales consultants to enhance their skills and knowledge as per the market trends, and new product/service launches.



Both physical and online training were conducted to ensure that maximum number of participants should be catered and benefitted from the program. Total **31** training sessions were conducted, **8** for accessory training and **23** for system training.

## Glimpses



# SHIELDING THE BRAND

## INTELLECTUAL PROPERTY



DESIGN



PATENTS



INVENTION



AUTHORSHIP



LAW



COPYRIGHT



PROTECTION



BRAND

Safeguarding the brand against counterfeiters that use intellectual property without permission, duplicity of products and copyrights piracy is very crucial for every brand. Thus, Mobis India keeps a regular track of the aftermarket to prevent suspicious activities, which can act as a barrier to the image of the brand and its credibility. As a regular practice, raids were also conducted in bigger states such as Uttar Pradesh and Maharashtra. Approximately **870** counterfeit parts worth over **10** lakhs were seized.

### Glimpses



### INTENDED FOR SALES IN INDIA ONLY

A new feature has been added on the Hyundai Genuine Parts MRP Label to distinguish between genuine and counterfeit parts. Further, this disclaimer clearly reflects that the product is meant to be sold in the Indian domestic market only.



# EMPLOYEE ENGAGEMENT

We know that our personnel, who work with sheer dedication and zeal, deserve some time away from the busy and hectic schedule. Therefore, Mobis India actively provides engagement activities that ensure overall employee satisfaction and experience. Such activities have been found to boost employee morale and positively influence their mental health.

Mobis India ensures to take good care of its employees through its various corporate wellness programs. In H1 2022, various activities were conducted to cater to the interests of the employees.

## Holi Celebration



The Festival of Colours was celebrated with full joy and enthusiasm at Mobis India. The happiest side of Mobisians was reflected through the rainbow colors of Holi festival.

The celebration was held on 17<sup>th</sup> March '22 in office premises.



## Environment Day



Every year since 1973, June 5<sup>th</sup> is celebrated as World Environment Day to raise awareness about all growing environmental concerns such as toxic chemical pollution, desertification and global warming. This year Mobisians also took a positive step ahead with a poster making competition held at office premises. As a part of environmental awareness, saplings were distributed among employees as well.



## International Yoga Day



YOGA is symbol of Universal aspiration for health and emphasizes the values of mindfulness, moderation, discipline and perseverance when applied to communities and societies. Every year 21<sup>st</sup> June is celebrated as International Yoga Day to raise awareness about wellness and importance of good health in daily lives. Mobis India also arranged yoga session in office premises where all the employees actively participated and pledged for a better and healthy lifestyle.

*"Yoga is the journey of the self, to the self, through the self."*



# DISTRIBUTOR PERFORMANCE

Mobis India is reaching new heights year-on-year by achieving the desired business goals. The support of our distributor network has always acted as a catalyst in meeting the demands and growing needs of the market.

We believe in acknowledging consistent efforts and dedication of our valuable distributors in growing Hyundai Genuine Parts and Accessories business in India.

## Top 3 region-wise distributors ( Jan'22 – June'22)



### North

N3DAA	PREMIER CAR SALES LIMITED
N1DBA	MN SPARE PARTS LLP
N1DCA	TRIUMPH AUTO SERVICES PVT LTD

Distributor Name



### East

E1DAA	MUKESH AUTOMOTIVE
E4DAA	MUKESH & SONS
E6DAA	KRRISH

Distributor Name



### West

W1DBA	SHREENATH MOTORS PVT LTD
W3DAA	CONCEPT MOTORPARTS PVT LTD
W3DAC	CONCEPT MOTORPARTS PVT LTD

Distributor Name



### South

S8DAA	ADVAITH SPARES AND ACCESSORIES PVT LTD
S1DBA	KUN AUTO CO PVT LTD
S5DBA	SRI JAYALAKSHMI TRADING PVT LTD

Distributor Name

Catering to customers through a well-connected distributor network

# DISTRIBUTOR TESTIMONIALS



**Mr. Ranjeev Duggal**  
Nimbus Motors Pvt Ltd  
NORTH

It is our privilege to be a part of the esteemed Mobis India family since 2017. Mobis Team has enabled us in leveraging relationships to identify and develop new segments to target. Through their out-of-the-box thinking and supportive schemes for all deliverables, they have ensured end-user satisfaction and profitability across all the products.

Mobis India helped us gain customer acquisition and retention, ensuring value proposition for new markets and expansions. We are grateful to be a part of such an esteemed Group.

Our partnership with Mobis India has been immensely fruitful and rewarding. We have grown year-on-year with Mobis India. They have always pushed us to be innovative in how we sell in the market. They have been very forthcoming in helping us with various marketing initiatives and brand-building techniques, which has constantly guided us to improve.

We are extremely happy to be associated with Mobis India, and we are sure that it will be a long and fruitful partnership.



**Mr. Nitin Himatsingka**  
Mukesh Automotive  
EAST

It has been an excellent 10-years journey with Mobis India. Their strategies and leadership development activities for staff have added significant measurable benefits to the overall sales performance.

Mobis India has made an outstanding contribution in the enhancement of our business at large. PBDM & RM are also playing vital role in extending the market for Hyundai Genuine Parts and Accessories. We feel immensely proud to be associated with Mobis India.



**Mr. Pranav Nanda**  
Concept Motor Parts Private Limited  
WEST

We are extremely grateful to Mobis India for providing us with a great opportunity to serve Hyundai customers in Kerala. The journey has been fruitful so far and we are delighted to work with the team. Their timely supply and attractive incentive policies has kept us motivated all the time.

We are confident of creating a new benchmark of collaborative business growth in Kerala market.



**Sujith Ram Parayil**  
JMD, KVR Group  
SOUTH

# GLIMPSES OF DISTRIBUTOR ACTIVITIES



# MEET THE SALES TEAM

## Domestic Sales



**Mr. Bhumesh Mishra**  
Head - Domestic Sales



**Ms. Prity Choudhary**  
Domain - Incentive



**Mr. Prathak Kumar**  
Domain - Data Analytics

## Dealer Management

### North



**Mr. Bhumesh Mishra**  
Regional Manager  
Region - North, Designation- DGM



**Mr. Pardeep Singh Gill**  
Region - PB, JK, HP



**Mr. Yogesh Kumar**  
Region - Haryana



**Mr. Ankit Sharma**  
Region - DL, UK, Noida



**Mr. Gaurav Awasthi**  
Region - Rajasthan

### South



**Mr. Saurav Kumar**  
Regional Manager  
Region - South, Designation - AGM



**Mr. RajaKumar**  
Region - Tamil Nadu



**Mr. Arijit Sen Gupta**  
Region - Karnataka



**Mr. Roby John**  
Region - Kerala

### East



**Mr. Subrata Debnath**  
Regional Manager  
Region - East, Designation - SM



**Mr. Amit Kumar Gupta**  
Region - West Bengal,  
Orissa & Sikkim



**Mr. Shekhar Ganguly**  
Region - North East States



**Mr. Ravi Ranjan**  
Region- Jharkhand,  
Bihar, Chhattisgarh

### West



**Mr. Abhijit Dhakane**  
Regional Manager  
Region - West, Designation - SM



**Mr. Sarvesh Shukla**  
Region - Madhya Pradesh



**Mr. Ridhesh dudhrejiya**  
Region- Gujarat



**Mr. Amit Sawane**  
Region - Maharashtra (Pune)



**Mr. Vishal Thakur**  
Region - Maharashtra (Mumbai,  
Nagpur, Goa)

# ROAD SAFETY TIPS

# 10 ROAD SAFETY TIPS THAT CAN SAVE YOUR LIFE

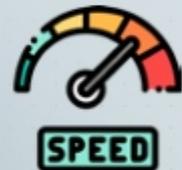


Avoid using mobile phones



Don't drink and drive

Do not exceed the speed limit



Always remember to wear seat belt



Be aware of pedestrians

Keep panic away



Slow down on wet roads and in bad weather



Pay attention to the road



Always use genuine parts



Obey all traffic rules and regulations



# HYUNDAI MOBIS



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

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