

Strengths

Our strengths originate from the strategic fusion of global expertise and localized insight. As an integral part of Hyundai Motor Group, we deploy advanced technology, substantial infrastructure, and a comprehensive understanding of consumer demands to ensure excellence at every interaction.

Portfolio of diverse powertrains

Our offerings encompass a comprehensive range of powertrains, including Petrol & Turbo, Diesel, CNG and EVs. Complimenting this, we provide multiple transmission options, ensuring our products align with evolving consumer preferences.



Compact

GRAND i10 NIOS 



i20 



i20 N Line 



Mid

AURA 



VERNA 



SUV

EXTER 



VENUE 



VENUE N Line 



Strengths

SUV



Diverse product portfolio and a wide range of transmission

We offer a comprehensive portfolio of passenger vehicles, encompassing various body types and price points to meet the diverse needs of Indian consumers. We consistently surpass customer expectations by delivering innovative, feature-rich, reliable and safe vehicles. Our models provide multiple engine fuel options, including petrol, diesel, compressed natural gas (CNG) and EV powertrains, alongside a range of transmission choices such as Manual Transmission (MT), Automated Manual Transmission (AMT), Automatic Transmission (AT), Dual Clutch Transmission (DCT) and Intelligent Variable Transmission (iVT). We are actively expanding our EV portfolio with upcoming launches, demonstrating our commitment to sustainable mobility.

Furthermore, our strategic focus on the SUV segment is evident in its ~69% contribution to our total sales.

69%

Share of SUV in domestic market in FY 2024-25

24%

Share of automatics in FY 2024-25

Technology integration and innovation

Our core strength lies in the strategic integration of advanced technology across our entire value chain. From intelligent product design and state-of-the-art manufacturing to digital-first customer and dealer engagement, technology drives our operations. Our affiliation with Hyundai Motor Group grants us privileged access to global innovations through Hyundai Autoever Korea. This collaboration empowers us to rapidly localize world-class technologies, delivering them to the Indian market with exceptional speed and precision.

23.2%

Share of connected cars sold on retail basis in FY 2024-25

14.3%

Share of ADAS cars sold in FY 2024-25



Manufacturing excellence

Operating with a common platform architecture across its two units, the plant efficiently produces 14 models across both Internal Combustion Engine (ICE) and EV platforms. This integrated approach minimizes product development costs, accelerates market entry, and optimizes capacity utilization. Our highly automated operations, featuring over 2,000 connected machines and 743 robots, ensure superior quality, a testament to which are the numerous national manufacturing excellence awards we have received.

Brand capital

Beyond benefiting from our global brand strength, we have cultivated a position as a trusted brand within India. This is evidenced by our distinction as the recipient of the highest number of 'Indian Car of the Year' awards. Additionally, the IONIQ 5 secured the 'Green Car of the Year' award in 2024. We implement innovative marketing initiatives to cultivate a connection with our customers, positioning ourselves as a trusted, aspirational and inclusive brand in India.

98.8%

NPS* for Passenger Vehicle Sales FY 2024-25

91.9%

NPS* for After Sales Service FY 2024-25

*Net Promoter Score