



Genuine
Accessories

HYUNDAI
MOBIS

MOBIS ACCESSORIES BULLETIN

STELLAR



2024 H2 EDITION

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

Message



Dear Readers,

Wishing you and your loved ones a very Happy and Prosperous New Year 2025!

As we step into this promising year, let us take a moment to reflect on the remarkable achievements of the second half of 2024 and the exciting path ahead.

H2 2024 marked a significant milestone with the launch of accessories for the facelift version of the Hyundai Alcazar. Apart from this we've launched various other accessories. This was a testament to our commitment to providing high-quality, stylish, and durable solutions for Hyundai car owners. Additionally, we introduced accessories for Mobis Distributors Channels which can cater to aftermarket needs. This has shown tremendous potential for growth, setting the stage for further expansion.

On the marketing front, we launched innovative initiatives, such as social media contests during the festive season, to engage customers and promote Hyundai Genuine Accessories by Mobis. These activities were instrumental in creating awareness and building a stronger connection with our valued customers.

As we embark on 2025, let us work together to make this year truly grand for Mobis and its channel partners. We will be focusing on delivering unparalleled customer service and satisfaction. With a shared vision and relentless dedication, I am confident we will achieve even greater heights.

Here's to a successful and fulfilling 2025!

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

Wishing you and your loved ones a
Happy
New Year!

The bold new Hyundai **ALCAZAR Accessories Launch**

Hyundai ALCAZAR - Intelligent. Versatile. Intense.

In September, we launched a stunning range of accessories for the all new Hyundai Alcazar. Our interior accessories bring modern design to life, blending cutting-edge aesthetics with everyday practicality. The exterior accessories showcase a fusion of refined style and robust charm, prepared to catch attention and tackle new adventures.

Exterior Category-17



REAR BUMPER GARNISH



FRONT BUMPER GARNISH



HOOD SCOOP



TAIL LAMP EXTENDER



DOOR EDGE GUARD



SIDE STEP

Interior Category-16



SAB SC DARK GREY &
BROWN 7S (PRE)



REAR SILL GUARD



SCREEN PROTECTOR
(INTEGRATED)



3D CABIN MAT



3D BOOT MAT



SPORTY PEDAL COVER

ALCAZAR Accessories Launch

Marketing Initiatives: **ALCAZAR Accessories Launch**

Accessories Photoshoot

We conducted a photo session at INQC Faridabad for upcoming marketing campaigns. The focus was on 35 Alcazar accessories. 6 complete car shots were captured to highlight unique vehicle features. These images will be 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.



E-Marketing Kit – The Bold New Hyundai ALCAZAR Accessories Launch

Hyundai ALCAZAR Accessory Packs:

- Versatile Pack
- Venturous Pack
- Urbanus Pack

The E-Marketing kit consists of:

- Banners
- Posters
- Standees



New ALCAZAR Social Media Launch

Social Media metrics

Impressions: 37655	Reach: 33749	No. of posts: 21
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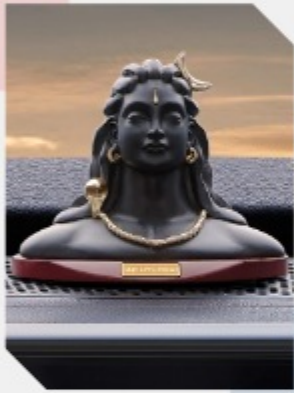
Video Views: **4272**

This E-Marketing Kit is circulated across all dealerships PAN India
Visit your nearest authorised Hyundai Dealerships for more information.

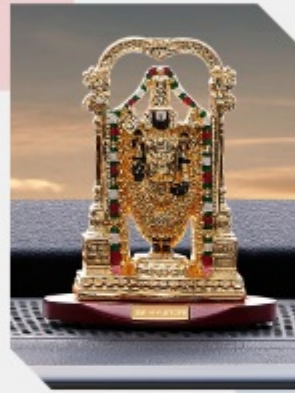
Highlights of **New Accessories**

In 2024 H2, we **launched** a range of new accessories in line with Mobis India's commitment of customer-first. These accessories included divinity range, electricals, and audio enhancement.

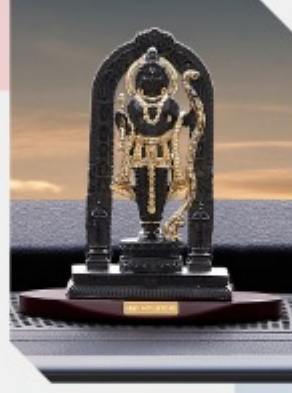
Divinity Range



Aiyogi Idol
ACF73IH034



Tirupati Bala Ji Idol
ACF73IH035



Ramlala Idol
ACF73IH036

Comfort and Safety



Mobile Holder
ACF77IH000



Emergency Car Safety Kit
ACF73IH037

Alcazar

Audio Range Enhancement

Creta Camera Interface



BP RSE AD 10.6 (11.6)
BVF51HB01



COSTA MESA 10.33



Creta Camera Interface

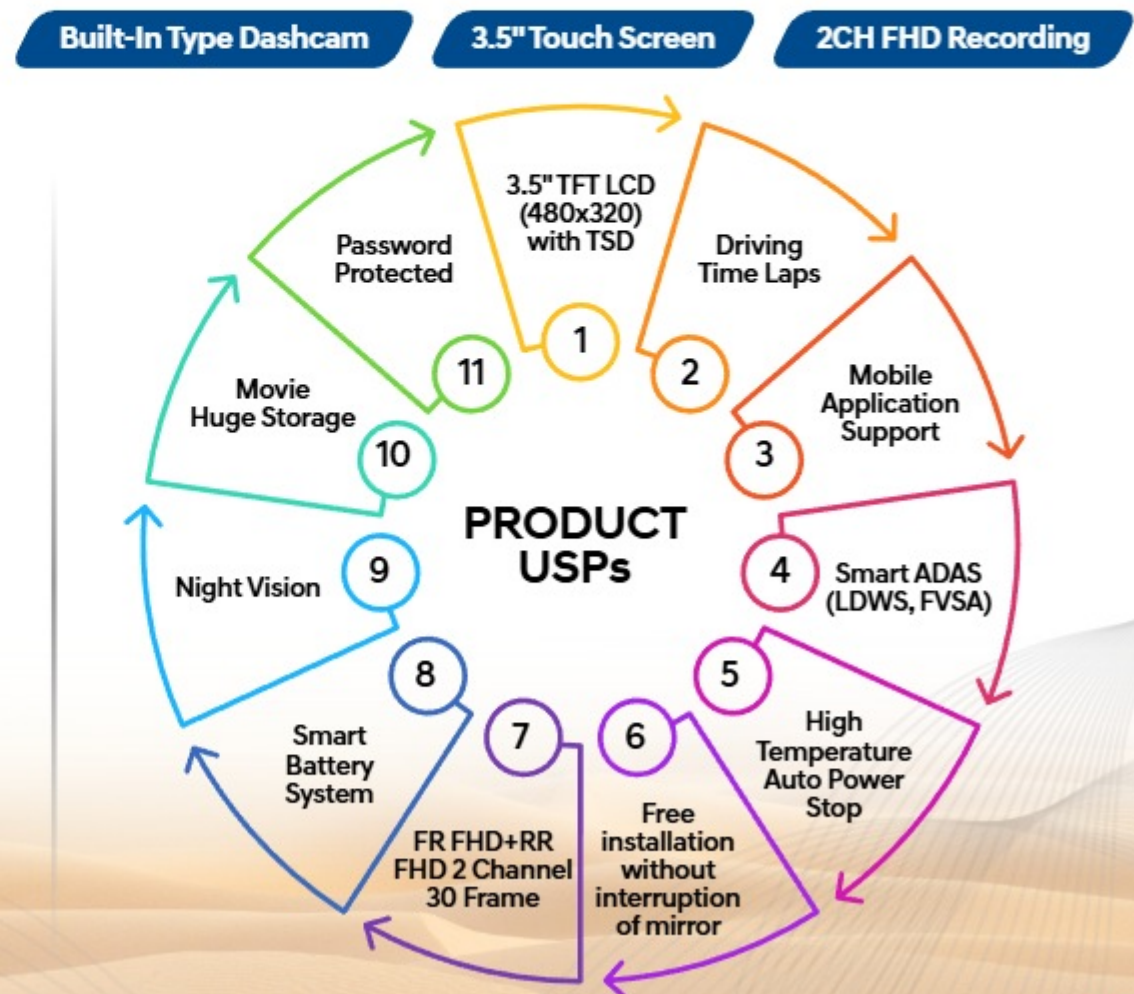


BP DH 2.1

Highlights of **New Accessories**

MIN launched a built-in Dashcam for all Hyundai models that:

- Provides security and captures driving moments.
- Acts as a strong deterrent against commonly faced issues with drivers like claims & provides footage to deter claims.



Highlights of **New Accessories**

NFC Card Key

NFC Card Key is an innovative accessory specifically designed and developed by MOBIS HQ that allows you to open the doors of your vehicle and start the engine with just this Key Card.

Part Number→S8H81AB000

NFC Card Key



Locking / unlocking the doors of your car.



Lock / unlock the doors safely and securely within 2 seconds. After unlocking auto re-lock after 30 seconds.



Keyless Entry
(No need of physical key)



Smart Digital Solution
in one tap.

Blaupunkt: BP W2WL



BP W2WL Wired to Wireless Dongle

Part Number→ACF76IHB00

BP W2WL Feature :

1. Converts wired Apple car play/Android auto to wireless
2. Plug N play dongle
3. Pair phone via Bluetooth
4. Support iphone, iphone 6+, ios 10+
5. Support Android Phone: Andriod 11.0+

Accessories for **Distributor Channel**

Starting October 2024, MIN has opened up sales of the entire accessories range to its distribution channel, in order to increase the accessory customer base.

ESSENTIAL ACCESSORIES



All basic accessories such as **Covers, Mats and Mudflaps.**

WORKSHOP CONSUMABLES



For excellent car **service and repairs.**

DIY ACCESSORIES



DIY range for owners' **comfort.**

CAR CARE ACCESSORIES



Genuine care for Hyundai Cars.

EXTERIOR ENHANCEMENT



Adds to **aesthetic appeal.**

AUDIO AV RANGE



Because **quality music** is hard to find.

TYRES, ALLOYS & OTHERS



Sturdy and grippy, all set for wild adventures.

Dealer **Training Program**

MIN conducted dealer training programs for all the new launches.

Offline and Fitment Training

HPSC Meet and PD2 Training

- Annual Meet for South HPSC Dealers for facilitation and way forward. Awards were given based on potential city wise PNVS.
- Products were showcased for W2WL, RSE, Audio & Morel.
- Vendor Fitment training were held for speakers.

Audio, ceramic coating (Do's & Don't)

- General sales and DPOS basic training was conducted for Inventory management.
- Regional review were conducted with the dealers.



Online Training

Online trainings were conducted through teams for all the dealers. This included:

- New model accessory highlights
- Launch of new accessory range

MIN started online training for all the dealers after the launch to give general ideas about model wise accessory list, which included:

- Accessory packs for customer
- Leaflets
- Accessory related queries

Dealer **Awareness Program**

Train the Trainer Meet

Inhouse sales trainer convention was an awareness & training meet that was held on 04/07/2024 for all the dealership sales trainers.

This awareness session helped trainers with:

- General sales related training and updates.
- General get together, meet and greet.
- Sharing of best practices.

MIN participated in this event for the first time where:

- Accessories were displayed with standees and awareness material.
- A brief session was held that focused on the importance of promoting genuine accessories during the sales process.



Marketing Initiative with **Accessories Promotion**

Contest : Celebrate with Mobis

October was buzzing with excitement as we launched our first-ever **'Celebrate with Mobis' contest**. Participants were asked to share snapshots of their accessorised Hyundai cars. With creative teasers, a dedicated landing page, and engaging Instagram stories, the contest sparked 54 amazing entries. After careful consideration, we selected 9 winners who truly captured the spirit of the contest.

Social Media metrics

Impressions:

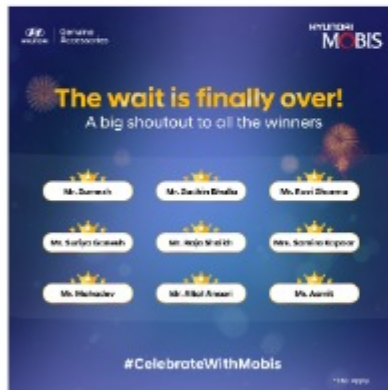
3795862

Reach:

1681331

No. of posts:

16



Video Views:

74928

Our exclusive stall at the Hyundai Carnival, Hyundai Spotlight and Hyundai Fiesta showcased the latest innovative products, offering customers a hands-on experience and a deeper connection with the brand.

Spotlight Concert Series

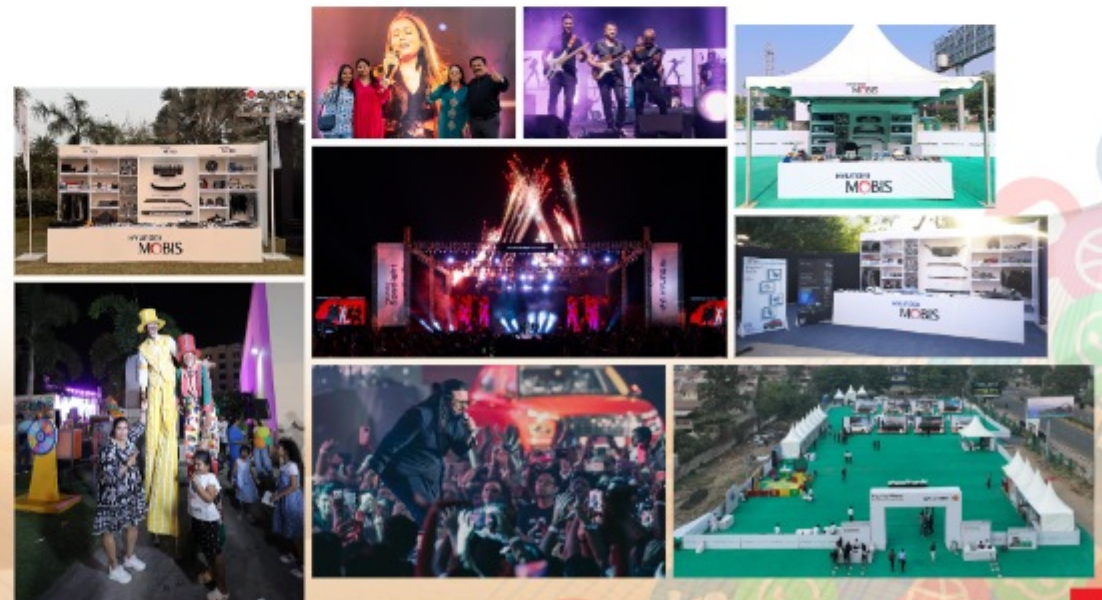
In H2, Hyundai Mobis brought delight and engagement to customers with Hyundai Spotlight Concerts. Hosted in culturally significant cities these concerts celebrated the unique heritage of each city.

Hyundai Explorer Carnival

Hyundai Mobis hosted the Hyundai Explorer Carnival, attracting around 500+ attendees. The event featured interactive booths showcasing Genuine Parts and Accessories by Mobis.

Hyundai Fiesta

Hosted in Lucknow and Ahmedabad, the Hyundai Fiesta event attracted over 450+ families. The event provided an engaging experience for customers, while showcasing Genuine Parts and Accessories.



National Dealer Ranking - H2 2024

Dealer Performance
PAN India



Dealer Code	Dealer Name	Region	Avg PNVS 2024	2024 National Ranking*
S4234	GT AUTOMOTIV PRIVATE LIMITED	South	22,406	1
W2270	SOMANI AUTOWHEELS LLP	West	17,671	2
S5238	NEON MOTORS PVT LTD	South	16,903	3
S1212	PEEYESYEM HK MOTORS LLP	South	16,279	4
S8221	RAHUL CARS INDIA PVT LTD (RAHUL HYUNDAI.)	South	15,104	5
N1231	VD AUTOMOBILES LLP	Central	14,925	6
W3215	NEO AUTOMOTIVES PVT. LTD.	West	14,565	7
S8218	NARAYAN CARS PVT LTD	South	14,403	8
W2240	MODI MOTOR AGENCIES PVT TLD	West	14,222	9
S8210	NAGSHANTI CARS PVT.LTD	South	14,172	10
S4220	GT AUTOMOTIV PRIVATE LIMITED	South	14,128	11
S7227	POPULAR MOTOR WORLD PVT LTD	South	13,618	12
W5226	NINA MOTORS PVT LTD	West	13,047	13
W2232	SOMANI MOTORS PVT LTD	West	12,980	14
E1227	TOPLINK MOTORCAR PVT LTD	East	12,804	15
S8226	VAYUPUTRA AUTOMOBILES PVT LTD	South	12,791	16
W3224	NAVJIVAN CARS PVT LTD	West	12,413	17
S5243	GEETHA AUTOMOTIVE LLP	South	12,265	18
S4229	PEEYESYEM HK MOTORS LLP	South	12,226	19
W1210	NEELAM AUTOMOBILES PVT LTD	West	12,201	20
W2273	SOMANI AUTOWHEELS LLP	West	12,159	21
N4218	MARUDHARA HYUNDAI	North	12,147	22
N4202	DHOOT SERVICES PVT LTD	North	12,080	23
N4250	SANDEEP MOTORS (AUTO) PVT LTD	North	12,029	24
W2257	AUTOJI MOTORS LLP	West	11,949	25

*Ranking is considered for Dealers selling more than 40 cars & selling multiple Accy categories.

National Dealer Ranking - H2 2024

Dealer Performance
PAN India



Dealer Code	Dealer Name	Region	Avg PNVS 2024	2024 National Ranking*
N3234	J.S.V. MOTORS & CONSTRUCTIONS PVT LTD.	Central	11,936	26
58202	ADVAITH MOTORS PRIVATE LIMITED (DPC)	South	11,912	27
N3268	SAS AUTOMOTIVES PVT LTD	Central	11,768	28
S8236	TRIDENT AUTOMOBILES (BANGALORE) PVT LTD	South	11,700	29
S8209	KANCHANA AUTOMOBILES PVT LTD	South	11,570	30
N3206	NIMBUS MOTORS PVT. LTD.	Central	11,556	31
S5230	RVAN VENTURES PRIVATE LIMITED	South	11,529	32
S5221	MANGO MOTORS PVT LTD	South	11,528	33
S8211	BELLAD HYUNDAI	South	11,492	34
S8239	TRIDENT AUTOMOBILES (BANGALORE) PRIVATE LIMITED	South	11,418	35
N3239	PAWAN AUTOWHEELS PRIVATE LTD	Central	11,378	36
55206	KUN UNITED CAR TRAX (P) LTD	South	11,364	37
E1226	FULCRUM AGENCIES PVT.LTD	East	11,312	38
W2230	KOTHARI CARS PVT LTD	West	11,277	39
W2250	UNIQUE AUTOMOBILES (I) PVT LTD	West	11,254	40
W3211	NAVJIVAN MOTORS PVT LTD	West	11,250	41
N1229	MALWA AUTOSALES PRIVATE LIMITED	Central	11,151	42
N6208	KOSMO AUTOMOBILES	North	11,110	43
N3263	PREMIER CAR SALES LTD	Central	11,042	44
W5209	JAIKA AUTOMOBILES PVT LTD	East	11,005	45
S8237	TRIDENT AUTOMOBILES	South	10,964	46
N3213	SAS AUTOMOTIVES PVT LTD	Central	10,903	47
S8225	CHANDRASHILP AUTOMOTIVE LLP	South	10,890	48
S8233	VAYUPUTRA AUTOMOBILES PVT LTD	South	10,883	49
S5211	LAKSHMI HYUNDAI	South	10,864	50

*Ranking is considered for Dealers selling more than 40 cars & selling multiple Accy categories.

Zone-Wise Dealer Ranking - H2 2024

Dealer Performance
PAN India



South

Dealer Code	Dealer Name	2024 PNVS	2024 Zonal Ranking*
S4234	GT AUTOMOTIV PRIVATE LIMITED	22,406	1
S5238	NEON MOTORS PVT LTD	16,903	2
S1212	PEEYESYEM HK MOTORS LLP	16,279	3
S8221	RAHUL CARS INDIA PVT LTD (RAHUL HYUNDAI.)	15,104	4
S8218	NARAYAN CARS PVT LTD	14,403	5
S8210	NAGSHANTI CARS PVT.LTD	14,172	6
S4220	GT AUTOMOTIV PRIVATE LIMITED	14,128	7
S7227	POPULAR MOTOR WORLD PVT LTD	13,618	8
S8226	VAYUPUTRA AUTOMOBILES PVT LTD	12,791	9
S5243	GEETHA AUTOMOTIVE LLP	12,265	10

*Ranking is considered for Dealers selling more than 40 cars & selling multiple Accy categories.

West

Dealer Code	Dealer Name	2024 PNVS	2024 Zonal Ranking*
W2270	SOMANI AUTOWHEELS LLP	17,671	1
W3215	NEO AUTOMOTIVES PVT. LTD.	14,565	2
W2240	MODI MOTOR AGENCIES PVT TLD	14,222	3
W5226	NINA MOTORS PVT LTD	13,047	4
W2232	SOMANI MOTORS PVT LTD	12,980	5
W3224	NAVJIVAN CARS PVT LTD	12,413	6
W1210	NEELAM AUTOMOBILES PVT LTD	12,201	7
W2273	SOMANI AUTOWHEELS LLP	12,159	8
W2257	AUTOJI MOTORS LLP	11,949	9
W2230	KOTHARI CARS PVT LTD	11,277	10

*Ranking is considered for Dealers selling more than 40 cars & selling multiple Accy categories.

Zone-Wise Dealer Ranking - H2 2024

Central

Dealer Code	Dealer Name	2024 PNVS	2024 Zonal Ranking*
N1231	VD AUTOMOBILES LLP	14,925	1
N3234	J.S.V. MOTORS & CONSTRUCTIONS PVT LTD.	11,936	2
N3268	SAS AUTOMOTIVES PVT LTD	11,768	3
N3206	NIMBUS MOTORS PVT. LTD.	11,556	4
N3239	PAWAN AUTOWHEELS PRIVATE LTD	11,378	5
N1229	MALWA AUTOSALES PRIVATE LIMITED	11,151	6
N3263	PREMIER CAR SALES LTD	11,042	7
N3213	SAS AUTOMOTIVES PVT LTD	10,903	8
N3223	CAPITAL AUTOMOTIVES PVT. LTD.	10,589	9
N3286	PREMIER CAR SALES LIMITED	10,494	10

*Ranking is considered for Dealers selling more than 40 cars & selling multiple Accy categories.

North

Dealer Code	Dealer Name	2024 PNVS	2024 Zonal Ranking*
N4218	MARUDHARA HYUNDAI	12,147	1
N4202	DHOOT SERVICES PVT LTD	12,080	2
N4250	SANDEEP MOTORS (AUTO) PVT LTD	12,029	3
N6208	KOSMO AUTOMOBILES	11,110	4
N4246	K.D MOTORS ORG	9,923	5
N4220	CROSSLAND CARS PVT LTD	9,741	6
W4401	P.L.HYUNDAI	9,739	7
N5211	PLATINUM AUTOMOBILES PVT LTD	9,247	8
N6233	GROVER AUTOMOBILES PVT LTD	9,049	9
N6225	NORTHERN MOTORS PVT LTD	8,626	10

*Ranking is considered for Dealers selling more than 40 cars & selling multiple Accy categories.

East

Dealer Code	Dealer Name	2024 PNVS	2024 Zonal Ranking*
E1227	TOPLINK MOTORCAR PVT LTD	12,804	1
E1226	FULCRUM AGENCIES PVT.LTD	11,312	2
W5209	JAIKA AUTOMOBILES PVT LTD	11,005	3
E5222	GOYAL MOTOCORP PRIVATE LIMITED	10,565	4
E7208	INFINITY VENTURES	10,542	5
E7204	UTKAL AUTOMOBILES LTD	10,434	6
W5205	SHIVNATH HYUNDAI	10,301	7
E1218	R D MOTORS PVT LTD	10,066	8
E6224	BINAY AUTOMOTIVES LLP	10,002	9
E7200	UTKAL AUTOMOBILES LTD	9,683	10

*Ranking is considered for Dealers selling more than 30 cars & selling multiple Accy categories.

Shaping Tomorrow with **Sustainable Packaging**

As a responsible corporate, Mobis India is committed to protecting the environment and fostering sustainability. In line with this commitment, **we have made a significant change to our packaging for Hyundai Genuine Accessories.** Previously, we used colourful corrugated boxes with chemically treated ink for packaging. While visually appealing, these materials posed environmental concerns. Understanding the impact, we have now switched to brown corrugated boxes, minimising the use of chemically intensive ink. This initiative reflects our dedication to creating a safer and more sustainable future.

EVERY **TREE SAVED**
TODAY IS A PROMISE
for **A GREENER**
TOMORROW

Why to choose **sustainable product?**



Reduce waste



Minimise carbon footprint



Doesn't pollute the environment



Guess the Accessories



There are **5 hidden** car parts and accessories in this **Word Search Puzzle**.
Let's see how many can you spot?

Hints:

1. A shield for your ride against the blazing sun. (9 letters)
2. Step into style and safety when boarding your car. (8 letters)
3. Always on the floor but take cleanliness to the top. (8 letters)
4. The perfect companion for a relaxed drive; supports you through the miles. (8 letters)
5. Rain or shine, it keeps your Hyundai car pristine. (9 letters)



Answers: (1) Sunshade (2) Side Step (3) Floor Mat (4) Neckrest (5) Body Cover



HYUNDAI MOBIS

"Presents"



Genuine Parts & Accessories



/HyundaiMobisIN

www.HyundaiMobisIN.com



Scan to visit our website