

Hyundai Spotlight Season 4: Uniting India's Diverse Musical Voices

**The music-led cultural platform returns with a stronger focus on regional voices,
music and emerging independent talent**

- 243 million+ cumulative YouTube views over 3 seasons
- 54 original content assets created across music videos, acoustic sessions and more
- 75% repeat viewership for Spotlight songs
- Representation across Hindi, Punjabi, Tamil, Telugu, Malayalam and Assamese music
- Recognition as India's #2 branded music platform
- Season 4 brings together Sanju Rathod, Raghav Chaitanya, Ninja, Aditya Rikhari along with few more artists, with a sharper focus on regional music, independent talent and local storytelling

MUMBAI | September 16, 2026: Hyundai Motor India Limited (HMIL) in collaboration with Universal Music Group for Brand (UMFG), today announced the launch of **Hyundai Spotlight Season 4**, continuing its journey of fostering original music and empowering emerging musical talent across India.

Created to enable collaborations between established and emerging artists and provide independent talent with national visibility, Hyundai Spotlight has evolved into a platform that celebrates creativity and connects with the cultural aspirations of young India. Having crossed 243 million+ cumulative YouTube views, Hyundai Spotlight has grown into a distinctive music-led cultural platform, connecting audiences with artists, stories and musical voices from different parts of India.

Commenting on the launch of Hyundai Spotlight Season 4, Mr. Tarun Garg, MD and CEO, Hyundai Motor India Limited, said, *"India's greatest strength is its diversity - in its people, its cultures, its languages and its stories. Music has the unique ability to bring all these differences together. Hyundai Spotlight was created with the belief that every artist deserves a stage and every story deserves to be heard. With Season 4, we are taking this belief forward by putting an even stronger spotlight on regional voices, local music and emerging talent. At Hyundai, we are committed to creating meaningful connections with communities by engaging in the passions and aspirations that shape contemporary culture. Hyundai Spotlight reflects that commitment, providing a platform for emerging artists to create, collaborate and be discovered."*

Mr. Devraj Sanyal, Chairman & CEO, India and South Asia and SVP Strategy, AMEA, Universal Music Group, said, *"Now in its fourth season, Hyundai Spotlight has grown into an important part of India's music ecosystem, built around a simple belief that extraordinary talent can come from anywhere. Season 4 goes deep into India's regional music and emerging artists, celebrating the depth and variety that exists across the country, and harnessing the power of established artists to help up and coming talent reach new audiences. Together we're creating more ways for artists to build audiences across India and providing another platform for new artists looking to achieve national success for the first time."*

What is Hyundai Spotlight?

Hyundai Spotlight is Hyundai Motor India's music-led cultural platform, in collaboration with Universal Music Group for Brand (UMFG), created to discover, celebrate and amplify India's diverse musical talent. Since its inception, Spotlight has brought together established artists and emerging voices while creating original music and content for digital audiences. Over the seasons, the platform has evolved beyond individual music releases to encompass music videos, acoustic sessions, behind-the-scenes stories and social content, creating a more immersive connection between artists and audiences.

How big has Hyundai Spotlight become?

The platform has built significant audience momentum across its first three seasons. **Some of its key milestones include:**

- **243 million+ cumulative YouTube views**
- **79.7 million+ YouTube views in Season 3**
- **115 million+ influencers reach in Season 3**
- **54 original content assets across music videos, acoustic sessions, BTS and social content**
- **75% repeat viewership for Spotlight songs**
- **Musical representation across Hindi, Punjabi, Tamil, Telugu, Malayalam and Assamese**
- **Recognition as the #2 branded music platform**

These numbers demonstrate the strong connection audiences have developed with Spotlight and its music-led storytelling.

What makes Hyundai Spotlight Season 4 special?

Hyundai Spotlight Season 4 puts the spotlight on the many musical voices and stories that make India unique. While previous seasons established Spotlight as a platform for discovering musical talent, Season 4 takes its regional storytelling ambition a step further. The season brings together established and emerging artists, with a stronger emphasis on regional music and authentic stories. **The focus will particularly include Hindi, Punjabi, Malayalam and Marathi music**, reflecting the growing influence of regional music on India's contemporary cultural landscape.

Who are the artists featured in Season 4?

Hyundai Spotlight Season 4 brings together an exciting mix of established and emerging voices, headlined by **Sanju Rathod, Raghav Chaitanya, Ninja, Aditya Rikhari and few more artists**. These artists will collaborate with promising independent talent from across the country, creating opportunities for new voices to share the platform with more established names. This coming together of artists is at the heart of Hyundai Spotlight, bringing different musical identities together while giving emerging talent a larger stage.

What role does Hyundai play in India's music and cultural ecosystem?

Hyundai believes that a brand's relationship with its audience extends beyond its products. Through platforms such as Hyundai Spotlight, the company seeks to engage with consumers through culture, creativity, music and experiences that are meaningful to them. Music is particularly powerful because it transcends age, geography and language. It can bring people together while allowing every community to retain its unique identity. Hyundai Spotlight is

therefore an expression of Hyundai's larger philosophy of creating connections through experiences that celebrate people and their passions.

What is the larger idea behind Hyundai Spotlight Season 4?

To put India's diversity centre stage. From Marathi beats to Punjabi energy, from the richness of Malayalam music to contemporary Hindi music, India's musical landscape is constantly evolving. Hyundai Spotlight Season 4 brings these diverse expressions together under one platform. It is a celebration of an India where regional music can travel nationally, independent artists can reach millions, and different languages can come together through the universal language of music. This season, Hyundai Spotlight isn't just on the artist. It is on the India behind the music.

With Season 4, Hyundai Spotlight continues its journey with a stronger emphasis on regional music, local storytelling and India's emerging independent talent, bringing the country's diverse musical voices to a wider audience.

Log on to hyundai.co.in for more information

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Issued by:

Hyundai Motor India Limited (CIN: L29309TN1996PLC035377)

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