

Hyundai global boss pushes EV credentials on India visit

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Chennai, 8 August

Korean automaker Hyundai Motor Group (HMG) is vigorously aiming to establish a robust presence in India's electric vehicle (EV) segment through the introduction of new models and the establishment of charging stations under Hyundai Motor India (HMIL) and Kia India.

Euisun Chung, executive chairman of HMG, who is currently visiting India, urged both companies to deliver products that not only meet but exceed customer expectations on time, thus driving the achievement of these growth targets.

The group is strategically working to elevate Kia's market share from the current 6.7 per cent to an impressive 10 per cent in India in the near future. Additionally, the group is focusing on fortifying its sport utility vehicle leadership and expanding



Hyundai Motor Group Executive Chair Euisun Chung (centre) at the company's Chennai unit on Tuesday during his India visit

its EV line-up within India.

In adherence to its long-term strategy, HMG is set to unveil five new EV models by 2032 while concurrently expanding the network of EV charging stations to 439 by 2027, capitalising on the strength of its expansive sales network. Conversely, Kia plans to

commence the production of compact EVs, optimised for the local market, beginning in 2025. The company will progressively introduce a variety of EV models and purpose-built vehicles.

To invigorate this long-term strategy, Chung toured Hyundai Motor India Engineering located

in Hyderabad — the brand's research and development (R&D) nucleus in India — as well as the automobile plants in Chennai on Monday.

During these visits, he deliberated on mid- to long-term growth strategies with local employees. Subsequently, on Tuesday, he held meetings with Tamil Nadu Chief Minister M K Stalin and Industries Minister T R B Rajaa.

In May, HMIL, the second-largest car manufacturer in India, unveiled its intention to invest ₹20,000 crore in Tamil Nadu over the course of a decade, with the aim of bolstering production volumes and introducing new EV models.

Kia is also formulating plans for an EV charging infrastructure. The 'Kia 2.0 Strategy' aims to elevate the company's market share in India from the current 6.7 per cent in the first half of this year to an ambitious 10 per cent in the coming years.

Harley halts India bookings after it gets 25,500 orders

Hero MotoCorp stopped taking bookings for a new Harley-Davidson Inc. motorcycle in India after receiving more than 25,500 orders.

Hero said it had seen "overwhelming" demand for the Harley-Davidson X440 in the month since it started taking orders for the model, which it is producing in partnership with the American motorcycle icon.

Over 65 per cent of the 25,597 bookings are for the highest-end X440, which is priced at ₹269,000 (\$3,250), the company said on Tuesday.

Hero will start production of the motorcycle in September and begin deliveries the following month. The strong demand prompted the New Delhi-based company to raise the starting price by nearly 5 per cent earlier this month.

Motorcycle manufacturers are teaming up with companies to lower production costs and churn out cheaper models that appeal to the local market.

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