

Strengthen digital and physical network

In alignment with our long-term growth strategy, we continued to strengthen and scale our dealer network across India.

We maintained momentum in urban expansion, prioritizing key urban and emerging markets to drive incremental sales and elevate customer convenience. In addition to above, HMI focus on expanding into potential rural markets. This initiative is supported by the country's rapidly advancing road infrastructure, which is enabling deeper market penetration and improved customer accessibility.

Our approach centers around empowering and expanding with our existing dealer partners to scale up their operations and thereby improve network profitability.

This strategy has significantly broadened our footprint, enhancing HMI nationwide reach and coverage and reinforcing our commitment toward inclusive growth. Parallely, we are enhancing allied business opportunities such as pre-owned passenger vehicle sales by conducting benchmarking studies and sharing best practices to improve dealer efficiency and profitability.

Complementing our physical footprint is a robust digital ecosystem built around the 'Click to Buy' platform and 'myHyundai' app. These offer a seamless end-to-end digital buying experience, post purchase services and various utility features to enhance customer engagement & delight. This enables customers to browse models, configure variants, schedule test drives, secure financing, complete car bookings, service booking, member offers, value added services, referral program all from the convenience of their homes.

Key progress

At Hyundai India, our Extensive and integrated sales network continues to evolve in line with our commitment to delivering customer-first mobility experiences. As of March 2025, HMI boasts a strong presence with 632 main dealers and 1,419 sales outlets across 1,056 cities and towns. This represents a y-o-y growth of 4.1%, with an average of four new sales outlets added every month. The expansion has focused on both urban and rural markets, ensuring deeper reach, enhanced convenience, and increased accessibility for customers across India.

Priorities for the coming years

In the upcoming financial year, our key priorities include strengthening strategic network expansion to enhance accessibility, widening our presence in urban centers and deepening reach in rural markets to improve customer convenience. We will focus on further elevating digital experience on revamped 'Click to Buy' platform with premium mobile-first UI/UX and enriched functionalities. These include search through voice commands, Online Loan Eligibility Check, Personalized Car Recommendations along with service features and referral programs, creating a seamless and intuitive customer journey across all touchpoints.

