News Release

Hyundai Motor India Foundation Announces Grants Worth INR 60 Lakh under its flagship 'Art for Hope' Initiative

Themed 'India in Motion' - Season 6 of 'Art for Hope' invites artists, artisans and art collectives from across India

- **Applications are open until November 15, 2026, at hyundaiartforHope.com**
- **50 grants** will be awarded under *Art for Hope - Season 6*, empowering emerging artists, artisans and creative institutions across India
- Selected grantees will receive **financial support, mentorship, national visibility and opportunity to showcase their work** at the *Art for Hope Festival*
- Since inception, *Art for Hope* has awarded **grants worth INR 2.20 crore**, supporting **200+ artists across 22 States and Union Territories**
- The initiative has promoted **75+ traditional and folk-art forms**, while engaging **35,000+ visitors**, including **61% first-time exhibition visitors**, through its annual festival

Gurugram | November 03, 2026: Hyundai Motor India Foundation (HMIF), the CSR arm of Hyundai Motor India Limited (HMIL), today announced the launch of **Season 6 of its flagship Art for Hope initiative**, offering **grants worth INR 60 lakh** to support creative projects across India.

Season 6, themed '**India in Motion**', invites artists, artisans, collectives and creative practitioners to explore how a rapidly evolving India is shaping new ideas, identities and possibilities through art. Selected grantees will receive financial support, mentorship, national visibility and an opportunity to showcase their work at the **Art for Hope Festival**.

Commenting on the launch of *Art for Hope - Season 6***, Mr. Tarun Garg, MD & CEO - HMIL, said,** *"At Hyundai, our global vision of 'Progress for Humanity' goes beyond mobility to create opportunities that empower people and communities. Through '**Art for Hope**', we have awarded over **INR 2.20 crore in grants**, supported **200+ artists across India** and helped preserve more than **75 traditional and folk-art forms**. With Season 6 providing grants worth a total of **INR 60 lakh**, we look forward to enabling creative voices that reflect the **aspirations, diversity and dynamism of a rapidly evolving Bharat**. Guided by the virtues of **Trust. Pride. Progress.** we remain committed to fostering cultural inclusion, creativity and community development through art."*

Since its inception, *Art for Hope* has expanded its footprint across **22 States and Union Territories**, building a platform that connects artists, artisans and creative communities with wider audiences. Its annual festivals have welcomed **35,000+ visitors**, including **61% first-time**

exhibition visitors, while supporting **100+ artisan and NGO stalls**, generating livelihood opportunities and enhancing visibility for grassroots creative talent.

What are the categories and opportunities in *Art for Hope* - Season 6?

Applications are invited across six categories:

- Visual Art
- Digital Art
- Performing Art
- Traditional Art & Craft
- Functional Art
- Multidisciplinary Projects

How to participate in *Art for Hope* - Season 6?

Applications for *Art for Hope - Season 6* are **open until November 15, 2026**.
Participants can apply online through the official website: **hyundaiartforHope.com**

What Does the Season 6 Theme - 'India in Motion' Signify?

- 'India in Motion' reflects the spirit of a nation on the move, where people, ideas, communities and cultures are continuously shaping new possibilities
- The theme encourages artists to explore how progress, aspiration, innovation and inclusion influence lives across urban and rural India
- Season 6 will continue the initiative's 'Art without Barriers' approach, encouraging participation from underserved and marginalized communities including persons with disabilities.

Through *Art for Hope*, HMIF continues to create meaningful opportunities for emerging and underserved creative voices, **including women, rural artisans, traditional and folk artists, underserved communities and persons with disabilities**. Beyond **financial grants, the initiative provides mentorship, national visibility and platforms for showcasing creative work**, while advancing cultural preservation, inclusion and community development through art.

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