

Hyundai Motor India Limited in Association with Radio Mirchi Launch Hyundai Traffic Quality Index (TQI)

A Standardized Color-Coded Traffic Rating System to Simplify Commuting Across Seven Cities

- An innovative initiative combining live technology, traffic authority inputs and on-ground intelligence to help commuters make safer, smarter travel decisions
- Launched across Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Pune and Kolkata
- Integrates real time tracking of traffic data, Radio Mirchi's on-ground intelligence and official traffic authority advisories
- Broadcast through Radio Mirchi's extensive network, enabling drivers to receive traffic intelligence without interacting with mobile devices

Gurugram | August 17, 2026: Hyundai Motor India Limited (HMIL), in association with Radio Mirchi, today announced the launch of the Hyundai Traffic Quality Index (TQI), an integrated, real-time traffic rating system designed to simplify how commuters understand and respond to urban traffic conditions. Launching across seven major Indian cities – Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, Pune and Kolkata, the initiative aims to provide commuters with actionable traffic intelligence that supports safer, smarter and more efficient mobility.

The Hyundai Traffic Quality Index introduces a technology enabled standardized, easy-to-understand traffic rating system that translates complex traffic information into a simple, universally understandable colour-coded rating. By combining live traffic data, on-ground intelligence and official traffic authority advisories, Hyundai TQI empowers commuters to better plan journeys, anticipate congestion and make informed travel decisions before and during their drive.

Sharing his thoughts on the launch of Hyundai Traffic Quality Index, Mr. Virat Khullar, Head, Marketing, HMIL, said, *“At Hyundai, our commitment to road safety has always extended beyond the vehicle itself. For over three decades in India, we have continuously invested in technologies and initiatives that make mobility safer and smarter. With the Hyundai Traffic Quality Index, we are taking that commitment a step further by empowering commuters with actionable information. We believe informed and technology enabled decisions lead to safer roads, calmer driving behavior and better commuting experience. Our vision is for Hyundai Traffic Quality Index to evolve into a daily utility that millions of Indians rely on, much like they check the weather or the Air Quality Index before stepping out.”*

Expressing his thoughts, Mr. Yatish Mehrishi, CEO, ENIL, said, *“Radio has always been a trusted companion for people on the move. With the Traffic Quality Index, we are taking that relationship a step further by making traffic information simpler, more consistent and more useful for everyday commuters. Our presence across cities, supported by our RJs, on-ground teams and real-time local insights, gives us a unique understanding of how people experience*

their daily commute. TQI brings these insights together in an easy-to-understand format that can help people make better decisions on the road. We are delighted to partner with Hyundai to build a public utility that can make urban commuting smarter and safer. It is a strong example of how media, technology and local intelligence can come together to solve an everyday consumer need."

Sharing his views on the initiative, ACP Ravindra Pandit, Delhi Traffic Police, said, *"The Hyundai Traffic Quality Index is a commendable initiative that empowers us to keep commuters informed about congestion, diversions, and other traffic-related issues on specific routes. By receiving timely and accurate updates, motorists can make informed decisions and opt for alternate routes, reducing inconvenience and easing congestion. Timely dissemination of reliable traffic information benefits both the public and traffic authorities, making overall traffic management more efficient and commuter-friendly."*

Commenting on the launch, Mr. Anil Patil, Regional Transport Officer (RTO), Mumbai West, said, *"Understanding and managing traffic more effectively has become increasingly important today. TQI will help us better understand traffic conditions, improve awareness among citizens, and provide valuable support in making traffic management more efficient."*

Sharing his views on the launch, IPS Manoj Patil, Additional Commissioner of Police, Pune City, said, *"Traffic Quality Index can give the traffic police a different kind of study and analysis. Especially because it will include inputs and suggestions coming directly from citizens. So, we will get an independent understanding of the actual traffic situation. I feel this can be extremely useful for us while planning future traffic management as well as infrastructure projects. So, I really welcome this initiative. If we are able to measure the traffic quality index in this manner, it will definitely have an overall impact on our deployment and the way we manage traffic."*

Sharing his thoughts on the initiative, Dr. B. Shamoondeswari, Additional Commissioner of Police (Traffic), Greater Chennai Police, said, *"Just like AQI helps us understand air quality, TQI will help us understand traffic quality. It's a great initiative that can make people more aware, help manage congestion, and contribute towards smoother traffic movement in our cities."*

Commenting on the significance of the initiative, ACP A. Krishnaiah, LB Nagar Traffic Police, Hyderabad, said, *"The Hyundai Traffic Quality Index is a valuable initiative that helps commuters stay updated on traffic congestion, diversions, and other route-related issues. Access to timely and reliable traffic information enables motorists to plan their journeys better and choose alternative routes when required. This not only reduces travel inconvenience but also helps ease traffic congestion. Overall, the initiative supports both commuters and traffic authorities by making traffic management more effective, responsive, and commuter-friendly."*

What Is the Hyundai Traffic Quality Index (TQI)?

Inspired by the simplicity of widely recognized public information systems such as the Air Quality Index (AQI), the Hyundai Traffic Quality Index introduces a standardized daily traffic language for Indian commuters.

TQI assigns a traffic rating on a scale of 1 to 10, supported by a color-coded visual framework that allows motorists to quickly understand prevailing traffic conditions and make informed travel decisions.

Through TQI, commuters can:

- Plan departures more effectively by anticipating congestion hotspots
- Explore alternate routes, reduce unnecessary travel delays
- Make more informed mobility choices and support safer driving practices

Traffic updates will be broadcast through Radio Mirchi's programming network, enabling drivers to receive live traffic intelligence while keeping their focus on the road.

Hyundai Traffic Quality Index Rating Framework

Traffic Rating	Colour Code	Traffic Condition
1-3	Green	Light Traffic
4-7	Yellow	Moderate Traffic
8-10	Red	Heavy Traffic

The intuitive rating system makes traffic information easier to interpret, enabling commuters to assess travel conditions at a glance.

How Does the Hyundai Traffic Quality Index Work?

The Hyundai Traffic Quality Index is powered by a multi-layered intelligence platform that combines technology, human insights and official traffic information.

Key Inputs to the Hyundai Traffic Quality Index:

- Real time tracking of traffic data
- Radio Mirchi's city-wide on-ground intelligence network
- Official traffic authority advisories, road closure and diversion updates
- Special movement notifications, planned civic and infrastructure activity alerts

By integrating these diverse information streams, TQI delivers a more comprehensive representation of real-time traffic conditions across participating cities.

How Does TQI Support Hyundai's Vision for Safer and Smarter Mobility?

At Hyundai Motor India, road safety and customer well-being remain key priorities. The Hyundai Traffic Quality Index reflects the company's continued focus on creating mobility solutions that extend beyond vehicle ownership and contribute to a safer mobility ecosystem.

By bringing together technology platforms, media reach, civic institutions and on-ground intelligence, Hyundai and Radio Mirchi aim to establish TQI as a trusted daily utility that commuters consult as naturally as weather forecasts or air quality reports.



News Release



As the initiative evolves, the partners envision expanding the Traffic Quality Index to additional cities, enriching data capabilities and introducing new formats that make real-time traffic information even more accessible to millions of Indian road users.

Log on to hyundai.co.in for more information

Media contact: Hyundai Motor India Limited | corporatecommunication@hmil.net

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Plot No. C11 & C11A, City Centre Urban Estate II, Sector 29, Gurugram, Haryana - 122 001, India