

30 Years of Trust, Pride and Progress: Hyundai Motor India Unveils AI Brand Film, Celebrating its Journey with India

[Click here to watch the film](#)

Gurugram, June 15, 2026: Hyundai Motor India Limited (HMIL) today unveiled a new brand film commemorating its 30-year journey in India. Celebrating three decades of Trust, Pride and Progress, the AI film is told through the imaginative perspective of a young child, recreating Hyundai's evolution in India.

At the heart of the film is the use of AI to reimagine Hyundai's product journey across three decades. From the launch of the iconic SANTRO and early models such as the ACCENT, VERNA, i10 and i20, to the CRETA, VENUE and ALCAZAR, the film seamlessly brings Hyundai's legacy to life. It also captures the brand's progress into the future with advanced mobility solutions including the IONIQ 5 and CRETA Electric. Beyond celebrating its products, the film captures the values that have defined Hyundai's relationship with India over the last three decades - Trust earned through customer-centricity, Pride in contributing to India's growth story and Progress driven by continuous innovation and technological advancement.

Commenting on the launch of the new fully AI-led product film, Mr. Virat Khullar, Head – Marketing, Hyundai Motor India Limited, said, “As we celebrate three decades of our journey in India, this brand film made with AI allowed us to do something special – to revisit and recreate defining moments from our past in a way that feels fresh and immersive. From our earliest products to our latest innovations, AI helped us reimagine our journey through the eyes of a child, blending nostalgia with a forward-looking perspective. This reflects not just where we have come from, but also how we continue to innovate in the way we connect with our customers.”

The film reflects Hyundai's evolving approach to storytelling, using technology to bring its legacy to life in a visually engaging and emotionally resonant manner.

Over the past three decades, Hyundai Motor India has grown into one of the country's most trusted and loved mobility brands, playing a key role in shaping the automotive landscape through innovation, world-class manufacturing, customer-centricity and a strong commitment to progress for India.

Log on to hyundai.co.in for further information.

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

Issued by:

Hyundai Motor India Limited
CIN: L29309TN1996PLC035377
Plot No. C11 & C11A, City Centre
Urban Estate II, Sector 29
Gurugram, Haryana - 122 001, India