

## Hyundai Motor India Limited launches “Hyundai Innovation Challenge 2026”

### To accelerate future Mobility solutions and business transformations

- The Hyundai Innovation Challenge 2026 is a 6-month innovation initiative designed to partner with high-potential startups developing cutting-edge solutions across electrification, new mobility, connectivity, ADAS, AI-driven tools and next-generation vehicle technologies
- A unique platform to identify and bring together startups with innovative solutions in the automobile and mobility space
- Through this initiative, startups will get the opportunities to co-create future mobility solutions along with HMIL
- Startups will also get access to HMIL’s robust ecosystem, expert guidance and PoC grants to transform ideas to reality
- Inviting startups to collaborate with Hyundai’s ecosystem and unlock market exposure along with commercialization opportunities
- **Click here for details:** [Hyundai Innovation Challenge](#)

**Gurugram | June 05, 2026:** Hyundai Motor India Limited (HMIL) has announced the “Hyundai Innovation Challenge 2026,” a unique platform for high-potential startups. The innovation challenge is a six-month program aimed at partnering with startups developing cutting-edge solutions across electrification, new mobility, connectivity, ADAS (advanced driver assistance systems), AI-driven tools and next-generation vehicle technologies. The initiative is supported by Hyundai Motor Group’s global open innovation platform ZERO1NE.

Commenting on the launch, **Mr. Tarun Garg**, MD & CEO - HMIL, said, “*At HMIL, we strongly believe that the future of mobility will be shaped by **collaboration, innovation and bold thinking**. The Hyundai Innovation Challenge, curated in partnership with Hyundai Motor Group’s ZERO1NE team, is **designed to bring together some of the brightest minds and most promising startups to co-create solutions that redefine mobility.**”*

“*Given India’s dynamic entrepreneurial ecosystem and its growing influence on global innovation, the Hyundai Innovation Challenge is poised to bring **new tech innovations** to the **world of mobility**. At HMIL, we see startups as partners and co-creators of a smarter, more sustainable future. We are excited about the possibilities we can unlock together,*” **Mr. Garg added.**

Startups can apply to the program until the end of June 2026 through the website managed by LINK Innovation, a global startup consulting and accelerator platform. The platform outlines 15 focus areas for the Hyundai Innovation Challenge 2026 challenge. However, startups are encouraged to submit innovative ideas having potential to deliver impactful solutions even if these ideas are beyond the listed focus areas.



## News Release



Applications will be reviewed on a rolling basis alongside the application timeline. The initial screening of applications will be evaluated based on various parameters. Shortlisted startups will undergo a detailed evaluation of their technology and product readiness, followed by a final pitch round to HMIL's top management.

Selected startups will benefit from co-development opportunities, including Proof-of-Concept (PoC) grants, along with access to expert mentorship from HMIL specialists and potential exposure to the company's customer ecosystem. The program also offers avenues for future investments and long-term strategic partnerships.

**Log on to [hyundai.co.in](https://hyundai.co.in) for more information**

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