

Strategic priorities

Enhance brand salience

Hyundai is not just a name; it is a promise and our global vision of 'Progress for Humanity' makes us more than just a manufacturer of innovative, intelligent and robust automobiles.

It is crucial that stakeholders get to experience the brand up-close, i.e. witness the brand's potential and vision and amplify reach through: Leveraging Sports for India Connect, Digital collaborations, Humanizing the brand, Harnessing Media Impact for Unmatched Visibility.

At Hyundai, our idea of the future of mobility is based on the strong commitment that we give to society. We are here to do the right thing, for humanity.

Key progress

To strengthen our brand salience, we have onboarded renowned actor Pankaj Tripathi as our new brand ambassador. This partnership aims to strengthen Hyundai Motor India Ltd.'s connection with Indian customers, aligning with the brand's values of reliability, authenticity, and 'Progress for Humanity'.

Priorities for the coming years

With upcoming launches and a robust pipeline of innovative products, we aim to create strong first impressions and foster lasting customer loyalty. To sustain sales momentum during lean periods, we are implementing the Hyundai Super Delight Sales Promotion campaign in both H1 and H2. Additionally, we are focused on building long-term customer relationships through impactful intellectual properties such as Hyundai Spotlight, Hyundai Explorers, Hyundai | India Stories, and India Couture Week (ICW), all of which serve to deepen brand engagement and emotional connection with our audiences.

Hyundai Motor India Limited
onboards Pankaj Tripathi as its
new Brand Ambassador

