

Table of content

Message from MD New Accessories Launch (including packs) The new Hyundai i20 New Marketing Initiatives: Influencer Marketing **Accessory Manager Promotional Scheme New Launches New Initiative** New Range Enhancement **Dealer Testimonial National Ranking** Regional Ranking **Accessory Training Program** Fill in the blanks New Hyundai Creta Accessories Launch

Message From MD



Mr. Yong Goon Park

Managing Director
(A/S Parts division)

Wishing you all a very **Happy and Prosperous**New Year 2024!

To all our members of Mobis India Family,

I hope this message finds you all in good health and high spirits.

As we approach the end of the year, it's time to reflect on our achievements and set new goals for the coming year. The integral part of our success has been the continuous improvement and innovation in our accessories division.

We are proud to announce the second edition of Stellar 2023 with all our stakeholders Our dedicated team has been hard at work and we are proud of their efforts.

We have introduced a new range of accessories for Hyundai EXTER and Hyundai i20 which is designed to enhance the driving experience and meet the evolving needs of our customers. Our commitment to quality remains unwavering.

As we enter into this new year, customer feedback and insights shape our offerings and keeps us innovative.

Together we're driving toward a brighter future on the open road.

Safe Travels and Happy Accessorizing!

New Accessories Launch

Hyundai EXTER

Hyundai EXTER has been designed to present a modern take on the Hyundai SUV life for those who love to set out and make every journey exciting.

Mobis India offers a range of accessories from exterior to interior to enhance style, protection and aesthetics and to meet customer expectations through our innovations.

Number of Interior accessories- 11 Number of Exterior accessories- 18



Interior Accessories



3D BOOT MAT



SUNSHADE R



NECK REST & CUSHION KIT



NON-ILLUMINATED SCUFF PLATE



3D CABIN MAT



SC_Jet Black(Pre PU) SAB

Exterior Accessories



REAR WINDSHIELD GARNISH



TWIN HOOD SCOOP



BUMPER CORNER PROTECTOR



DOOR CLADDING



ORVM-PIANO BLACK



FRONT BUMPER GARNISH



New Accessories Launch

Hyundai EXTER







Drive confidently with the exclusive Hyundai Genuine Accessory Packs.

The new **Hyundai i20**



Experience the redefined Hyundai i20 with Genuine car parts and accessories, crafted for those who crave excitement in every journey.

Elevate your car's style and protection with Mobis India's range of innovative accessories - from exterior enhancements to interior gesthetics.

> Number of Interior accessories: 15 Number of Exterior accessories: 14

Interior Accessories







TRUNK SILL GUARD

3D BOOT MAT

DUAL LAYER MAT







DOOR SILL GUARD DUAL TONE

SCREEN PROTECTOR 10.9"

SC SPORTY INTERIOR INT(STD) SAB

Exterior Accessories







HOOD SIDE VENT

SIDE SKIRT EXTENDER LOWER BUMPER GARNISH







DOOR EDGE GUARD

BODY COVER PREMIUM

DOOR VISOR CHROME INSERT

The new **Hyundai i20**







Drive confidently with the exclusive Hyundai Genuine Accessory Packs.

New Marketing Initiatives:

Influencer Marketing

Background

Nowadays, majority of the people use social media in their daily lives, and they trust the individuals they follow. These individuals are called Social Media Influencers, and they have huge impact on the buying behavior of the consumers. Considering the impact of these influencers & effectiveness of Influencer marketing, MIN conducted and executed Influencer marketing for more reach and brand promotion.

Objective



Insights

Video Links



Instagram & Facebook reach till 6/10/23

Views	15000	
Likes	305	
Shares	146	
Comments	41	

Observation

- Users find these videos engaging and informative.
- Customer demands for more videos like this for other car model.
- Pertaining to the effectiveness and penetration, more videos with Auto Journalists can be initiated with newly launched models.

Result

- Increase in reach with more than 15K views.
- Enhanced brand visibility & reputation digitally.
- Increased positive word of mouth among digital users.

Accessory Manager

Promotional Scheme



Slab	Monthly Off take (QTY)	Pay-out
Slab 1	10	Rs. 1,000 per unit
Slab 2	20	Rs. 1,200 per unit
Slab 3	30	Rs. 1,400 per unit
Slab 4	50	Rs. 1,600 per unit

For 1st Aug,23 ~ 30th Sep,23 Blaupunkt launched below scheme:





Slab	Off take (QTY)	Scheme duration	Incentive	Part no	Pay out
Slab 1	6 Qty	Quartor	Amazon Voucher worth Rs. 27,000	ACF65IH088	Amazon Gift card
Slab 2	12 Qty	Quarter	iPhone 15 (256gb)	(JBL Bass pro hub)	iPhone

For 1st Nov,23 ~ 31st Jan,24 Infinity launched below scheme:





Purchase	Incentive
On Purchase of Rs 1,00,000/ MRP worth Speaker	Get Amazon Voucher worth Rs. 4000 free
On Purchase of Rs 3,00,000/ MRP worth Speaker	Get two gram gold coin free
On Purchase of Rs 5,00,000/ MRP worth Speaker	Get 1 set of 3 rd generation Apple Air pod free

For 1st Nov,23 ~ 31st Jan,24 Infinity launched below scheme:



Accessory Manager

Promotional Scheme



Scheme	Gift for selling Hyundai
Period	1st to 25th Dec
Rim Size	All
Gift Criterion for the dealer	1 st to 16 th Dec 1 on 10 tyres 17 th to 25 th Dec 1 on 13 tyres
Gifts	Unique Flexitough luggage Suitcase for travel With 3 Year warranty MRP: Rs. 4999/ (Ref to Annexure 1 for Picture)

Period	Applicable Part Numbers	Minimum QTY	Incentive	Disbursement Mode
Dec'23	ACF40IH030 BVF40IH002 BOF40IH000 GMF40IH000	2	Rs. 1200	Gift Cards
Dec'23		4	Rs. 3200	5 3 u rus

apollo

Required Offtake during Scheme Period	Net Pay out per Tyre
50 - 149	100
150 - 299	125
300 - 599	150
600 & above	200

For 1st Oct,23 ~ 31st Dec,23 Apollo launched below scheme:



Ceramic Coating

Warranty Period	Target Slab	Incentive Per Kit
2 year	2 or more Kits	Flat 500 Per Kit
	5 to 9 Kits	800 per Kit
3 year	10 to 24 Kits	1150 Per Kit
3 yeur	25 Kits & above	1500 Per Kit
	50 Kits in 2 months	iPhone 15



New Launches

Sound Upgrade Kit



JBL AUDIO ENHANCEMENT BRONZE KIT

JBL AUDIO ENHANCEMENT SILVER KIT

JBL AUDIO ENHANCEMENT GOLD KIT

JBL AUDIO ENHANCEMENT PLATINUM KIT

■ These kits include following category items













INFINITY AUDIO ENHANCEMENT BRONZE KIT

INFINITY AUDIO ENHANCEMENT SILVER KIT

INFINITY AUDIO ENHANCEMENT GOLD KIT

■ These kits include following category items









Component Speaker

Coaxial Speaker Subwoofer

Damping Sheet

Component Speaker

Coaxial Speaker

Subwoofer

Damping Sheet

Audio Accessory Range Enhancement 2023



STAGE3 607CFHI



THA 485



FT Lauderdale 900-9"+rear camera FT Lauderdale 900-10"+rear camera



BASS PRO SL2



BASSPRO 8



JBL BASS PRO HUB

New Initiative

Turn Plus Swivel Seat For Differently Abled

Hyundai Mobis has introduced the Turn Plus - Swivel Seat under "Samarth by Hyundai" initiative.

Samarth is a step towards creating a more aware and inclusive society towards people with disabilities in India.

With technology, partnerships, product innovations, and storytelling, Samarth is about turning the world into a level-playing field for all.

One of the major steps under the Samarth initiative is to provide holistic support & enhance the differently-abled friendliness of cars.

The swivel seat is a unique product which assists in easy ingress & egress of the specially-abled.

To further enhance the range under this initiative, MOBIS India will be introducing new Accessories to support comfort, convenience and safety of differently-abled customers of Hyundai Cars in India.

Turn Plus Features.







Press Release



Audio Speaker – Fitment Trials

Physical Training



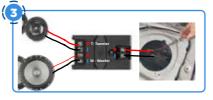
Online Training

Installation manual







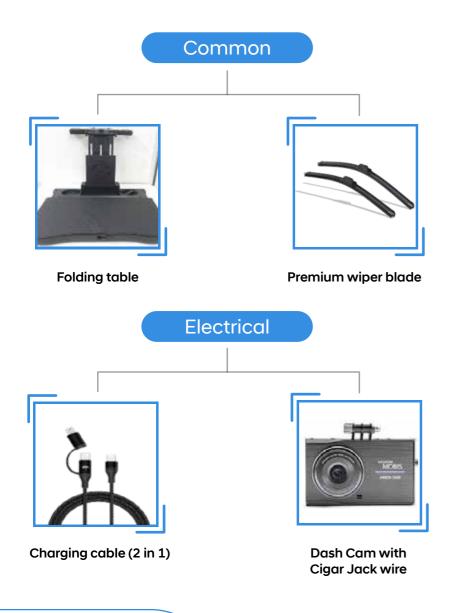








New Range Enhancement





Dealer Testimonial

33

Central

I am thrilled to share my heartfelt testimonial for Hyundai Mobis. I want to express my gratitude for the tremendous support and positive impact Mobis Accessories has had on VD Hyundai, especially Exter New Launch Accessories.

Their exceptional range of accessories has not only enhanced the overall appeal of our Hyundai vehicles but has also attracted a larger customer base.

What sets Mobis apart is its unwavering commitment to customer support. Whether it's helping us choose the right products, ensuring timely deliveries, or addressing any concerns. Hyundai Mobis has been there for us.

I really appreciate the quality of Hyundai Mobis Accessories. Our customers, especially those from the EXTER Model like the quality & and fitment looks of their cars. Highly appreciated!



Mr. Prashant Godara

Dealer : VD Hyundai Dealer Location : Delhi



North

We at Kosmo Hyundai feel delighted with the new range of Hyundai Mobis Accessories which has been crafted very nicely and the way it adapts to the vehicle is wonderful.

We are getting good responses from our clients, and they like the new range of accessories which has been added to the bouquet of Hyundai Mobis.

This new range of products is easy to fit and looks like an integrated part of vehicles. Products in the New Exter accessories range like Dash Cam & Glass Coat Ceramic Coating are wonderful. New range of multimedia players is world class and features are beyond expectations.

Thank You MOBIS and from Team Kosmo all the very best and we are looking forward for more.



Mr. Pankaj Ahuja

Dealer : Kosmo Hyundai Dealer Location : Jalandhar



East

With a rich history dating back to 1998, our enduring partnership with Hyundai Mobis has been the cornerstone of our success. Over these decades, Mobis India has consistently delivered top-notch accessories, (Premium wiper blade, sound upgrade kit, Exter accessories etc) setting industry benchmarks in quality and pricing.

Their unwavering support during challenging times and innovative schemes have been instrumental in our growth.

Proudly associated for over 20 years, we look forward to scaling new heights with Hyundai Mobis in the years ahead, continuing to provide our customers with excellence and style.



Mr. Shaunak R. Parikh

Director

Dealer: UTKAL HYUNDAI Dealer Location: Odisha

Dealer Testimonial



West

Accessories are an essential part of the Business. This Year Hyundai Mobis has launched several accessories under the portfolio which helped us grow our business. We have seen tremendous growth not only in our car accessory sales but also in target achievement rate.

All the new launched items have diversified our range of accessories which has improved overall car accessory sales of the dealership. Our sales team promoted new products like Dashcam, Lower Bumper Garnish (Aura), 3D Mat (Exter), Alloy Wheel (Verna) which created demand in the market.

Since the launch of the Lauderdale system, our multimedia products have been in huge demand because the system comes with both Android & Apple Car Play options.

We thank Hyundai Mobis that each year new product is launched which always has a positive impact on our business by increasing our profitability



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Mr. Sultan A NaikwadiGroup Head of Accessories Division

Dealer: Somani Hyundai Dealer Location: Pune



South

We have received feedback from our valued customers who purchased Hyundai Mobis accessories from JSP Hyundai and their feedback and the experience were remarkable.

Hyundai Mobis offers a diverse range of premium looking car accessories that not only enhance the aesthetics but also provide a satisfying user experience. The quality of the products is highly commendable, especially considering their budget friendly prices.

The newly launched accessories, premium wiper blades, Exter accessories, sound upgrade kits, engine coating and consumables are well appreciated by the customers.

Additionally, we appreciate that all accessory options allow customers to personalize their cars according to their preferences.

Our customers are thoroughly satisfied with Hyundai's offers and would highly recommend them to anyone looking for exceptional car accessories.



Mr. Dev Senapati

Dealer: JSP Hyundai Dealer Location: Hyderabad

National Ranking

Dealer Code	e Dealer Name	Region	Avg PNVS FY'23	Ranking
S4234	GT Hyundai	South	15,918	1
S8218	Narayan Hyundai	South	15,650	2
S5238	Neon Hyundai	South	14,157	3
W2232	Somani Hyundai	West	13,294	4
N4250	Sandeep Hyundai	North	13,105	5
S1212	Peeyesyem Hyundai	South	12,978	6
S4220	GT Hyundai	South	12,582	7
W2240	Modi Hyundai	West	12,366	8
S8221	Rahul Hyundai	South	12,353	9
S5225	Bharat Hyundai	South	12,318	10
S8210	Nagashanti Hyundai	South	12,067	11
S5243	Geetha Hyundai	South	11,492	12
S8226	Pavan Hyundai	South	11,319	13
W2243	STS Hyundai	West	11,196	14
58202	Advaith Hyundai	South	10,937	15
S8233	Pavan Hyundai	South	10,842	16
W3239	Patel Hyundai	West	10,614	17
W5210	Cl Hyundai	West	10,601	18
S5211	Lakshmi Hyundai	South	10,549	19
W5223	ASM Hyundai	West	10,529	20
N3223	Capital Hyundai	Central	10,440	21
N4218	Marudhara Hyundai	North	10,424	22
W5226	Prince Hyundai	West	10,377	23
55200	Lakshmi Hyundai	South	10,369	24
S4229	Peeyesyem Hyundai	South	10,366	25

Dealer Code	Dealer Name	Region	Avg PNVS FY'23	Ranking
W3224	Navjivan Hyundai	West	10,344	26
S8209	Kanchana Hyundai	South	10,249	27
W2270	Somani Hyundai	West	10,241	28
S8212	Kanchana Hyundai	South	10,241	29
N3234	JSV Hyundai	Central	10,225	30
W3211	Navjivan Hyundai	West	10,188	31
S5237	Bharat Hyundai	South	10,177	32
N4246	Deora Hyundai	North	10,164	33
S8211	Bellad Hyundai	South	10,145	34
W3241	Navjivan Hyundai	West	10,037	35
E1227	Toplink Hyundai	East	9,972	36
W3226	Riya Hyundai	West	9,943	37
N3213	SAS Hyundai	Central	9,901	38
W2257	Mira Hyundai	West	9,858	39
W3253	AAKAR Hyundai	West	9,707	40
W5231	Cl Hyundai	West	9,683	41
S8222	K.J. Hyundai	South	9,676	42
W2238	Shirode Hyundai	West	9,673	43
N6208	Kosmo Hyundai	North	9,597	44
N1231	VD Hyundai	Central	9,539	45
S5209	KUN Hyundai	South	9,522	46
N4223	Roshan Hyundai	North	9,480	47
N4202	Raja Hyundai	North	9,462	48
W3222	Divine Hyundai	West	9,444	49
S8239	Trident Hyundai	South	9,413	50

Dealers having Avg 40 or more cars

Regional Ranking

South

Dealer Code	Dealer Name	Region	Avg PNVS FY'23	Ranking
S4234	GT Hyundai	South	15,918	1
S8218	Narayan Hyundai	South	15,650	2
S5238	Neon Hyundai	South	14,157	3
S1212	Peeyesyem Hyundai	South	12,978	4
S4220	GT Hyundai	South	12,582	5
S8221	Rahul Hyundai	South	12,353	6
S5225	Bharat Hyundai	South	12,318	7
S8210	Nagashanti Hyundai	South	12,067	8
S5243	Geetha Hyundai	South	11,492	9
S8226	Pavan Hyundai	South	11,319	10

Dealers having Avg 50 or more cars

North

Dealer Code	Dealer Name	Region	Avg PNVS FY'23	Ranking
N4250	Sandeep Hyundai	North	13,105	1
N4218	Marudhara Hyundai	North	10,424	2
N4246	Deora Hyundai	North	10,164	3
N6208	Kosmo Hyundai	North	9,597	4
N4223	Roshan Hyundai	North	9,480	5
N4202	Raja Hyundai	North	9,462	6
N4220	Crossland Hyundai	North	9,408	7
N6233	Grover Hyundai	North	9,384	8
N6238	Berkeley Hyundai	North	9,297	9
N4244	Roshan Hyundai	North	9,108	10

Dealers having Avg 40 or more cars

Central

Dealer Code	Dealer Name	Region	Avg PNVS FY'23	Ranking
N3223	Capital Hyundai	Central	10,440	1
N3234/ N3278	JSV Hyundai	Central	9,465	2
N3213/ N3268	SAS Hyundai	Central	9,734	3
N1231	VD Hyundai	Central	9,539	4
N3206	JRD Nimbus Hyundai	Central	9,352	5
N3239	Pawan Hyundai	Central	9,166	6
N2214/ N2232	Malwa Hyundai	Central	8,396	7
N3264	Beeaar Hyundai	Central	7,945	8
N2225	Berkeley Hyundai	Central	7,851	9
N2204	Samta Hyundai	Central	7,830	10

Dealers having Avg 40 or more cars



Regional Ranking

West

Dealer Code	Dealer Name	Region	Avg PNVS FY'23	Ranking
W2232	Somani Hyundai	West	13,294	1
W2240	Modi Hyundai	West	12,366	2
W3239	Patel Hyundai	West	10,614	3
W5210	CI Hyundai	West	10,601	4
W5223	ASM Hyundai	West	10,529	5
W5226	Prince Hyundai	West	10,377	6
W3224	Navjivan Hyundai	West	10,344	7
W2270	Somani Hyundai	West	10,241	8
W3211	Navjivan Hyundai	West	10,188	9
W3241	Navjivan Hyundai	West	10,037	10

Dealers having Avg 50 or more cars

East

Dealer Code	Dealer Name	Region	Avg PNVS FY'23	Ranking
E1227	Toplink Hyundai	East	9,972	1
W5209	Shivnath Hyundai	East	8,724	2
E6224	Binay Hyundai	East	8,393	3
E1218	RDB Hyundai	East	8,326	4
E7205	Aditya Hyundai	East	8,147	5
W5205	Shivnath Hyundai	East	7,862	6
E7212	HSPL Hyundai	East	7,674	7
E3200	J P Hyundai	East	7,574	8
W5243	V P Hyundai	East	7,451	9
E7203	Koshala Hyundai	East	7,417	10

Dealers having Avg 30 or more cars



Accessory Training Program

In continuation of the Training Philosophy, we have conducted Trainings for our Accessory Managers as well, taking care of the following points:

- Standardization of Accessory Sales Pitch (process SOP).
- DPOS & Claims session designed for the knowledge enhancement of the Accessory Manager.
- Focus on improving the Accessory Business penetration.
- Improving the PNVS
- Region and Dealer wise sales performance analysis.
- Pitching of high value Accessory Items to the customers.
- MIN Vendor sessions incorporated during the training sessions.

- Q&A sessions and doubt clarification.
- Training content is customized as per the region and is accompanied with case studies.
- Unique initiative of the training team: Training attendance and feedbacks are captured through QR code.
- Feedback Session to identify the areas of improvements at MIN's end. Also, the concerned departments are notified of the feedback.
- Sales through Workshop, Non-moving & Dead Stock liquidation methods.

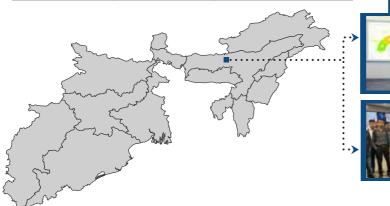




Accessory Training Program

Region: East Zone

Online Training		Offline Training	Total Participants Trained
82		29	111

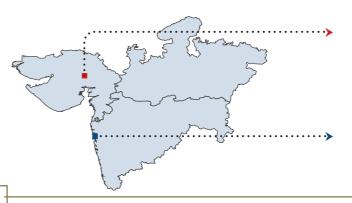






Region: West Zone

Online Training	Offline Training	Total Participants Trained
55	99	154

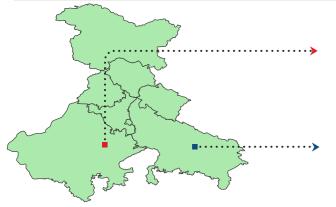






Region: North and Central Zone

Online Training	Offline Training	Total Participants Trained
104	100	204

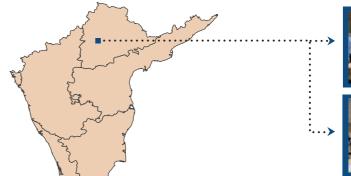






Region: South Zone

Online Training	Offline Training	Total Participants Trained
69	22	91







Elevate Your **Hyundai Creta** Experience with our **Latest Accessories!**

Unleash the full potential of your Hyundai Creta with our brand-new range of accessories designed to take your driving experience to the next level. Crafted with precision and style, these additions not only enhance the aesthetics of your Creta but also elevate its functionality.

Rear Sill Guard

Door Cladding



Fill in the blanks







(b) SU__HA_ES

(f) _UM_E_ CO__ER P_OTE__OR

(c) _A_ CO_ER

(g) _RO_T AE_O _I_

(d) _UA_ LA_E_ _A_

(h) _A_ PE__U_E

Answers: a) TWIN HOOD SCOOP b) SUNSHADES c) CAR COVER d) DUAL LAYER MAT e) SPOILER f) BUMPER CORNER PROTECTOR g) FRONT AERO FIN h) CAR PERFUME

