

The image features a large, stylized blue Hyundai logo, which is an oval shape with three slanted, teardrop-like cutouts. The logo is centered on a solid black background. The text "HYUNDAI MOTORS" is written in a white, serif, all-caps font across the middle of the logo.

HYUNDAI MOTORS

By Aayan Gupta

HYUNDAI INDIA

- Hyundai motor India limited (HMIL) is a strong player in the indian automotive market. With a focus on both domestic sales and exports. The company is actively expanding its products portfolio particularly in the SUV segment and is also making strides in the electric vehicle (EV) MARKET. HIML is also leveraging its parent company's global expertise in hybrid and EV technology.
- Incorporated in may 1996, Hyundai motor India limited is a part of the Hyundai motor group which is the third largest auto original equipment manufacturer in the world based on passenger vehicle sales.

BUSINESS PROFILE

- HMI offers a broad portfolio of 13 models, including sedans, hatchbacks, SUVs and electric vehicles (Evs). It has been a key exporter, ranking second in India from April 2021 through June 2024, and has sold nearly 12 million vehicles domestically and internationally since inception.
- Vehicle model portfolio (Hyundai)
- -sedans: Aura, Verna
- -Hatchbacks: grand i10 NIOS, i20 N line
- -SUVs: Exter, venue, venue N Line, creta, creta N Line, Alcazar, Tuscon, IONIQ 5

Sales Volume And Outreach

- Sales volume (2024)
 - domestic-76.3%
 - EXPORTS-23.7%
- Widest service network
- As of june 30,2024, Hyundai had 1,377 sales outlets and 1,561 service outlets across india. Their service network covered 957 cities and towns , making it the 2nd largest service network in india.

Expanding electric vehicle market

HMI is expanding its presence in the electric vehicle (EV) market with models like the IONIQ 5 and plans to launch more EVs. Hyundai motor India is developing its EV supply chain and manufacturing capabilities in India and has invested in a battery assembly plant that will have a capacity of around 75,000 battery packs annually in the first phase by 2025.

- Chennai manufacturing plant: Company has two manufacturing facilities in Chennai. The Chennai plant is one of Hyundai's largest global plants outside korea with an annual production capacity of 824,000 units.

Production capacity

- Hyundai is expanding its production capacity further with talegaon plant expected to be operational by 2026, boosting total capacity to 1.07 million units.

Geographical Revenue Bifurcation

- India - 77.58%
- Africa - 4%
- Latin America - 6.5%
- middle east & Europe – 9%
- others – 1%
- commitment to Localisation
- HMI has localized 93% of its parts in India. The company sources materials from suppliers located close to its Chennai plant, further boosting its operational efficiency.

STRONG BRAND PRESENCE

Hyundai has established itself as a trusted brand in India, with several models winning prestigious awards, including the Indian car of the year (ICOTY) for models like the i10, Grand i10. Creta, verna, and IONIQs, which won the Green car of the year award in 2024

Key aspects of Hyundai Motor India,s research and reports

- Sales and Market performance:
- HMIL reported total sales of 60,924 units in June, with 44,024 domestic sales and 16,900 exports, according to The Economic Times. The company's e1 FY2026 sales reached 1,80,399 units, with exports contributing 26.7% of total sales.
- Product Portfolio and Strategy:
- HIML offers a diverse range of vehicles, including sedans, hatchbacks, SUVs, and EVs. The company is focused on expanding its SUV lineup and is also working on launching hybrid and electric models.

Operations and Performance

- Financial Performance:
- HIML has demonstrated strong financial performance, with revenues, profitability, and cash reserves all expanding significantly over the past few years.
- Manufacturing and Operations:
- HMIL has a well-established manufacturing plant near chennai with advanced production, quality, and testing capabilities.

Future Outlook:

- HMIL is aiming to regain its position as the top automaker in India by launching a series of new models, including 26 new car\$ between Fy'25 and Fy,30. The company is also focused on enhancing its renewable energy share and embracing digitalization.

Exports and R&D

- Exports: HMIL is a key exporter of vehicles from India. ranking second in India from April 21 through June 2024.
- R&D: Hyundai Mobis has opened an R&D center in Hyderabad dedicated to software aiming to develop a global software hub.