

COO's statement

Executing with agility, growing with purpose

Dear Shareholders,

FY 26 marked a year of disciplined execution for Hyundai Motor India Limited, as we strengthened our core business across sales, marketing, product and customer experience, while remaining closely aligned to evolving customer needs.

We sustained strong momentum in sales with SUVs continuing to anchor growth. Hyundai CRETA surpassed 2,00,000 units in a single financial year, the highest ever for a mid-size SUV in India, reflecting strong brand equity. Additionally, 5 out of our 10 models featured among the top 30 in the industry, indicating consistent performance across the portfolio. Aligned with market trends, we made a strategic entry into the fleet segment through the PRIME series, expanding our addressable market and contributing to AURA's highest-ever volumes of over 68,000. We also delivered our highest-ever rural penetration of over 24%, indicating deeper market reach and improved accessibility in emerging markets.

Our marketing approach focused on strengthening brand relevance through targeted campaigns, digital engagement and strategic partnerships, including our association with the International Cricket Council, enhancing both visibility and customer connect. Notable initiatives during the year included 'Test Driven by 100', where 100 influencers drove the CRETA Electric from Chennai to Srinagar, earning multiple recognitions. Additionally, 'Hyundai Explorers' drive created immersive experiences



through specially curated drives across scenic locations in India, enabling deeper engagement with customers.

On the Product front, we continued to improve the portfolio through product enhancements and targeted interventions. The All-New Hyundai VENUE, produced at our new Pune Plant, is our 1st Software Defined Vehicle (SDV) for India, featuring dual 12.3-inch screens powered by Nvidia, over-the-air (OTA) updates for more than 20 controllers and Level 2 ADAS. Key upgrades include a 360-degree camera, ventilated seats, an 8-speaker Bose system and a 5 Star BNCAP safety rating, reinforcing our focus on safety and bringing global technologies to India.

Including new trims and editions such as the Knight Editions, Hyundai undertook more than 30 product interventions during FY 26, ensuring the portfolio remains contemporary and competitive. Alongside editions, we introduced value-for-money trims across key models such as i20, EXTER and VENUE, aligned to customer feedback and demand trends, strengthening value across price points. Premiumization remains a key focus. We take pride in our continued effort to democratize premium features across models, driving higher adoption, with sunroof penetration close to 57% and automatic transmission at over 24%.

Customer experience across Sales and Service remains a priority. Our network expanded to over 3,800 customer touchpoints, among which we have 1,508 sales outlets across 1,125 cities and towns, extending our reach to 78% of India's districts and strengthening nationwide accessibility. Upgraded Digital platforms such as Click-to-Buy 2.0 with Omni-Channel functionality continued to enhance convenience and transparency across the purchase journey.

HML's expansive service network of 1,671 touchpoints and 162 Mobile Service Vans across 1,021 cities ensures reach even into the remotest areas. Focused on improving consistency, efficiency and customer trust through stronger infrastructure and digital integration we enabled faster turnaround and more proactive engagement.

Electric mobility continues to advance steadily. Our charging network includes over 183 DC fast charging stations and more than 950 AC charging points across India, while the myHyundai platform integrates over 28,000 charging points nationwide, improving access and convenience for customers. Our EV strategy is a holistic approach centered on building a reliable and scalable ecosystem through localization, infrastructure expansion and network readiness, supporting a gradual transition to electric mobility.

Through our CSR arm, Hyundai Motor India Foundation (HMIF), we continued to drive meaningful impact during the year across key areas such as environment, education, healthcare and skill development, contributing towards inclusive and sustainable growth. Under our Samarth initiative, we have taken certain initiative for people with special abilities, reinforcing our commitment to inclusivity. We remain committed to further strengthening our CSR efforts as a responsible organization, driving inclusive and sustainable progress for all.

Looking ahead, our focus remains on execution excellence—sustaining sales momentum, strengthening brand engagement, delivering relevant product innovation and improving the ownership experience, alongside advancing electrification and digital capabilities.

The final quarter of FY 26 was particularly strong, with record month-on-month performance and our highest-ever Q4 sales. We aim to build on this momentum and achieve new milestones in FY 27.

As we celebrate 30 years of Hyundai in India, we take pride in this journey and step into our next phase of growth with confidence, supported by strong fundamentals. And with a clear, forward-looking roadmap, Hyundai Motor India Limited remains committed to delivering consistent performance and long-term value for all stakeholders.

Warm regards,

Dong Huwy Park

**Whole-time Director &
Chief Operating Officer**
Hyundai Motor India Limited