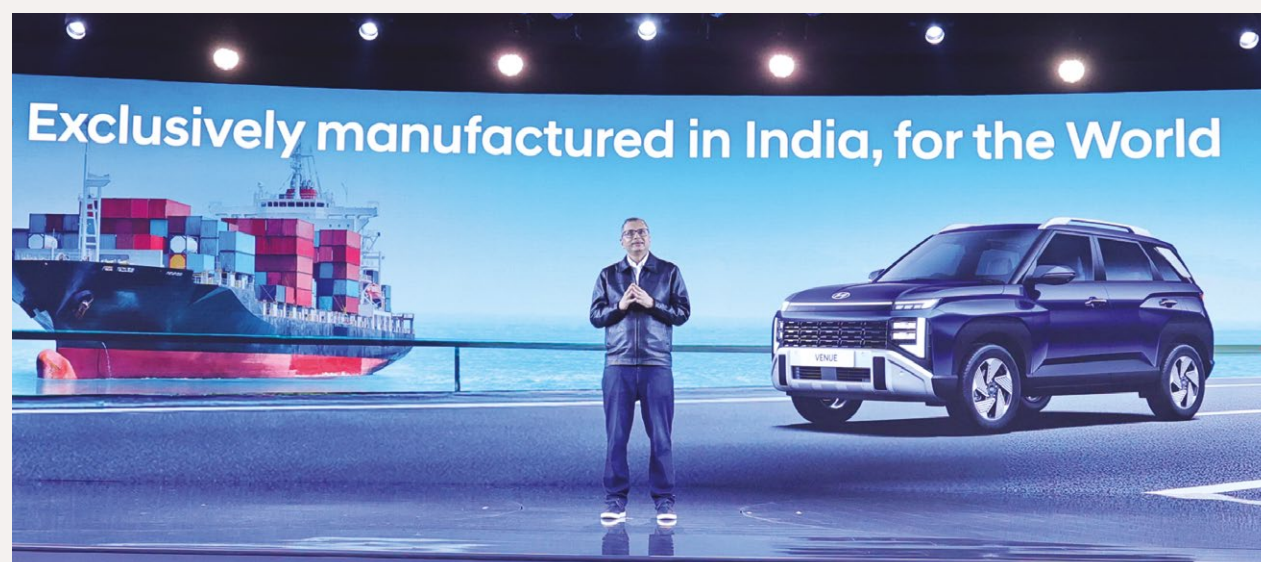


Opportunities and megatrends

Positioned for a new era of mobility

India's mobility landscape is undergoing a shift driven by electrification, premiumization, digital integration, sustainability and rising consumer aspirations. As a technology-led mobility provider with strong manufacturing scale and deep insights into Indian consumers, HMIL is uniquely positioned to capitalize on these opportunities.



Rising premiumization and SUV dominance

India's passenger vehicle market is moving up the value chain, with SUVs accounting for over half of Total Sales. This shift reflects a broader premiumization of demand, where customers increasingly seek elevated design, advanced technology, superior comfort and greater personalization. Safety, connectivity and digital experiences have become essential purchase considerations.

How we are responding:

- » Refreshed 6 models during FY 26, including VENUE and VENUE N Line Full Model Change (FMC), New Hyundai EXTER, New Hyundai VERNA and PRIME Taxi range

- » Expanded premium technology adoption through ADAS, connected-car technologies, software-enabled functionalities and multiple powertrain options
- » Strengthening presence across SUV and premium mobility segments
- » Introducing two new nameplates in SUV segment by FY 27: a localized dedicated mass electric SUV and a new ICE SUV

[Read more on page 18](#)

Increased EV adoption

Growing environmental consciousness, improving charging infrastructure and government-led incentives are accelerating the shift toward electric mobility. Customers are increasingly embracing cleaner and more technology-enabled transportation solutions.

How we are responding:

- » Launched CRETA Electric
- » Introducing a localized dedicated mass electric SUV by FY 27
- » Expanding charging infrastructure, with 600 charging stations planned by 2030
- » Strategic localization of critical EV components, including battery packs, to enhance cost competitiveness and build a resilient domestic supply base
- » Strengthening EV readiness across dealer and service networks through infrastructure and capability development

[Read more on page 91](#)



Sustainability and responsible manufacturing

India's policy direction continues to emphasize clean mobility, energy transition, resource efficiency and responsible manufacturing practices, creating opportunities for companies investing in sustainable operations and future-ready technologies.

How we are responding:

- » Advancing eco-friendly powertrains through EVs, CNG and hybrid-ready architectures
- » Enhancing energy efficiency and waste reduction across Chennai and Pune facilities
- » Strengthening manufacturing processes to support long-term operational sustainability

[Read more on page 78](#)

Opportunities and megatrends



Digital-first customer service

Vehicle ownership journeys are becoming increasingly digital, with customers expecting seamless experiences across sales, service and ownership touchpoints. Convenience, transparency and personalized engagement are emerging as key differentiators.

How we are responding:

- » Enhanced the myHyundai app by integrating the EV Charge section, enabling customers to locate and access over 28,000 EV charging points
- » Post-sales engagement and membership program ensuring customer engagement and delight
- » Expanded customer convenience through Smart Pick-up & Drop, and Remote Care Program
- » Strengthened CRM, AI-enabled virtual assistants and multilingual customer interfaces
- » Advancing toward an intelligent service ecosystem through workshop automation, diagnostics and digital integration

[Read more on page 65](#)



Rising global demand for India-manufactured cars

India's growing manufacturing capabilities, favorable geopolitical positioning and expanding export competitiveness are strengthening its role in the global automotive value chain.

How we are responding:

- » Having access to more than 150 markets through Hyundai's global network

- » Leveraging Chennai and Pune facilities as integrated manufacturing and export hubs
- » Exported 1,90,125 vehicles during FY 26, reinforcing Hyundai's position as one of India's key passenger vehicle exporters
- » Strengthening manufacturing flexibility, supply chain resilience and export readiness to support future demand

[Read more on page 50](#)



Personalization, connected mobility, safety and seamless user experience

Technology and lifestyle shifts are driving demand for personalized experiences, connected ecosystems, enhanced safety and intuitive vehicle interfaces. Mobility is increasingly defined by experiences rather than transportation alone.

How we are responding:

- » Expanding connected-car technologies, software-enabled features and advanced safety systems across the portfolio
- » Deploying connected cockpit ecosystems integrating navigation, apps, personalization and shared profiles
- » Increasing adoption of ADAS and intelligent driver-assistance technologies across models
- » Strengthening the N Line portfolio to address demand for performance-oriented mobility experiences

[Read more on page 70](#)



Urban expansion and rural market formalization

Improving infrastructure, rising incomes and increasing digital adoption are expanding mobility aspirations across both urban and rural India, creating new growth opportunities.

How we are responding:

- » Expanded network to 1,508 sales outlets across 1,125 cities and towns
- » Added 89 net sales outlets during FY 26, including significant rural expansion
- » Strengthening dealer capability through Regional Learning Centers, Technical Training Academies and Bodyshop Academies
- » Enhancing EV readiness and digital integration across the dealer ecosystem



Strategic focus for FY 27

In FY 27, HMIL will focus on strengthening its SUV portfolio through the launch of two all-new nameplates, a localized dedicated mass electric SUV and a new ICE SUV, while accelerating the transition to electric mobility through localization, charging infrastructure and ecosystem development. Our Company will deepen its digital initiatives to enhance customer convenience across the ownership journey, while expanding connected, software-defined and intelligent mobility capabilities to deliver a more seamless and personalized experience. Alongside this, HMIL will continue to strengthen its future-ready manufacturing

ecosystem through sustainability, operational flexibility and localization, enhance export competitiveness through its Chennai and Pune facilities and broaden customer accessibility across urban and emerging markets by further expanding and upgrading its retail and service network.