Strategic priorities

Roadmap to resilience and growth

Aligned with the evolving preferences of Indian consumers and the country's growth agenda, Hyundai India's strategic priorities are anchored in future-ready innovation, customer-centricity, and sustainable growth. With a sharp focus on expanding our product portfolio, accelerating EV adoption, enhancing digital and physical experiences, and deepening localization, we are creating a resilient foundation to lead in a dynamic mobility landscape—while delivering long-term value to customers, partners, and stakeholders across India and beyond.

Expand portfolio

We are focused on strengthening our market leadership through sustained investments in R&D and new passenger vehicle launches across the affordability-to-premium spectrum. By anticipating emerging global trends, we aim to deliver advanced technology, contemporary design, and superior quality tailored to evolving customer expectations in both value and price.

Our strategy is rooted in continuous innovation, strong market intelligence, and customer feedback integration—enhanced by Hyundai Motor Company's global R&D and technology capabilities. In line with our long-term sustainability vision, we are also advancing alternate fuel technologies. Along with accelerating EV adoption, HMIL is building a strong foundation for other alternate fuels as well. On this vision, Hyundai Motor India (HMI) aims to establish a robust hydrogen roadmap centered on industry-academia collaboration and integrated energy-mobility initiatives. As the roadmap's initial milestone, HMI has signed a ₹ 100-crore Memorandum of Understanding with the Indian Institute of Technology Madras to establish the 'Hyundai HTWO Innovation Center' at the institute's Discovery Campus in Thaiyur. The center aims to accelerate localization of India's green-hydrogen ecosystem through research and development of scalable technologies, fostering widespread adoption of hydrogen across the country. This initiative will play a key role in shaping our future-ready alternative fuel strategy.

Key progress

Solidifying our position in India, Hyundai Motor India Limited (HMIL) continued its reign as the second-largest passenger vehicle OEM in FY 2024-25.

Priorities for the coming years

Going ahead, we will continue to drive customer-centric innovation through smart product enhancements that democratize advanced technology and elevate the SUV experience with ongoing premiumization. With upcoming Pune plant, we will get headroom to expand our domestic and exports further.

By 2030, we plan to launch 6 EVs and 20 ICE models, with diversification into eco-friendly powertrains like EVs and hybrids, delivering unique brand experiences through a future-ready, sustainable mobility portfolio.