News Release

Hyundai Motor India Honours Sheetal Devi with a Hyundai BAYON

Hyundai honours its Brand Ambassador, World No. 1 Para Archer[i] and Arjuna Awardee for her remarkable achievements on the global stage and contribution to Indian sport

Gurugram | November 25, 2026: Hyundai Motor India Limited (HMIL) today honoured its Brand Ambassador, World No. 1 Para Archer and Arjuna Awardee Sheetal Devi with a Hyundai BAYON, in recognition of her exceptional achievements at the global sporting stage and her outstanding contribution to Indian sport.

As one of India's most inspiring athletes, Sheetal Devi has consistently demonstrated extraordinary resilience, determination, and excellence on the global stage. Her remarkable performances have brought pride to the nation and inspired millions by redefining what is possible through perseverance and self-belief. Her achievements include a Paralympic medal, six Asian Para Games medals and multiple world records, establishing her among India's most accomplished sportspersons.

The Hyundai BAYON has been presented as a token of appreciation for her sporting accomplishments and her role in championing inclusion, empowerment and excellence, inspiring aspiring athletes across the country.

Commenting on the occasion, Mr. Tarun Garg, Managing Director & CEO, Hyundai Motor India Limited, said, *"Sheetal Devi embodies the values of determination, resilience and excellence. Her outstanding performances have brought immense pride to the nation and inspired millions across the country. At Hyundai, we are proud to be associated with her journey and delighted to present the Hyundai BAYON in recognition of her achievements and contribution to Indian sport. Sheetal's story is a powerful reflection of Hyundai's vision of Progress for Humanity, demonstrating how perseverance and opportunity can empower individuals to achieve extraordinary success."*

Receiving the recognition, Sheetal Devi said, *"I am deeply grateful to Hyundai Motor India for this thoughtful recognition and for believing in my journey. Representing India on the global stage is an immense honour and I hope my achievements encourage more young people to believe in their abilities and pursue their dreams with confidence. Hyundai's commitment to inclusion and empowerment resonates strongly with me, and I am proud to be associated with a brand that continually encourages individuals to challenge limits and strive for excellence. I look forward to creating more memories with the Hyundai BAYON."*

Why is Hyundai Motor India Associated with Sheetal Devi?

Hyundai believes that progress is driven by empowering individuals to realise their full potential and inspire positive change within communities. Having been associated with Sheetal Devi since 2023 through the 'Samarth by Hyundai' initiative and subsequently appointing her as a Brand Ambassador, Hyundai has had the privilege of witnessing her remarkable rise as one of India's most accomplished para-athletes. The association reflects a shared commitment to perseverance, excellence, inclusion and breaking barriers, values that continue to inspire people across India.

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Sheetal's inspiring journey from overcoming physical challenges to becoming a global para-archery champion aligns closely with Hyundai's global vision of "Progress for Humanity." Her achievements continue to reinforce the importance of accessibility, inclusivity, and equal opportunities in sports and society.

What Does This Recognition Symbolise?

The presentation of a Hyundai BAYON to Sheetal Devi recognises not only her sporting achievements, but also her role in inspiring positive change through sport. It reflects Hyundai's admiration for her remarkable journey and reinforces the company's commitment to recognising individuals who inspire progress through courage, determination and excellence.

How Is 'Samarth by Hyundai' Contributing to the Growth of Para Sports and Inclusion in India?

Through the 'Samarth by Hyundai' initiative, HMIL continues to support accessibility, inclusion and equal opportunities. The company remains committed to fostering an ecosystem where talent can thrive irrespective of physical limitations, while promoting broader awareness and participation in para sports.

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[i] *As of 25th November 2026, Sheetal Devi is ranked World No.1 in Women's Compound Para Archery by the World Archery Federation*

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