

Hyundai Motor India Foundation in Association with AssisTech Foundation Launches Samarth UnnATi – An Assistive Technology (AT) Start-Up Program

- Initiative to empower Assistive Technology (AT) start-ups through grant support, ecosystem linkages and market access
- INR 75 lakh grant support to enable the scale-up and wider deployment of innovative AT solutions
- Programme designed to accelerate innovation, accessibility and inclusion for persons with disabilities

Gurugram | July 23, 2026: Hyundai Motor India Foundation (HMIF), the CSR arm of Hyundai Motor India Limited (HMIL), in association with AssisTech Foundation (ATF), today announced the launch of Samarth UnnATi – an AT start-up scale-up program, under its ‘Samarth by Hyundai’ initiative. The programme is aimed at fostering innovation and accelerating the adoption of Assistive Technologies (AT) in India by enabling high-potential start-ups to scale innovative solutions and expand their market reach.

Recognizing the immense potential of Assistive Technology to enhance accessibility, independence and participation for persons with disabilities, Samarth UnnATi – an AT start-up scale-up program has been designed to identify and support high-potential start-ups developing innovative AT solutions. The programme seeks to nurture market-ready and revenue-generating start-ups through capacity building, mentorship, access to knowledge networks, investor linkages and ecosystem partnerships, enabling them to expand their reach and impact.

Speaking on the launch of the programme, **Mr. Gopalakrishnan C S, Trustee, Hyundai Motor India Foundation, said**, “At Hyundai, we believe that accessibility and innovation are powerful enablers of inclusion and progress. Through ‘Samarth by Hyundai’, we are committed to creating opportunities that empower persons with disabilities to participate more independently and confidently in society. The Samarth UnnATi – AT start-up scale-up program is an important step towards strengthening Assistive Technology ecosystem by supporting innovators who are developing impactful solutions to address real-world accessibility challenges. Through our partnership with AssisTech Foundation, we aim to accelerate the adoption of assistive technologies and help build a more inclusive society.”

Prateek Madhav, CEO and Co-Founder, AssisTech Foundation (ATF), said, “By 2050, the need for assistive products in the global population is estimated to increase to 3.5 billion (UNICEF Global Report on Assistive Technology). To reach this breadth, innovation cannot be a standalone phenomenon. It must be nurtured, deployed at scale and reach the people who need it the most. Samarth UnnATi is the engine that drives this, bringing together these largely disparate efforts toward a more cohesive approach.”

Through Samarth UnnATi program, Hyundai Motor India Foundation seeks to bridge the gap between innovation and accessibility by enabling promising Assistive Technology solutions to scale and reach more beneficiaries. A dedicated grant support of INR 75 lakh, under the programme will facilitate market access, deployment and scale-up of Assistive Technology solutions, directly benefiting persons with disabilities and helping innovative solutions reach the communities that need them the most. In addition, the initiative will support institutional capacity building and strengthen engagement with key stakeholders,

including disability welfare institutions and officials, creating a sustainable framework for long-term impact and inclusion. The initiative reinforces HMIF's commitment to fostering inclusion, accessibility and equal opportunities for persons with disabilities, while contributing towards a more equitable society.

About Samarth Initiative:

'Samarth by Hyundai' is HMIL's initiative aimed at creating an inclusive and barrier-free society for people with disabilities and promoting accessibility. The initiative aims to change mindsets and spark change. A shift that encourages us all to push forward as one towards a more equitable and inclusive society. With technology, partnerships, product innovations and storytelling, Samarth is about turning the world into a level-playing field for all. Hyundai Motor India remains steadfast in its vision of 'Progress for Humanity', ensuring equal opportunities for all.

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