

Hyundai confirms plan to launch hybrid vehicles

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Hyundai Motor India Limited (HMIL) on Tuesday confirmed it was indeed planning to roll out hybrid vehicles in the Indian market. But the company didn't reveal the exact timeline.

"Our parent company, Hyundai Motor Company, offers a wide range of powertrain options, including petrol, diesel, CNG, electric, hybrid, plug-in hybrid, and even hydrogen. As a result, HMI has access to this diverse powertrain technology and plans to introduce hybrid vehicles in the Indian market to meet customer preferences. I cannot specify the exact timeline, but we are planning and we are all present with our customers' preferences," Unsoo

Kim, managing director of HMIL, told media at the listing ceremony of the company's shares at the National Stock Exchange.

Currently, Hyundai operates in India with a production capacity of 824,000 units annually. With the upcoming acquisition of the Talegaon plant in Pune, Hyundai aims to increase its capacity by an additional 250,000 units, marking a 30 per cent boost in production.

The expansion will occur in two phases. The first phase will add 170,000 units by 2025, followed by an additional 80,000 units by 2028.

"This gives us more headroom in both the domestic and export markets," said Tarun Garg, COO and whole time director, of HMIL.

HMIL's move to introduce hybrids coupled with its vast portfolio of powertrains aligns with broader industry trends.

According to Jato Dynamics India, in the first nine months of 2024, sales of CNG vehicles have surged by 46 per cent, and hybrid vehicles have seen a 19 per

cent increase, outpacing the 7 per cent growth in electric vehicles (EVs).

This shift is attributed to factors such as affordability, practicality, and consumer preferences for a balanced approach to fuel efficiency and performance.

Currently, a major part of Hyundai's growth strategy still includes a stronger push into the EV segment. At present, Hyundai's EV portfolio is limited, with the IONIQ 5 catering to a niche market. This too is likely to see a change as the company is gearing up for the launch of the Creta Electric in Q4 FY25, slated to hit the market between January and March 2025.

Creta is one of Hyundai's most popular SUV models, and its electric version is expected to enhance the firm's market share in

the EV space.

"Creta is a very strong brand, and we believe its electric version will give us an opportunity to grow in the EV segment," said Garg. Hyundai plans to follow this up with three more electric vehicles in the mid-term.

Hyundai is also localising key components such as battery packs, Lithium Iron Phosphate cells and power electronics, and investing in charging infrastructure across highways and prominent locations. The company already has 17 DC fast chargers in place and plans to expand this network further.

The company has been focusing on "premiumisation," offering high-end features such as ADAS (Advanced Driver Assistance Systems) and connected car technology, among others.

