

News Release

Hyundai Motor Group Holds ‘Hyundai CoE Mobility Innovation Ideathon’ for Student Innovators, Announces INR 10 Lakh Prize Money

- Hyundai Motor Group launched the Mobility Innovation Ideathon and Research Synergy Forum for universities participating in the Hyundai Center of Excellence (Hyundai CoE)
- Hyundai CoE's seven-university network comprises leading institutions like IIT Delhi, IIT Bombay, IIT Madras, IIT Kanpur, IIT Hyderabad, Visvesvaraya National Institute of Technology (VNIT) Nagpur and Tezpur university
- Students from Hyundai CoE member universities can participate in the Ideathon by submitting their ideas through [the dedicated microsite](#), proposing innovative in-vehicle experience concepts tailored to Indian mobility needs and evolving customer lifestyles
- The initiative aims to strengthen industry-academia collaboration while fostering future mobility innovation and talent development in India
- Faculty members and Hyundai researchers will exchange insights on batteries, electrification and future mobility technologies through a dedicated research forum

NEW DELHI, September 21, 2026 – Hyundai Motor Group (the Group) is further strengthening its commitment to India's future mobility ecosystem through the launch of the Hyundai Centre of Excellence (Hyundai CoE) Mobility Innovation Ideathon and the Research Synergy Forum - two flagship industry-academia collaboration programs under the Hyundai CoE.

The initiatives will bring together students, professors and researchers from the seven member universities of Hyundai CoE, creating a platform for innovation, knowledge exchange and talent development in future mobility technologies.

Established in 2025, Hyundai CoE serves as Hyundai Motor Group's collaborative research platform with leading academic institutions in India. The network currently includes IIT Delhi, IIT Bombay, IIT

Madras, IIT Kanpur, IIT Hyderabad, Visvesvaraya National Institute of Technology (VNIT) Nagpur and Tezpur university. Through research collaborations and academic partnerships, Hyundai CoE aims to enhance India-localized mobility R&D capabilities while supporting the growth of the country's innovation ecosystem.

The Mobility Innovation Ideathon will run from September through early December 2026 and invite students from Hyundai CoE member universities to develop ideas under the theme "Enhanced In-Vehicle Experience."

"The Mobility Innovation Ideathon will be an important opportunity to discover creative ideas from students at leading universities in India and gain new insights into the Indian mobility market and customers," said **Bijaya Ketan Panigrahi, Professor of Electrical Engineering Department in IIT Delhi and Hyundai CoE Co-Chair.**

"We expect student driven ideas to contribute to future mobility research and enhanced customer experience. Going forward, we will continue to develop the Mobility Innovation Ideathon into an industry-academia collaboration channel that connects outstanding Indian talent with Hyundai Motor Group," said **Chang Yeon Cho, Managing Director of Hyundai Motor India Engineering.**

Reflecting the growing convergence of artificial intelligence, digital technologies, software-defined vehicles, user experience and personalized mobility services, the competition will encourage students to propose innovative concepts that address the unique needs of Indian customers and mobility environments.

Participants can submit ideas across four challenge categories:

- India-Smart Interaction
- AI-Powered & Digital In-Vehicle Experience
- Next-Generation In-Vehicle Interface
- Smart Value Innovation

Students will be able to submit their ideas through [the dedicated microsite](#), following which each member university will conduct a preliminary screening process. Preliminary winners from each university are scheduled to be announced on October 30th, 2026.

The preliminary winners selected by each member university will undergo an offline semi-final evaluation by Hyundai Motor Group judges. Selected 7 finalist teams will present their ideas during the final round scheduled on December 16th, 2026, where Hyundai Motor Group jury will select the grand prize winner. The Group plans to award approximately INR 10 lakh in prize money across the seven finalist teams.

Promising ideas emerging from the competition are expected to contribute to future mobility research and support the development of enhanced customer-centric vehicle experiences.

Alongside the student competition, Hyundai CoE will also host the Research Synergy Forum, a faculty-focused research exchange program designed to strengthen collaboration between Hyundai researchers and professors from member universities.

The forum will provide opportunities to share key research outcomes and discuss future collaboration directions in major areas including batteries, electrification and future mobility. It is also expected to strengthen research exchanges among faculty members of Hyundai CoE universities while identifying practical opportunities for future collaboration with Hyundai Motor Group's R&D divisions.

The Mobility Innovation Ideathon and Research Synergy Forum represent Hyundai CoE's ongoing efforts to expand industry-academia collaboration beyond individual research projects into broader areas such as talent discovery, idea generation, research networking and future mobility innovation. Through continued engagement with leading universities and researchers, Hyundai Motor Group aims to support the next generation of mobility innovators while contributing to the growth of India's future mobility ecosystem.

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About Hyundai Motor Group

Hyundai Motor Group is a global enterprise that has created a value chain based on mobility, steel, and construction, as well as logistics, finance, IT, and service. With about 250,000 employees worldwide, the Group's mobility brands include Hyundai, Kia, and Genesis. Armed with creative thinking, cooperative communication, and the will to take on any challenges, we strive to create a better future for all.

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