

Get auto parts in the blink of an eye with MyTVS' Hypermart

Our Bureau
Chennai

MyTVS, a leading digital platform for the automotive aftermarket sector and part of Ki Mobility Solutions Pvt Ltd, has announced the launch of MyTVS Hypermart, a quick-commerce model designed to deliver auto parts in the B2B (business-to-business) space.

"This model will enable the rapid delivery of auto parts within 1-2 hours, a first for India's automotive aftermarket," said G Srinivasa Raghavan, Managing Director of Ki Mobility, which is part of TVS Mobility.

The new service uses a collaborative model, where existing auto part retailers become "dark store" partners, allowing MyTVS to manage their inventory. This removes the need for retailers to carry large amounts of



G Srinivasa Raghavan,
MD, Ki Mobility

stock, freeing up capital.

"The Hypermart model eliminates inventory burden and releases significant working capital for retailers," said Raghavan. By using digital tracking and barcoding, MyTVS has helped retailers free up significant working capital — up to ₹2.5 crore in some cases.

SUPPLY CHAIN COSTS

Dark stores will be replenished weekly, reducing supply chain costs, offering access to a comprehensive

parts catalogue and real-time order tracking.

The company is already running 14 dark stores in Tamil Nadu and Karnataka. After a successful six-month pilot, MyTVS plans to expand to 50 dark stores in Tamil Nadu, Kerala, Karnataka and Maharashtra by March 2025, with a goal of 250 dark stores nationwide.

MyTVS has built an ecosystem with over 30,000 garages, 22,000 retailers, 1,00,000 fleet vehicles, and over 100 parts manufacturers. It aims to expand to 2,500 service centres by next year.

The company launched India's largest digital catalogue of auto parts, featuring 8 million SKUs for both commercial vehicles and passenger cars. This ensures high accuracy, reducing return rates to just 1-2 per cent, much lower than the global average of 8-20 per cent.