

Hyundai 'Art for hope' Awards INR 2.3 Crore in Grants to 200 Artists across 5 Seasons

From Tribal Storytellers to Digital Creators: 'Art for hope - Season 5' Showcases India's Creative Spectrum

- **Season 5 grantees:** 50 artists and art collectives awarded INR 60 lakh in grants, championing art as a catalyst for social change
- **National footprint:** Selected from nearly 800 applications, awardees span 22 states and union territories, reflecting India's cultural diversity and HMIF's scale of impact
- **Cumulative reach:** HMIF's art led initiatives have empowered 25,000+ artists across the country
- **Art for hope Exhibition - Free entry for all visitors:** The 3-day showcase between March 20-22, 2026, at Travancore Palace, New Delhi, will feature Season 5 winners alongside artisan stalls, workshops, expert sessions and cultural performances.

New Delhi | March 20, 2026: Hyundai Motor India Foundation (HMIF), the philanthropic arm of Hyundai Motor India Limited (HMIL), inaugurated Season 5 of its flagship initiative *Art for hope* at Travancore Palace, New Delhi. The program felicitated 50 grant-winning artists and collectives from 22 states and union territories with a consolidated grant corpus of INR 60 lakh. With this edition, cumulative grants under *Art for hope* have now crossed INR 2.3 crore benefitting 200 artists across the length and breadth of the country. HMIF has further benefited 25,000+ artists through its various art-led interventions nationwide.

Commenting on the significance of *Art for hope - Season 5*, H.E. Mr. Lee Seong-ho, Ambassador of the Republic of Korea to India said, "What makes *Art for hope* particularly meaningful is its focus on supporting individual artists whose work engages with important social and environmental themes. It clearly reflects Hyundai Motor India's commitment to supporting creativity, communities and cultural development. The Embassy of the Republic of Korea highly values these efforts and has followed this program with great interest."

Speaking at the inaugural event of *Art for hope - Season 5*, Mr. Tarun Garg, Managing Director & CEO - HMIL said, "Anchored in Hyundai's global vision of Progress for Humanity, *Art for hope* advances HMIF's approach to Creating Shared Value. With this program, we invest in social changemakers, support emerging and under-represented artists, preserve the rich Indian heritage and enable creativity that moves communities forward. Season 5 marks a milestone with cumulative grants crossing INR 2.3 crores, directly benefiting 200 artists and touching lives of 25,000+ art practitioners. By supporting outstanding artists and art collectives every year, we transform ideas into impact for *Bharat* and for the future we share."

Key Highlights: *Art for hope - Season 5*

- Total 50 grant winners: 10 art collectives and 40 individual artists including 5 persons with disabilities

- Applications received from nearly 800 artists across 22 Indian states and union territories spanning Haryana, Tamil Nadu, Maharashtra, Delhi, West Bengal, Telangana, Assam, Gujarat, Rajasthan, Karnataka and more
- Vivid showcase of India's diverse creative spectrum covering rural collectives, tribal storytellers, urban innovators and digital creators – sparking dialogue, inclusion and social awareness

Art for hope - Exhibition | March 20-22, 2026 | Travancore Palace, New Delhi

As part of *Art for hope*, HMIF is hosting an inclusive art exhibition showcasing work of all Season 5 grant winners. The exhibition is designed to be accessible to all, including visitors with mobility issues, hearing and vision impairment - through tactile artworks, audio-visual sign language tours and braille descriptions.

Through *Art for hope*, grant recipients receive social recognition, professional exposure and emotional support besides financial assistance - helping them build sustainable careers in their chosen artforms.

Issued by:

Hyundai Motor India Foundation
Plot No. H-1, SIPCOT Industrial Park
Irungattukottai, Sriperumbudur Taluk
Kancheepuram District, Tamil Nadu – 602 117