

Strategic priorities

Premiumization

As a younger, more aspirational customer base emerges, buying decisions are increasingly driven by factors beyond price, such as sophisticated design, enhanced driving experience, advanced safety features, and smart technologies. This shift is fueling both inter-segment movement toward SUVs and intra-segment upgrades to mid- and top-end variants. At Hyundai India, we are actively driving a focused premiumization strategy by delivering higher value offerings, leading customers to increasingly opt for high-end trims.

We aim to strengthen our SUV portfolio and expand mid-to-premium offerings across other segments with targeted product introductions across diverse price points and powertrains. Additionally, we are evaluating vehicle leasing and alternate ownership models to meet emerging mobility needs, including last-mile connectivity, and to drive deeper market engagement.

Key progress

Connected cars: Hyundai Motor India has redefined connected mobility through its advanced Bluelink technology, which has rapidly evolved since its launch in 2019. Offering a host of intuitive features, including remote operations, real-time tracking, trip history, and voice-enabled commands in English and Hinglish, Bluelink empowers users with seamless control via smartphone and infotainment interfaces. As of May 2025, it boasts 72 features, including India's first in-car digital payment service via Hyundai Pay, and AVNT support in 12 languages. Innovative services such as Driving Score, Hyundai Digital Passport, and home-to-car voice controls via Alexa and Google further elevate the ownership experience. The Hyundai Digital Key enables users to unlock, lock, and start their vehicles using smartphones. With Bluelink now available across most Hyundai models and contributing to 23.2% of retail sales in FY 2024-25 (up from 6.2% in FY 2019-20), Hyundai continues to lead in connected car innovation, offering unmatched convenience, safety, and smart vehicle interaction.

Innovative features: Our focus on innovation and customer-centric mobility is exemplified in the CRETA Electric, HMI's first localized EV, featuring active air flaps for optimized efficiency. It introduces advanced tech like a digital key, KEY FOB motion sensor for enhanced anti-theft security, and in-car payments via H-Wallet. A connected 11kW wall box charger ensures seamless home charging. Passenger comfort is elevated through features like ALCAZAR's 2nd-row thigh cushion extenders, wing-type headrests, walk-in device, and rear wireless charging. Enhanced voice command capabilities now include Hindi queries, further enriching the connected, personalized driving experience.



Priorities for the coming years

Premiumization will continue to be a core pillar of our strategy at Hyundai Motor India, as we continue to elevate our portfolio towards higher-value offerings that deliver superior quality, innovation, and customer satisfaction. For the coming financial year, we are committed to driving quality of growth by ensuring that our premium segments contribute meaningfully to overall margins.

We plan to achieve this by

- ♦ Democratizing premium features across products and variants, integrating advanced technologies and features like connected car ecosystems, ADAS Level 2 capabilities, and smart infotainment, sunroof, automatics and more across models/variants without compromising affordability. This approach will allow more customers to experience Hyundai's elevated

driving dynamics and safety, fostering greater inclusivity in premium ownership

- ♦ Building on our legacy of innovation, we aim to introduce new industry-first features and smart mobility features in our upcoming models, setting benchmarks that redefine segment standards.

These initiatives will further increase premium penetration across our models and help in expanding our margins. Moreover, these initiatives will further strengthen our competitive edge by differentiating Hyundai through unmatched combination of technology, design, and reliability, leading to new benchmarks in customer-centric innovation, creating a lasting brand loyalty in a dynamic and highly competitive market landscape.