

Hyundai Motor India strengthens its innovation ecosystem with successful conclusion of first ever “Hyundai Innovation Challenge 2026”

- **16 Startups are shortlisted to assess further opportunities for collaboration with Hyundai Motor India Limited (HMIL) and Hyundai Motor India Engineering Private Limited (HMIE)**
- The Hyundai Innovation Challenge 2026, launched in April 2026, aims to collaborate with high-potential startups developing cutting-edge solutions in 15 strategic areas including electrification, smart mobility, connectivity, ADAS, artificial intelligence, customer experience and next-generation vehicle technologies
- Through this initiative, startups will get opportunities to co-create future mobility solutions along with HMIL and HMIE
- As a next step, HMIL will assess opportunities to collaborate with these selected startups through paid PoCs, technology validation and commercial engagements, enabling promising innovations to evolve into practical, market-ready mobility solutions

Gurugram | October 30, 2026: Hyundai Motor India Limited (HMIL) today successfully concluded the **Hyundai Innovation Challenge 2026**, its flagship startup engagement program aimed at identifying and collaborating with India's most promising innovators to shape the future of mobility. The initiative was supported by Hyundai Motor Group's global open innovation platform ZER01NE.

HMIL has shortlisted 16 promising startups from 980 applications received nationwide under the inaugural edition of the Hyundai Innovation Challenge 2026, marking a significant step in the company's efforts to strengthen India's mobility innovation ecosystem.

The shortlisted startups presented their solutions to the leadership teams of HMIL and Hyundai Motor India Engineering Private Limited (HMIE) during the Grand Pitch Day held on October 29, 2026, after progressing through multiple rounds of evaluation, mentoring and business reviews.

Commenting on the concluding event, **Mr. Tarun Garg**, MD & CEO - HMIL, said, *“The Hyundai Innovation Challenge 2026 reflects our belief that the future of mobility will be driven by collaboration between established industry leaders and innovative startups. The enthusiastic participation from startups demonstrates the tremendous entrepreneurial talent and technological capability that exists in India. Through this initiative, we have discovered innovative solutions and established meaningful relationships that can contribute to shaping smarter, safer, and more sustainable mobility experiences. We remain committed to supporting the startup ecosystem and transforming promising ideas into impactful solutions for customers and society.”*

What Was the Objective of Hyundai Innovation Challenge 2026?

Launched in April 2026, the Hyundai Innovation Challenge was conceived to identify and engage with high-potential startups developing technologies that can help shape the future of

mobility. Supported by Hyundai Motor Group's global open innovation platform ZER01NE, the initiative provided startups an opportunity to showcase their capabilities, gain industry insights and explore opportunities to engage with HMIL and HMIE.

Which Future Mobility Technologies Were Prioritized Under the Challenge?

The first edition focused on 15 strategic thematic areas spanning electrification, smart mobility, connectivity, Advanced Driver Assistance Systems (ADAS), artificial intelligence, customer experience and next-generation vehicle technologies. These thematic areas were identified to address key opportunities and challenges shaping the future of mobility.

How Did India's Startup Ecosystem Respond?

The challenge received an overwhelming response from startups across the country, attracting 980 applications. Following a rigorous multi-stage evaluation process, 16 startups were shortlisted and invited to present their innovative solutions before the leadership teams of HMIL and HMIE during the Grand Pitch Day held on October 29, 2026.

Throughout the challenge, participating startups engaged with Hyundai experts through structured evaluations, mentoring sessions, business discussions and pitch reviews. These interactions enabled startups to refine their solutions, gain industry perspectives and demonstrate the practical applicability of their innovations.

What Comes Next for Hyundai Innovation Challenge 2026?

As the next phase of the program, HMIL will explore opportunities with selected startups through pilot projects, Proof-of-Concept (PoC) initiatives, technology validation and potential business collaborations. The objective is to assess promising innovations and explore their potential application in addressing future mobility challenges.

The successful conclusion of Hyundai Innovation Challenge 2026 reinforces HMIL's commitment to fostering innovation, encouraging entrepreneurship and strengthening India's growing innovation ecosystem. Through initiatives such as these, HMIL continues to create opportunities for emerging innovators while advancing its vision of becoming a smart mobility solutions provider.

Names of the 16 shortlisted startups

Pulse Energy	Novus Hi-tech	CraftifAI	AmpereHour
Enmovil	GoComet	Haulog Technologies	Syook
Unbox Robotics	Motiv AI	AMI Technologies	Dasham Labs
AltMat	Simlioncis	Ravity	EmpFly Services

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