

Strengthen export hub positioning

We are harnessing our strong manufacturing capabilities and a well-renowned global brand to establish ourselves as Hyundai Motor Company's largest overseas production. With the strategic vision to become a global manufacturing and export hub, we aim to supply feature-rich and futuristic passenger vehicles to key emerging markets such as South Asia, Africa, Latin America, and the Middle East, while also unlocking opportunities to serve other international markets across Hyundai's global footprint.

Key progress

Despite global challenges such as the Red Sea disruption and political uncertainties in Latin America and neighboring markets, we sustained export volumes with our strong product line-up. During the year, our exports grew by 0.1% y-o-y to 163,386 units. We entered the compact SUV segment in South Africa with the EXTER. In Nepal, we ventured into the EV space with the launch of the new CRETA Electric. The ALCAZAR facelift was yet another model that we started exporting in the Middle East, Africa, Latin America and Asian markets further strengthening our global presence. HMI cars maintain a formidable position in their respective segments, in Kingdom of Saudi Arabia, South Africa, Peru and Mexico. Additionally, following the lifting of the import ban in Bhutan, we successfully re-entered the market.



Priorities for the coming years

We have begun FY 2025-26 on a strong note, recording a 21% y-o-y increase in export volumes in April, reflecting healthy demand across key international markets. Building on this positive momentum, we remain optimistic about the remainder of the year and are targeting growth in FY 2025-26.

To support our global distributor network, we continue to offer flexible shipment solutions, thereby enhancing delivery efficiency. As production capacity gets increased and new models are launched, we expect to further strengthen our export performance. Hyundai Motor India benefits from the strong parentage of Hyundai Motor Group and its

seamless integration with HMC's global export ecosystem, offering access to over 150 countries. Our portfolio of the products continues to serve to emerging markets such as Africa, the Middle East, and Latin America, with continued expansion into other developing regions.

SUVs remain a key growth driver globally and that is where we too continue to focus with a wider portfolio right from Compact SUV to bigger SUVs like the ALCAZAR. EXTER was launched in South Africa in 2024. The ALCAZAR facelift, introduced in Q4 FY 2024-25, has been launched with positive reviews and acceptability as a family car.