

2017

HYUNDAI MOTORS



[1ST SEMESTER FINAL PROJECT]

The report contains impact of Indian automobile sector on GDP, who are the main market players. Hyundai motors complete analysis including SWOT, STP, MARKETING MIX along with the analysis of Hyundai Creta Hyundai's best selling car.

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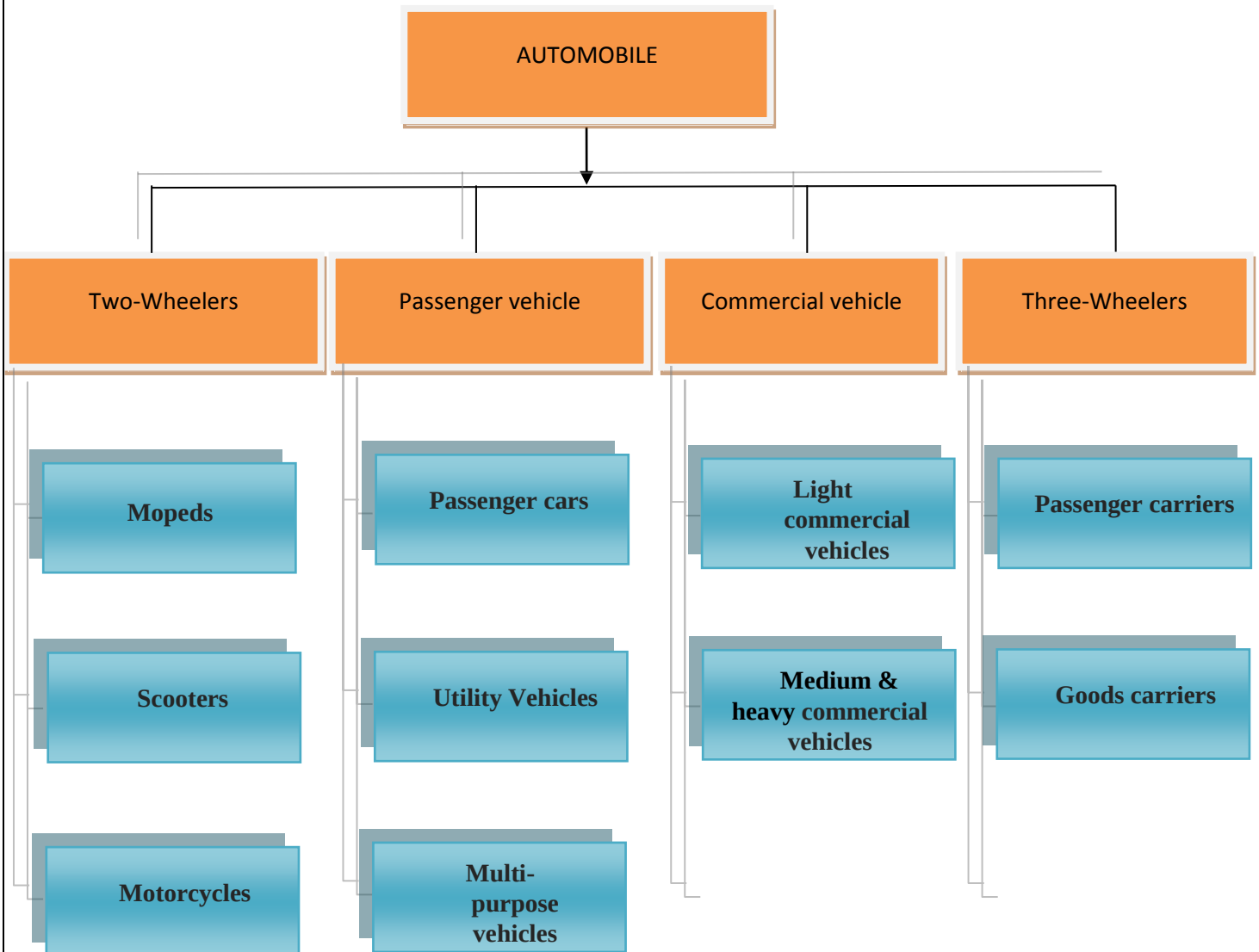
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A. SECTOR INFORMATION

1. INTRODUCTION

-Automobile sector split into four segments

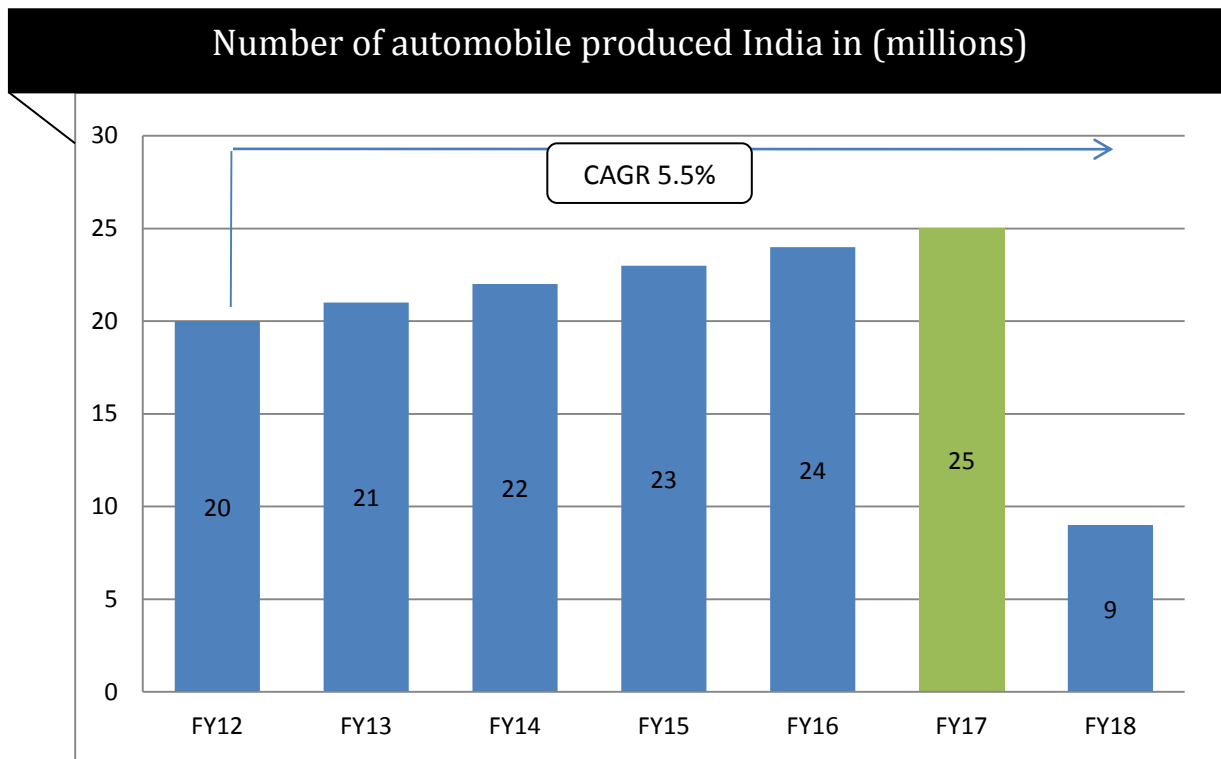


2. INDUSTRY SIZE/CONTRIBUTION TO GDP

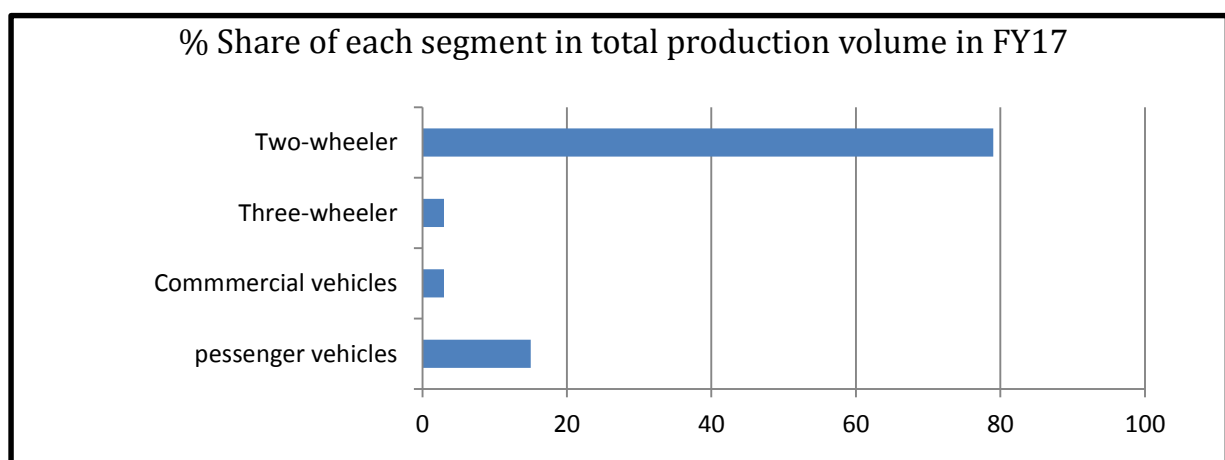
- The Indian automobile industry is one of the largest in the world. The automobile industry contributes for 7.1 % of the country's Gross Domestic Product (GDP).
- The Two Wheelers segment with 81% market share is the leader of the Indian Automobile market owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector. The overall Passenger Vehicle segment has 13% market share.
- India is also a prominent auto exporter and has strong export growth expectations for the near future. In April-March 2016, overall automobile exports grew by 1.91 %, Commercial Vehicles, and Two Wheelers registered a growth of 5.24%, 16.97 %, and 0.97 % respectively in April-March 2016 over April-March 2015. In addition, several initiatives by the Government of India and the major

automobile players in the Indian market are expected to make India a leader in the two-wheeler and Four Wheeler market in the world by 2020.

3. MARKET OVERVIEW



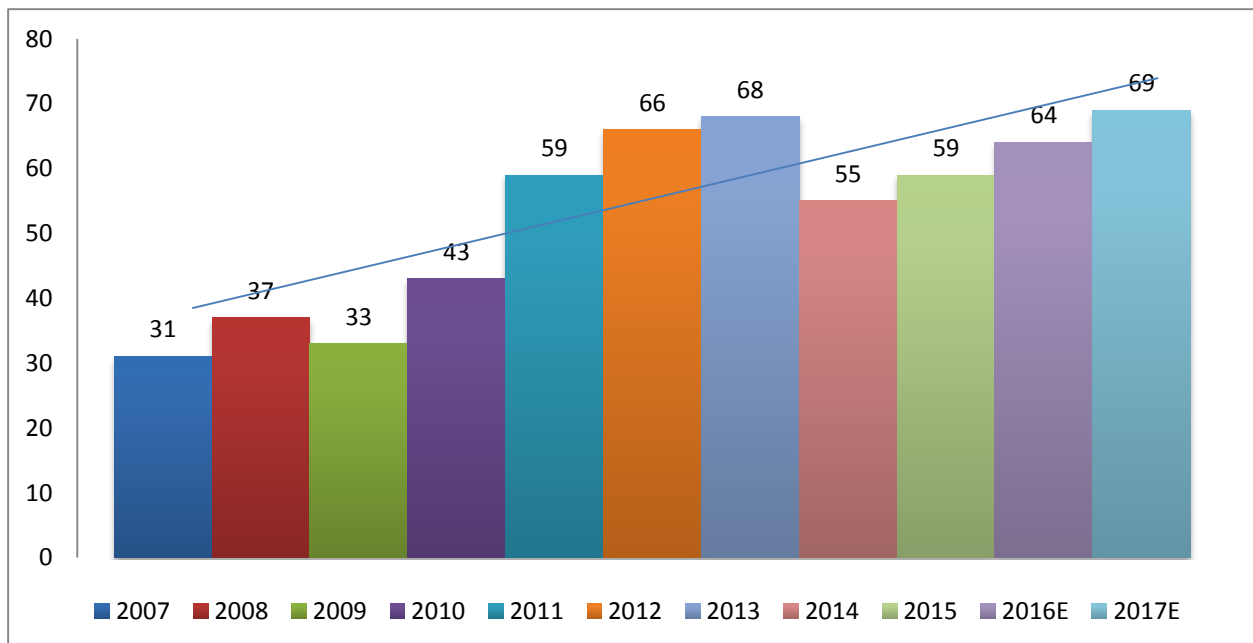
- Two-wheelers are by far the most popular form of vehicle in India, taking an 80% share in 2015-16.
- 25 million automobiles produced in FY17.
- Total production volume grew at a CAGR of 5.56 % between FY12-17 and increased 9.18% year-on-years in April-September 2017.
- Automobile exports from India increased 10.71% year-on-year in April-September 2017. During the same period, two and three-wheelers exports increased 15.22 %and 19.42 per %, respectively



- Two-wheelers and passenger vehicles dominate Indian auto market. Sales of two-wheelers are expected to grow 8-10 per cent in FY18
- Two-wheelers and passenger cars accounted for 79 per cent and 15 per cent of production volume in FY17 respectively. Domestic passenger car sales are dominated by small and mid-size cars
- Over 67% of export volumes comprised of two-wheelers, followed by 22% for passenger

4. GROWTH PATTERN

GROSS TURNOVER OF AUTOMOBILE MANUFACTURER IN INDIA (IN US BILLION \$)



India is fast emerging as a global R&D hub

- Strong support from the government; setting up of NATRIP centers
- Private players, such as Hyundai, Suzuki, GM, keen to set up R&D base in India
- Strong education base, large skilled English-speaking manpower
- Comparative advantage in terms of cost
- Firms both national and foreign are increasing their footprints with over 1,165 R&D centers

Opportunities for creating sizeable market segments through innovations

- Bajaj Auto, Hero Honda & M&M plan to jointly develop a technology for 2-wheelers to run on natural gas
- Tata Motors to launch MiniCAT, a car running on compressed air
- By 2018, Hyundai is planning to enter the hybrid vehicles segment, to explore alternative fuel technology & to avail the government incentives

Small-car manufacturing hub

- General Motors, Nissan & Toyota announced plans to make India their global hub for small cars.
- Passenger vehicle market is expected to touch 10 million units by 2020. Sales crossed the three million Milestones in FY17
- Strong export potential in ultra low-cost cars segment (to developing & emerging markets)

5. REASONS FOR GROWTH

GROWING DEMAND

- Strong growth in demand due to rising income, middle class, and a young population.
- Domestic sales of passenger vehicles expected to increase at a CAGR of 12.87 per cent between 2016-26.
- Utility vehicle sales increased 26.21 per cent year-on-year in September 2017

INNOVATIVE OPPORTUNITIES

- Focus shifting on electric cars to reduce emissions.
- Innovation is likely to intensify among engine technology & alternative fuels.
- Government aims to build India into an R&D hub.

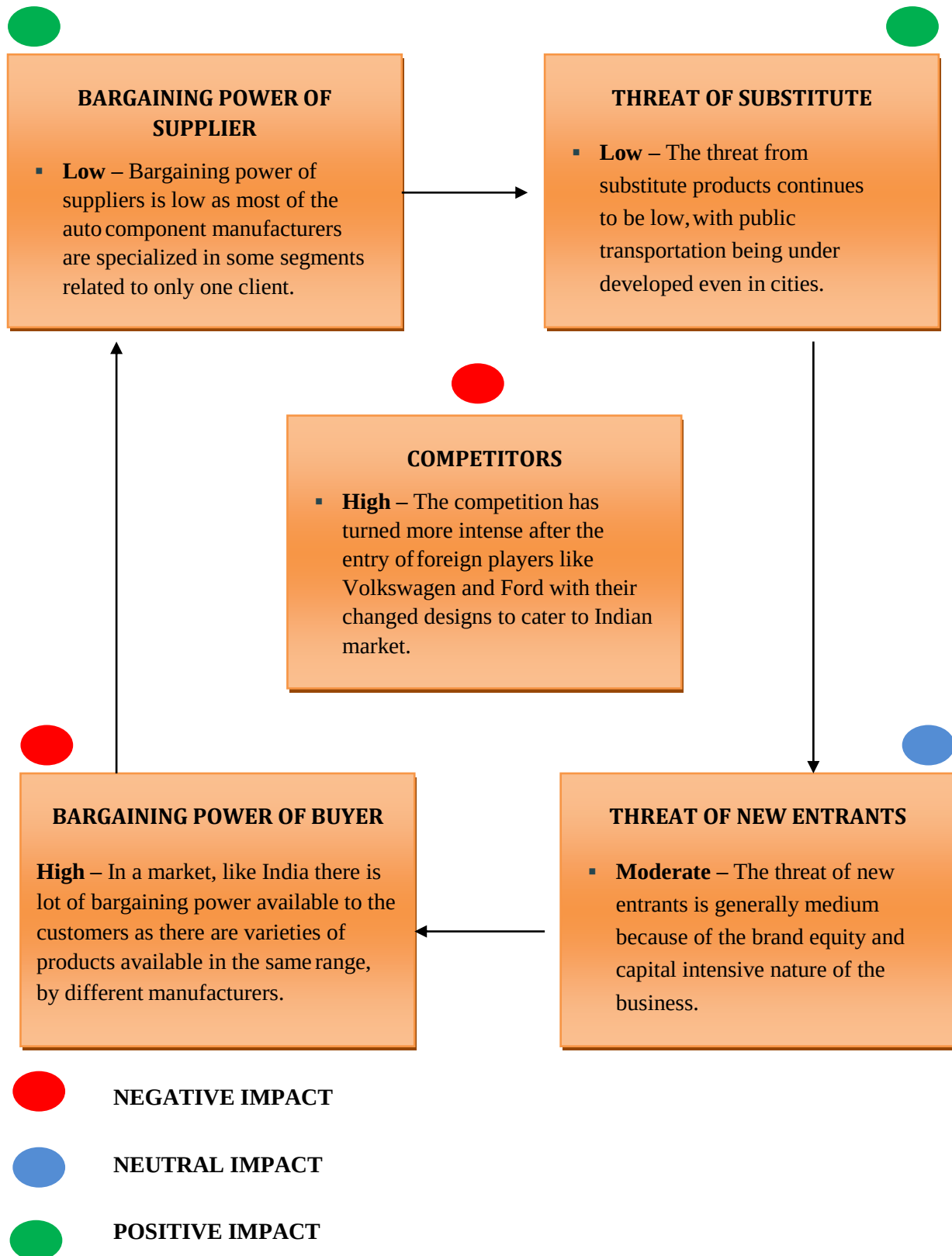
RISING INVESTMENT

- India has significant cost advantages; auto firms save 10-25 per cent on operations vis-à-vis Europe & Latin America.
- Cumulative FDI inflow of around US\$ 16.7 billion in the sector between April 2000 – March 2017.

POLICY SUPPORT

- Automotive Mission Plan : 2016-26 shows clear vision of government.
- The government aims to develop India as a global manufacturing centre.
- Reforms like GST to help boost the sector's growth.

3. PORTERS FIVE FORCE ANALYSIS OF THE SECTOR



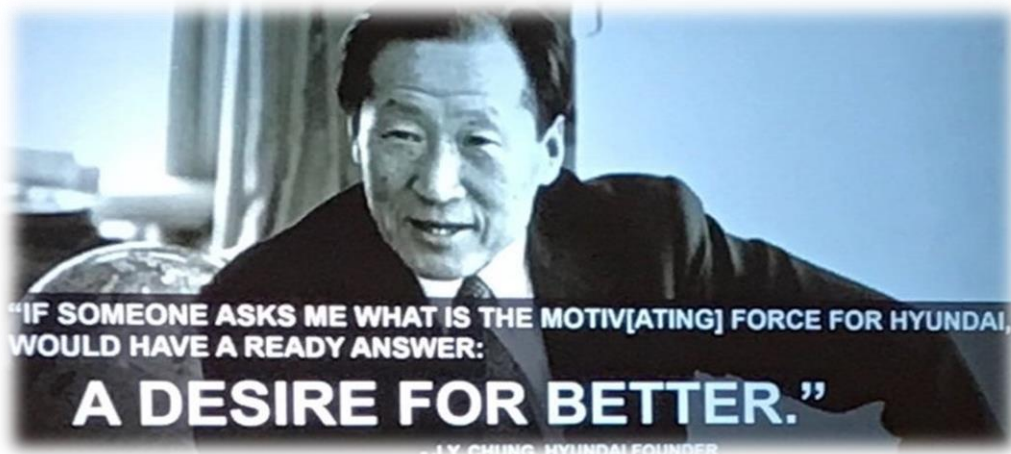
B. COMPANY INFORMATION

1. COMPANY SNAPSHOT

HYUNDAI MOTOR COMPANY

- The Hyundai Motor Company was set up in 1967 as a subsidiary of the Hyundai Engineering & Construction Company. The company started off by assembling cars and trucks for the Ford Company in their car factory. In 1975 they produced their first car called the Hyundai Cortina which was produced in partnership with the Ford Motor Company. Within the next two years they had become the 13th largest automaker in the world with 2% share in the world retail market.

FOUNDER



CHUNG JU YUNG

- Chung Ju-yung or Jung Joo-young (November 25, 1915 – March 21, 2001) was a South Korean entrepreneur, businessman and the founder of all Hyundai Groups of South Korea.
- Raised as the eldest son of a poor Korean farmer, he eventually became one of the world's richest men.
- Chung's business ventures were somehow able to successfully endure, and to even flourish, through the difficult times of the Japanese occupation of Korea, and also later through the devastating events of the Korean War of the 1950s.
- Chung explained his success in his statement, "Conviction creates indomitable efforts. This is the key to (true) miracles.... Man's potential is limitless."

WHAT HYUDAI IS

- Hyundai Motor Company, together with its subsidiaries, manufactures and distributes motor vehicles and parts worldwide. It operates in Vehicle, Finance, and Other segments.
- The company offers cars under the Centennial/Equus, Genesis, Azera, Sonata, Sonata Turbo, i40, i40 Sedan, Elantra, Elantra Sport, i30, i30 Wagon, i30 3DR, Veloster, Veloster Turbo, Accent, Accent 5DR, ix20, i20, i20 Coupe, Elite i20, HB20, Xcent, i10, Grand i10, and Eon names, as well as IONIQ ELECTRIC, IONIQ-Hybrid, Grand Santa Fe, and ix20 names.
- It also provides SUVs under the Grand Santa Fe, Santa Fe, Tucson, and Creta names; and commercial vehicles comprising trucks, buses, special vehicles, and bare chassis products...



Mr. Y.K Koo

- Hyundai India Motor Ltd.
Managing Director & CEO
- Mr. Y K Koo is the Managing Director of Hyundai Motor India Limited. He joined Hyundai Motor Company, South Korea in 1984.
- His experience with Hyundai Motor is over a period of 31 years, working on different assignments with HMC at various Global Locations.
- Mr. Y K Koo has global experience in Sales and Marketing in world markets. Prior to Hyundai Motor India he was the General Director & COO of Hyundai Motor (CIS) for 5 years

✚ Hyundai Motor India Ltd (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (HMC). It is the largest passenger car exporter and the second largest car manufacturer in India. It currently markets 10 car models across segments (the classification is done on the basis of the length of the automobiles) – in the A2 segment it has the Eon, Santro, i10, Grand, Xcent and the i20, in the A3 segment the Verna, in the A4 segment the Elantra, in the A5 segment Sonata, and in the SUV segment the Santa Fe.

✚ Hyundai's fully integrated state-of-the-art manufacturing plant near Chennai boasts advanced production, quality and testing capabilities. It forms a critical part of HMC's global export hub. The company currently exports to around 120 countries across EU, Africa, Middle East, Latin America, Australia and the Asia-Pacific. It has been India's number one exporter for the past eight years. As part of its growth and expansion plans, the company has 388 dealers and more than 1000 service points across India. It has also set up a modern multi-million dollar research and development (R&D) facility in Hyderabad. The facility endeavours to be a centre of excellence in automobile engineering.



2. PRODUCT PORTFOLIO

CARS	NO. OF VARIANTS
HYUNDAI VERNA	12
HYUNDAI CRETA	15
HYUNDAI ELITE i20	13
HYUNDAI GRAND i10	12
HYUNDAI EON	16
HYUNDAI TUCSON	15
HYUNDAI i20 ACTIVE	8
HYUNDAI XCENT	11
HYUNDAI ELANTRA	9
HYUNDAI SANTA FE	4



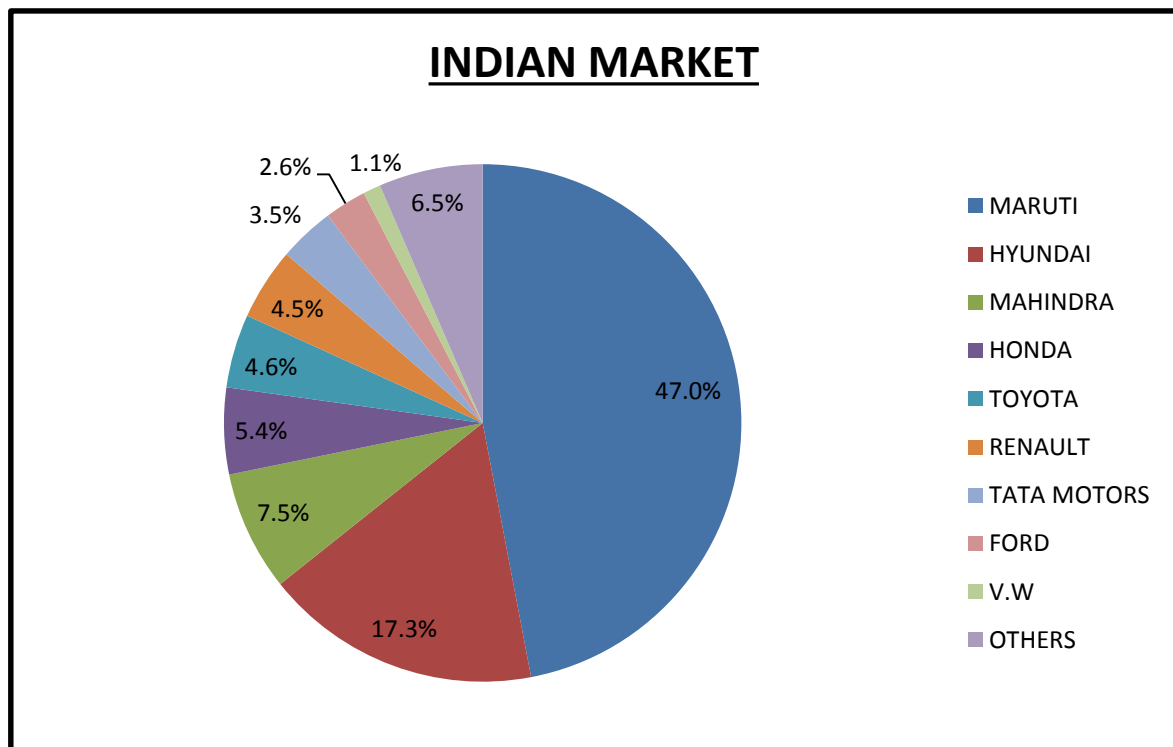


3. SWOT ANALYSIS OF THE COMPANY

HYUNDAI SWOT ANALYSIS	
STRENGTHS	1. The company employs about 100,000 persons around the world. 2. Hyundai vehicles are sold in 190+ countries through some 6,000 dealerships and showrooms worldwide 3. Hyundai sells over 1.5 million vehicles per year 4. It has excellent branding and advertising by having celebrity brand ambassadors 5. Hyundai motor company has over 75,000 employees globally 6. The company has an excellent product portfolio from hatchbacks, sedans and SUV's 7. Hyundai has a strong presence in motorsport and has been actively involved in sponsorships 8. Electric and hybrid cars offered by the company have enhanced its brand image
WEAKNESSES	1. Hyundai faces tremendous competition means limited market share growth 2. Controversies regarding fuel engines, wrong advertising have hurt the brand
OPPORTUNITY	1. Developing cost-friendly Hyundai hybrid cars and fuel efficient cars for the future 2. Tapping emerging markets across the world can help Hyundai build a global brand 3. Fast growing automobile market
THREATS	1. Government policies for the automobile sector across the world 2. Ever increasing fuel prices 3. Intense competition from global automobile brands can reduce market share of Hyundai 4. Hyundai's business can be affected by substitute modes of public transport like buses, metro trains etc

4. TARGET MARKET

HYUNDAI STP	
SEGMENT	Complete automobile segment including hatchbacks, sedans & SUV's
TARGET GROUP	Young executives from the upper-middle income bracket
POSITIONING	Hyundai gives luxury cars at affordable prices which is a globally recognized and accepted brand



5. COMPETITORS ANALYSIS

6. NEWS (LAST 6 MONTHS)

- June 01, 2017 08:08 PM IST
Hyundai sales up 1.6% at 42,007 units in May

Hyundai Motor India Ltd (HMIL) today reported a 1.6 percent increase in domestic sales at 42,007 units in May.

- March 09, 2017 12:04 PM IST
Hyundai decides to pull the plug on i10

Hyundai Motor India Ltd (HMIL), a wholly-owned subsidiary of the company, has stopped production of the small car, which was first introduced in 2007.

- April 26, 2016 12:08 PM IST
Hyundai launches Creta automatic transmission petrol

The company already offers automatic transmission for the diesel option of the Creta priced at Rs 14.5 lakh (ex-showroom Delhi), which has clocked nearly one lakh bookings within eight months of the launch.

- March 04, 2016 02:56 PM IST
Hyundai hikes prices of vehicles up to Rs 82,906

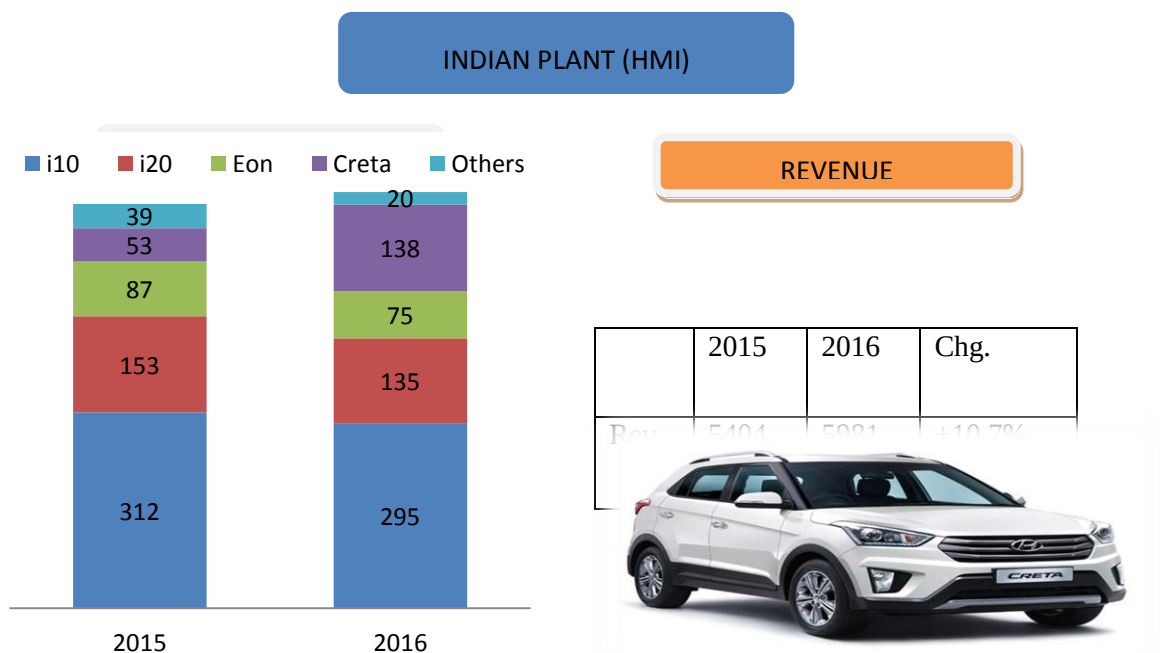
The price hike effective from March 1 will be between Rs 2,889 and Rs 82,906 depending on the model, HMIL said in a statement.

- February 17, 2016 07:30 PM IST
Hyundai inks wage deal with workers, hike of Rs 19k per month

"The three year wage settlement will be implemented with retrospective effect from April 2015 and will remain effective until March 2018," Hyundai Motor India Ltd (HMIL) said in a statement.

- December 19, 2015 01:00 PM IST
Hyundai CRETA Wins Indian Car of the Year 2016 (ICOTY)

Only Manufacturer to Win Three Successive ICOTY Awards Achieves



C. MARKETING

1. SWOT ANALYSIS OF THE PRODUCT

HYUNDAI CRETA SWOT ANALYSIS	
STRENGTH	1. High levels of engine refinement and comfortable ride quality in city driving conditions. 2. Well-proportioned and smart looking SUV, based on Hyundai's Fluidic 2.0 design. 3. Well tuned suspension. Does not feel 'bouncy' or 'twitchy' like most Hyundai's 4. Creta Boast of a strong body structure, made with ultra high strength steel (UHSS) and Advance high strength steel (AHSS)
WEAKNESSES	1. No AWD/4x4 option available, limiting its off-road capabilities. 2. Could have been priced more aggressively. Fails to justify the price point. 3. Instrument Cluster does not show fuel efficiency and distance to empty. Something that we expected from Hyundai at this price point. 4. Diesel automatic & Petrol variant not available in the Top-End trim. Misses out on curtain airbags among other features.
OPPORTUNITY	1. competition in the SUV segment in India is on the rise 2. Fast growing automobile market
THREATS	1. Indians have established a strong penchant towards 5-seater compact crossover SUVs and undoubtedly, it all started with the Renault Duster. Duster along with the EcoSport enjoyed quite a lot of time alone 2. Renault recently unveiled its much-awaited crossover SUV - the Captur. Although the launch of the Captur is slated in mid-October in India, but the booking has already started on the Renault Captur App and Renault India Website at an initial amount of Rs 25,000. 3. The Hyundai Creta Facelift 2018 competition would be with the Renault Duster and new Honda WR-V models

2. MARKETING MIX OF HYUNDAI CRETA

PRODUCT

- ✚ AC
- ✚ Heater
- ✚ Power steering
- ✚ Power Window
- ✚ Central Locking
- ✚ It was launched in both Petrol and Diesel Versions
- ✚ Dual-tone paint options
- ✚ Apple Car Play and Android Auto in the top variants
- ✚ The advanced safety features of side and curtain Dual airbags
- ✚ ABS with EBD would be featured as a standard

PRICE

- ✚ The automobile industry market globally is very competitive with each major player launching new models to gain the market share. It is growing at a rate of 7-8%. It uses competitive pricing strategy globally.

VARIANT	1.6 LITRE PETROL	1.4 LITRE DIESEL	1.6 LITRE DIESEL
E	9,28,547		
E+	9,28,547	9,99,900	
S		11,33,808	
S+		12,24,488	
S+AT			13,70,288
SX			12,50,337
SX+	11,97,393		13,50,245
SX+SE			13,88,291
SX+AT	12,99,914		14,56,615

PLACE

- Hyundai cars are sold in 19+ countries worldwide through some 5000 dealerships and showrooms. Apart from this, the company has multiple manufacturing plants worldwide. Hyundai India sells its cars through dealerships in India. Hyundai India has two manufacturing plants in Sriperumbudur, Kanchipuram district, Tamil Nadu capable of producing 6, 70,000 vehicles annually. It also has a multimillion dollar R&D facility in Hyderabad.

The following are the main places in Hyundai's distribution strategy:

- Dealerships
- Retailers

PROMOTION

- Hyundai follows an aggressive promotional strategy in its marketing mix. The company is doing promotions in the following ways
 - Press Releases

The customers know about the latest breaking Hyundai Motor local news
 - Advertisements

The Company releases Ads during the launch of New Models to create awareness among its target audience. It also indulges in Digital Marketing and Print Ads. Hyundai also has celebrity brand ambassadors like film stars to promote their cars.
 - Media review

Hyundai also promotes through media through expert opinions and reviews. These reviews help its target audience in decision making.
 - Be The Better Guy

Hyundai comes up with short and unique films. The messages in these films revolve around creating innovative content, pressing on to 'Be The Better Guy' in an adverse situation related to road safety and Behavioral Change.
 - CSR campaigns also help promote Hyundai car company
 - Road shows

The company plans to stage road shows, to display vehicles in the pavilions during various college festivals and exhibition. This will appeal to youngsters more and attracts them towards the cars of Hyundai.
 - Radio

Radio is the medium with the widest coverage. Studies have recently shown high levels of exposure to radio broadcasting both within urban and rural areas, whether or not listeners actually own a set. So radio announcements will be made and advertisements will be announced on the radio about the products features and price, qualities, etc.
 - Workshops and Seminars
 - Banners, neon signs

Hoardings, banners, neon signs will be displayed at clubs, discs, outside theatres and shops to promote the brand cars.
 - Booklets and pamphlets

4. STP OF THE HYUNDAI CRETA

HYUNDAI CRETA STP	
SEGMENT	Compact SUV's
TARGET GROUP	6. The primary consumer target is middle to upper income professionals, who need value for their money and comfortable ride in city conditions. 7. The primary business target is midsized to large sized corporates 8. The secondary business target is entrepreneurs and small business owners
POSITIONING	9. Brand positioning is latest in technology and styling 10. Urban cities 11. Tier 1 cities

5. PLC OF HYUNDAI CRETA



Hyundai Creta
Facelift



Hyundai Creta

SALES

INTRODUCTION

GROWTH

MATURITY

DECLINE

TIME

D. FINANCE

1. GROSS PROFIT MARGIN

$$\frac{\text{GROSS PROFIT}}{\text{NET SALES}} \times 100 = \frac{4,726,840.0}{24,308,000.0} \times 100 = 19.44\%$$

$$\text{NET PROFIT MARGIN} = \frac{\text{PAT}}{\text{NET SALES}} \times 100 = \frac{913,626.0}{24,308,000.0} \times 100 = 3.75\%$$

2. DIRECT AND INDIRECT COSTS

Direct cost = cost of material consumed + purchase of stock in trade + changes in inventories
+ Employee benefit expenses

$$2017 = 27654.40 + 3945.97 + (251.43) + 3558.52 \\ = 34907.46$$

$$2016 = 24997.4 + 4101.97 + 10.05 + 3188.97 \\ = 32298.39$$

$$\text{Changes in comparison to previous years} = \frac{34907.46 - 32298.39}{32298.39} = 8.07\%$$

Indirect cost = Finance cost + Depreciation Expenses + Tax Expenses + Other Expenses + Employee
Benefit Expenses

$$2017 = 1590.15 + 2969.39 + 59.22 + 8697.42 + 3558.52 = 16874.7$$

$$2016 = 1592 + 2329.22 + (4.80) + 8261 + 3188.97 = 15322.04$$

$$\text{Changes in comparison to previous year} = \frac{16874.7 - 15322.04}{15322.04} \\ = 10.13\%$$

3. FIXED ASSETS ADDED DURING THE YEAR

$$2017 - 2016 = 178756857 - 178835928 = - 79,071$$

4. WORKING CAPITAL OF THE YEAR

$$\text{CURRENT ASSETS} - \text{CURRENT LIABILITIES} \\ = 71920404 - 43181695 = 28,738,709$$

5. DEBT EQUITY RATIO

$$\frac{\text{TOTAL LIABILITIES}}{\text{SHARE HOLDERS EQUITY}} = \frac{110400185}{178756857} = 0.62$$

▪ Gross profit margin	19.44%
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▪ Net profit margin	3.75%
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▪ Direct cost	38898.39
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▪ Indirect cost	15322.04
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▪ Change in direct cost	8.07%
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▪ Change in indirect cost	10..13%
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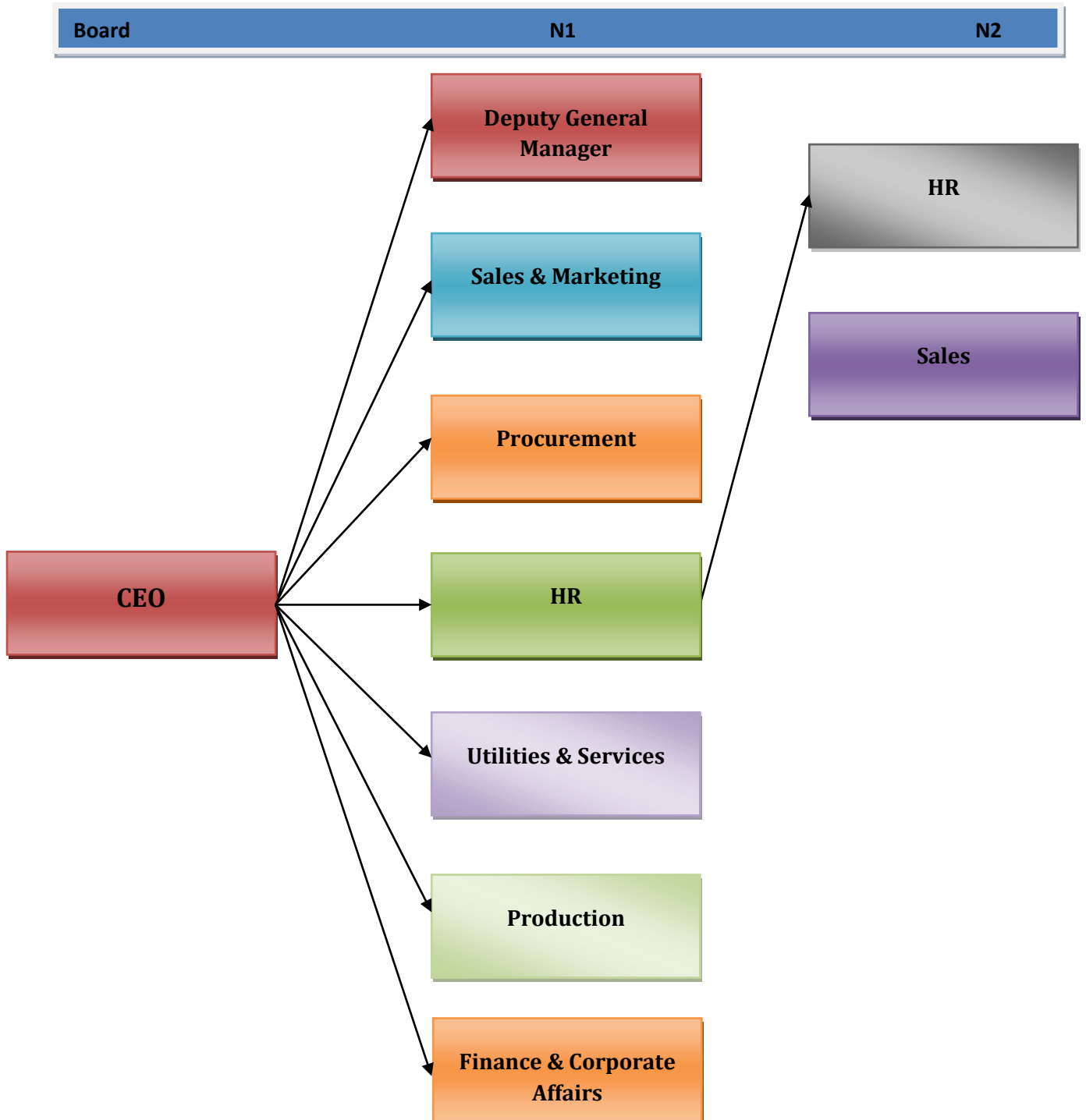
▪ Fixed assets added	-79071
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▪ Working capital	28738709
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▪ Debt equity ratio	0.62
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E. HUMAN RESOURCE MANAGEMENT

1. ORGANIZATION STRUCTURE



2. Skills sets require in company

General skills

- Communication (listening, verbal, written)
- Technical Skills
- Analytical Skill
- Interpersonal Skill
- Problem solving skill
- Multi Tasking

On the floor quality and skills that impresses the management

- Manpower Management
- Interpersonal Skill
- Technical Expertise
- Quality consciousness
- Innovation

3. JDs and Job specifications of Hyundai

MARKETING

Job Description:

- Position: Manager - Manager /Executive Sales for Hyundai brand vehicle
- Designation / Title: Sales
- Division / Business Unit: Sales/ Marketing

Key Responsibilities:

- Sales, after market for vehicle
- Promote expand & monitor territory sales through Dealer/Distributors Network
- Responsible for sales. Follow up payments and other commercial activities
- Planning & implementing sales strategies for Sales promotion
- Costing
- Indent meeting with PPC Dept.
- Monthly MIS preparation
- Schedule/Dispatch Plan to Logistics

Desire Profile:

- Experience: minimum 2-8 yrs experience in sales & service of vehicles
- Education: Candidate must be, MBA/PGDM

Competency Skills:

- He should be a self motivated individual having excellent communication skills and good interpersonal skills
- Self Initiator

- Positive attitude and Team work
- Good communication skills

Job Description:

- Sales Consultant for Hyundai Car Showroom

Key responsibilities:

- Handle Customers & Give Them Brief Description Regarding Hyundai Car
- Do Promotional Events
- Sales The Vehicles
- Support Customers From Vehicle Inquiry to Vehicle Purchase from our showroom

FINANCE

Job Description:

- ❖ Accounts officer

Key Responsibilities:

- Cash Flow Projection
- MIS Reporting
- Working Capital Management
- Accounts Payable
- Import & Export
- Compliance with RBI

- Finance Manager, Finance Operations FP&A

Job ID: 440445 | Hyundai motor Ltd

JOB DESCRIPTION:

Hyundai motor seeks a Finance Manager to support Financial Planning & Analysis (FP&A) for our rapidly growing Global Finance Operations (PO) Services team. This position will be located in South East High Wycombe and will partner with the Director of Finance Operations Services, Global Accounts Receivable, and his leadership team to develop and maintain a strategic multi-year plan, translate rapid business growth to operational support needs and financial implication and provide decision support for initiatives focused on supporting rapid growth across multiple businesses and geographies while delivering best in class customer experience.

Responsibilities include:

Driving annual and multi-year budgeting and variable cost productivity plans

Partnering with the global leadership team to develop strategic multi-year plans and implementing processes to prioritize resource decisions and track the top investments and initiatives necessary to exceed future state targets

Leading monthly analysis of operating plan budget to actual results at the Director level

Translating multi-year goal statements into fundamental key performance indicators which can be used to effectively diagnose positive or negative trends and support business decisions

Performing deep dive analysis requiring financial modeling to develop recommendations and impact the decision making of senior leadership

JOB SPECIFICATION

QUALIFICATION:

- MBA/PGDM /BA/BS degree in Finance, Accounting or related field.
- Minimum 60% above in X,XII and graduation.

EXPERIENCE

- Experience supervising and managing a professional staff.
- Experience as a trusted resource as a member of a senior level executive team.
- Experience in multiple locations and globally is a plus for the HR director job candidates.
- Highly analytical, detail oriented with advanced financial modelling and reporting skills.
- Complex problem solving using / Six Sigma techniques.

HUMAN RESOURCE

- Recruitment Coordinator, Hyundai motor

Job ID: 461151 | Hyundai motor Ltd.

Job description:

The Hyundai motor Recruiting team is looking for an innovative, hands-on, and customer-obsessed recruitment coordinator. The Recruiting Coordinator will interface regularly with Hyundai's businesses, ensuring the candidate's Hyundai interview experience is positive from beginning to end. Hyundai highly values the candidate experience and the Recruiting Coordinator will have an immediate impact on the experience of every candidate. This person will be the candidate's primary point of contact for information and assistance throughout the interviewing process.

Primary Responsibilities:

Schedule on-and off-site interviews including coordinating with the Hiring Managers

Take ownership of and drive all aspects of recruitment process administration through pro-active communication, diligence and anticipation of candidate, interview and recruiter requirements

Ensure an excellent follow up and communication with candidates throughout the candidate's life cycle from initial contact to start date

Enter and track candidate information in Amazon database and ensure appropriate parties have access to necessary information

Complex calendar management and scheduling of internal and external meetings

Manage candidate travel and expenses and all administrative support functions for the team, such as database maintenance

Manage multiple tasks and action items (documentation, follow up and preparation) ensuring appropriate and timely action on deliverables

Manage vendor contracts and track invoices to contract terms

You will also be responsible for recruiting and on boarding interns for the digital EU team

Job specifications:

Qualifications

PGDM/MBA

60% above X, XII and graduation

Experience

Highly conversant with Excel, Outlook, Word; exposure to database management is preferred

Experience supervising and managing a professional staff.

Experience as a trusted resource as a member of a senior level executive team.

Highly analytical, detail oriented with advanced financial modeling and reporting skills.

Complex problem solving using / Six Sigma techniques.

4. SELECTION PROCESS

-Hyundai proudly says that their recruitment process is built on a strong foundation to be transparent, objective and to hunt for the right fit.

Application/Submission of profile	✚ If you find your candidature perfectly fitting our requirement, apply it with job codes given. If you have not found the right job, you can mail in your resume to hiring@hml.net . We will keep your resume in our database and we will contact you if there is a fit with one of the opportunities.
REVIEW	✚ Your application will be carefully reviewed by our Recruitment Professionals and you will receive a personalized reply regarding your suitability of your profile.
INTERVIEW	✚ Your application will be carefully reviewed by our Recruitment Professionals and you will receive a personalized reply regarding your suitability of your profile.
POST INTERVIEW	✚ Following your interviews, we will decide if you are suitable for the job opening. Please be patient with us – your recruiter will keep in touch with you when feedback has been received and decisions made. Also feel free to get in touch with your recruiter at any time.

5. INDUCTION PROGRAM

✚ Orientation Program



- Good performers also get an opportunity to visit R & D center in Korea and get a first hand understanding of our vision, mission and future plans.

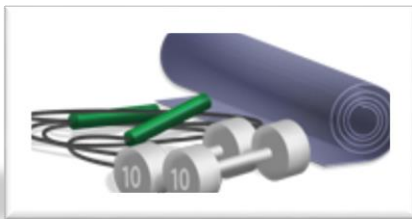


Vacation Leave

- To facilitate employees to rejuvenate themselves and spend time with their family, an employee is allowed to take vacation for up to 5 days in a year which is compulsory.

Recreation

- Hyundai co. believe that a healthy and creative mind can exist only in a healthy body. To improve the physical fitness of the employees a fully furnished and hi-tech hydraulic gym is provided by the company to the employees in the factory @ Sriperumbudur.



- The company also has constructed well laid playgrounds for the employees to play cricket, volleyball football and basket ball. Inter-department competitions like cricket, football, volleyball, basket ball, etc are organized every year. There is also a very good in-door games facility.



- Snooker, chess boards and table tennis are available for the use of the employees. The company uses these recreational activities as a way to develop in the employees the spirit of sportsmanship and desire to take up challenges.

Reward and Recognition

- Reward and recognizing employees for their contribution is done regularly by way of awards appreciating their performance, excellence, innovation, safety, quality, etc.,

6. TYPES OF TRAINING PROVIDED IN HYUNDAI

1. Ignite managers' passion to coach their employees: Managers passed on knowledge, skills, and insights through coaching and mentoring. Organizations support and incentivize managers to perform this work.
2. Deal with the short-shelf life of learning and development needs: It used to be that what you learned was valuable for years, but now, knowledge and skills become obsolete within months. This makes the need to learn rapidly and regularly more important than ever. Organizations to rethink how learning and development happens from a once-in-a-while activity, to a more continuous, ongoing campaign.
3. Teach employees to own their career development: Highly-structured, one-size-fits-all learning programs don't work anymore. Individuals must own, self-direct, and control their learning futures. Yet they can't do it alone, nor do you want them to. The development and growth of your talent is vital to your ongoing success, ability to innovate, and overall productivity: We need 'customized' solutions for individuals, while simultaneously providing scale and cost efficiencies across the organization".
4. Provide flexible learning options: Telling employees they need to engage in more learning and development activities with their already heavy workload often leaves them feeling overwhelmed and consumed by the question, "When and how will I find the time?" Companies respond by adopting on-demand and mobile solutions that make learning opportunities more readily accessible for their people.
5. Serve the learning needs of more virtual teams: Formal types of learning through courses and also the informal mentoring and coaching channels.
6. Build trust in organizational leadership: Transparency, openness, and honesty from their leaders. Business leaders continue to face issues of trust. Leaders engage to share their own ongoing learning journeys, how can they expect their people to enthusiastically pursue theirs. It's the old adage of "lead by example." managers want employees to engage in learning and development, they show that they are actively pursuing their own personal learning journeys as well.
7. Match different learning options to different learning styles: With five generations actively in the workforce, organizations restructure the way employees learn and the tools and activities they use to correctly match the different styles, preferences, and expectations of employees.

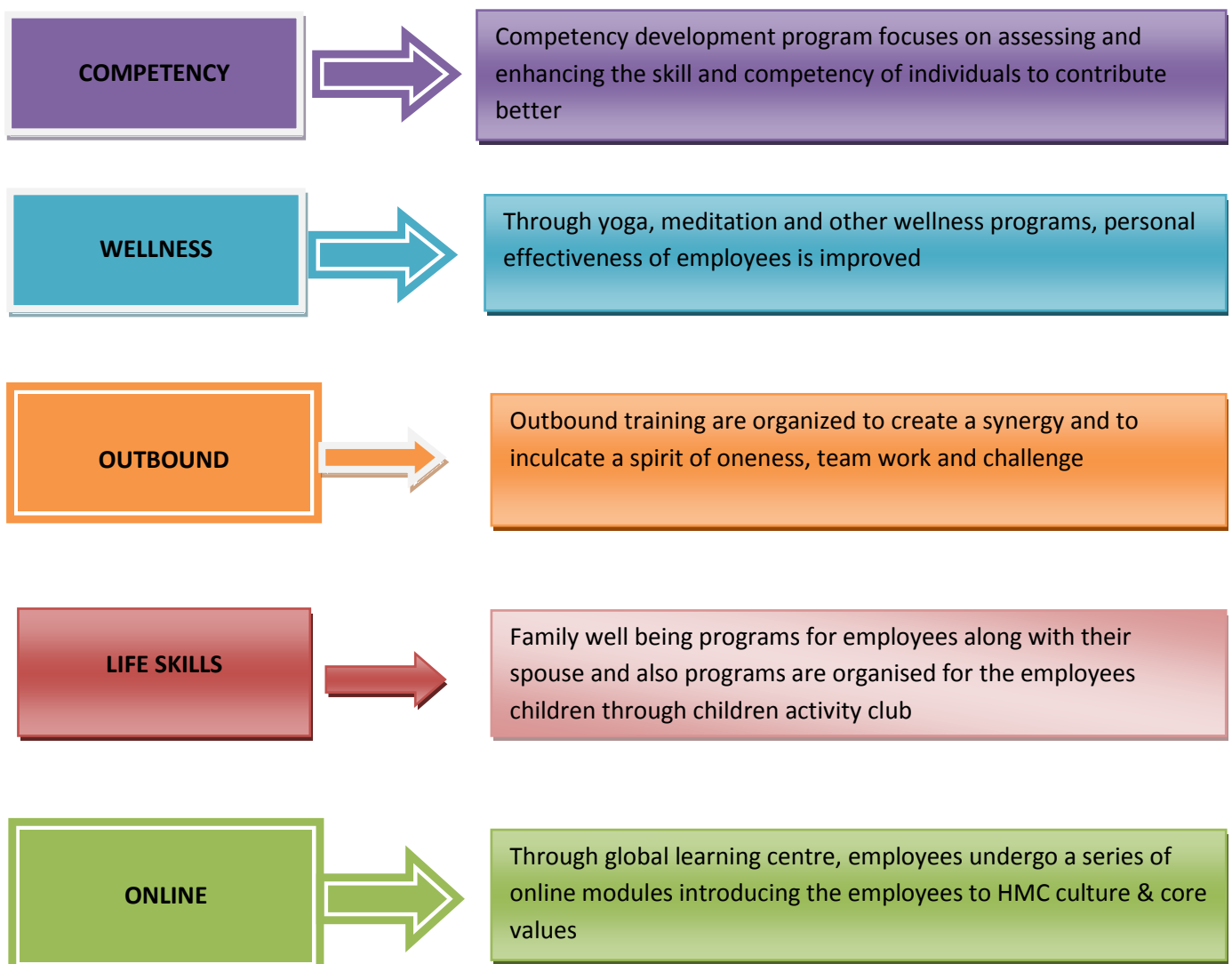
As leaders, we know the value our learning and development programs bring to our organizations by clearly understanding the trends emerging in our learning and development programs, we'll better position our companies to select the right targeted solutions to drive results, increase employee engagement, and increase innovation and productivity.

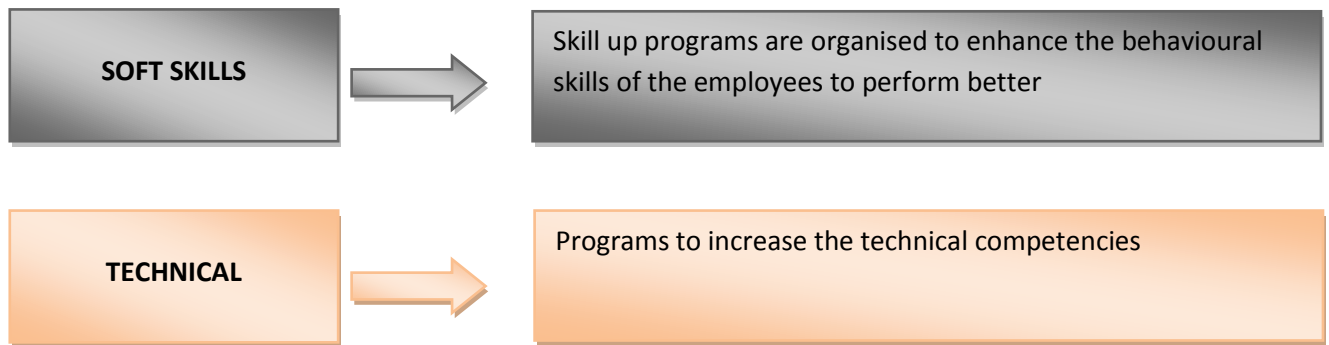
7. PERFORMANCE APPRAISAL MODEL OF HYUNDAI

Learning & Development

Hyundai believe there key resources are there employees. So they identify, appreciate and develop the best potential and creates an atmosphere for continuous growth and development of our employees.

Hyundai,s founder Mr. Chung Ju Yung, who said: "The secret behind my success is that I have the best employees of the world." Hyundai Motor India places lot of importance in developing its people to meet the new challenges and changes.





Global Learning

Employees get opportunities to study in Korea or to get trained at our Global training facility in Korea.



Global Technical Training

New technology and new model training at our world class R&D Center @ Namyang, Korea



Corporate Citizenship Program

Summer training camp for select employees from all overseas corporations to understand corporate culture through field trips, Cultural Activities, Beach Olympic, Vision Performance and music festival



Exchange Program

Exposure to Global business operations through work assignments and projects

8. HYUNDAI EMPLOYEES BENEFITS

Health

- A choice of four medical plans, including prescription drug benefits, designed to meet your individual coverage needs
- Dental plan
- Vision plan

Finance

- 401(k) savings plan with a company match
- Company-paid basic life and accident coverage as well as optional additional (and dependent) coverage at a low cost
- Company-paid short- and long-term disability plan
- Health-care and dependent-care flexible spending account

Employee Assistance

- Employee assistance program including dependent-care referral services and financial/legal services
- Child and Elder care assistance

Time off

- Employees earn vacation time, and up to six paid personal days per year.
- Six company holidays.

Service Awards

- Employee's dedication is recognized with an award for each five years of service.

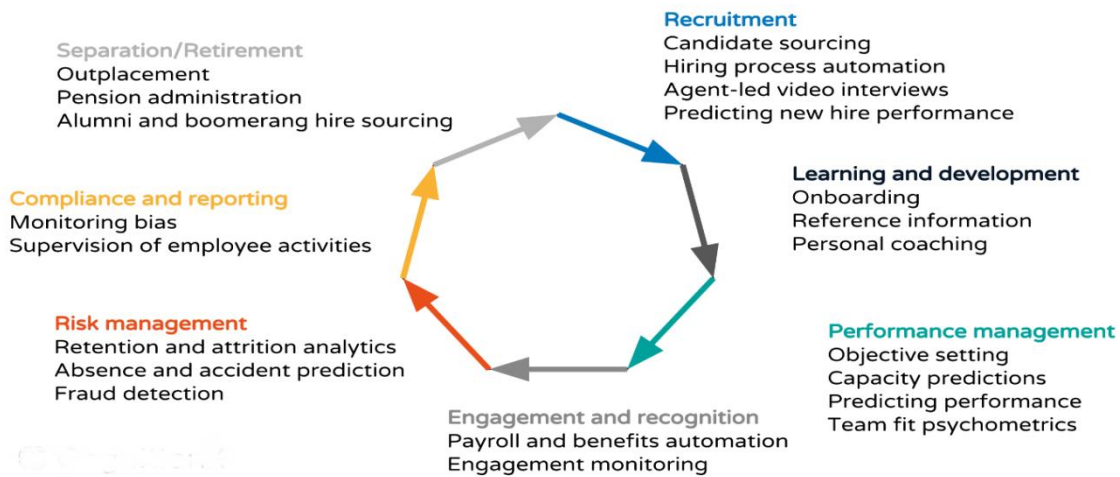
Employee assistance program (EAP)

- Employee Assistance Program (EAP) offers confidential support and assistance with legal and financial issues, emotional problems, parenting or eldercare concerns. The program also offers identity theft recovery services and online estate planning services.

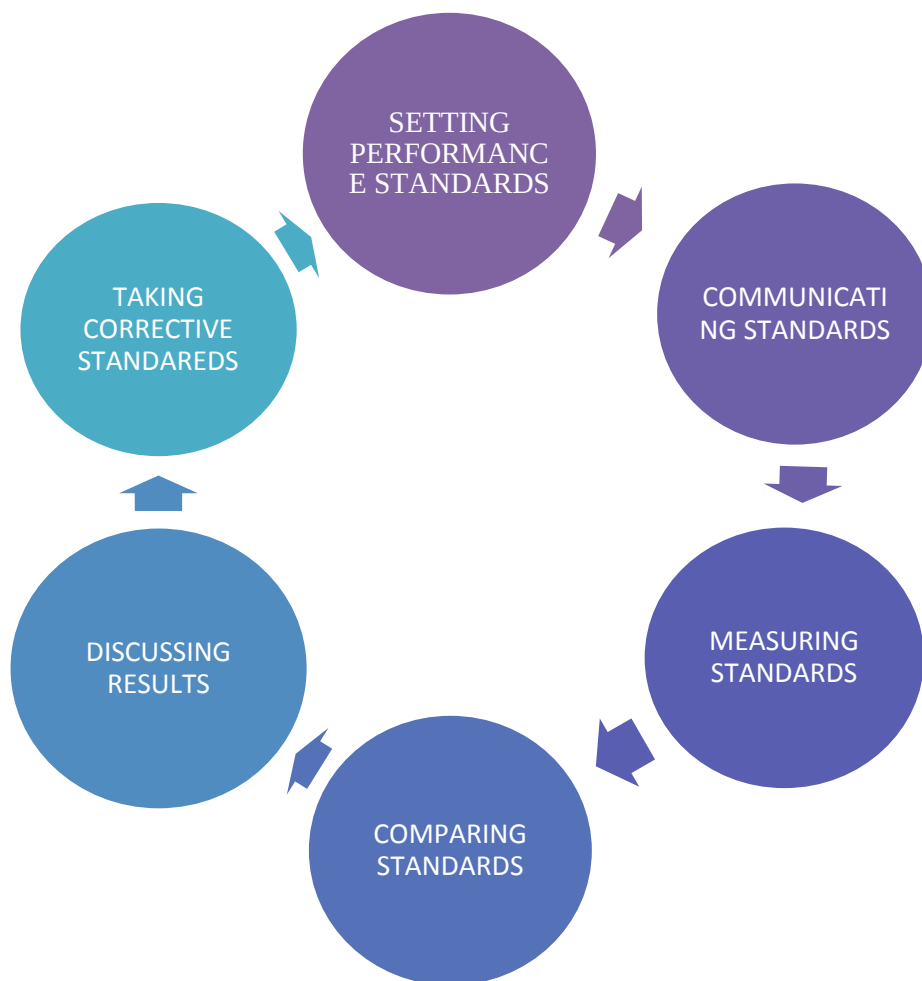
Banking services

- All Hyundai employees are eligible to participate with our banking partners; Bank of America, Citibank and the Orange County Federal Credit Union. Our banking partners offer our members discounts on a variety of goods, services, shopping clubs, etc.

9. CAREER PLANNING AT HYUNDAI



10. PERFORMANCE APPRAISAL MODEL OF HYUNDAI



11. ORGANIZATION CULTURE

"Nice company"

- Current Employee - Anonymous Employee in New Delhi

I have been working at Hyundai Motor India full-time

Pros

Hyundai Motor India launches optimum level products.

Cons

It offers best but takes most

"Good place to learn not that good to earn"

- Former Employee - Anonymous Employee

Recommends

Neutral Outlook

I worked at Hyundai Motor India full-time

Pros

Extremely fast paced company.

Sets benchmarks in the Indian automobile industry, hence, you are always ahead of the curve.

Loads of focus on employee training.

Cons

Not a very good pay-master.

Long working hours.

poor work-life balance

Advice to Management

Introduce flexi-timings

"Production manager"

- Former Employee - Anonymous Employee

Recommends

Positive Outlook

Disapproves of CEO

Pros

Good environment

Good pay scale

Good canteen

Good learning

Good society

Cons

More work

Work life balance difficult. You have to work more time. Over time is essential there



THANK YOU!

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