

PROJECT REPORT ON
A BRIEF STUDY ON THE SALES PERFORMANCE OF HYUNDAI MOTOR
COMPANY INDIA IN 2019

Project report submitted to Nagaland University in partial fulfilment for the award of the degree of bachelor of commerce.

VEFUZO CHUZH0



Department of Commerce

KOHIMA COLLEGE

Kohima, 797001

2021

DEPARTMENT OF COMMERCE

KOHIMA COLLEGE

KOHIMA-797001

NAGALAND

Date:

DECLARATION

I declare that the project report entitled “A BRIEF STUDY ON THE SALES PERFORMANCE OF HYUNDAI MOTTOR COMPANY INDIA IN 2019” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project has not been submitted for any other degree of this university or any other university.

VEFUZO CHUZHO

CERTIFICATE

We recommend that this thesis be placed before the examiners for evaluation.

AKONO PHIRA
H.O.D Department of Commerce

NGIPLON RACHEL CHOHWANGLIM
Supervisor

ACKNOWLEDGEMENT

I would like to express my special thanks and gratitude to Ma'am NGIPLON RACHEL, Asst. Professor Dept. of commerce, who gave me the golden opportunity to do this wonderful project on "A BRIEF STUDY ON THE SALES PERFORMANCE OF HYUNDAI MOTOR COMPANY INDIA IN 2019". Her valuable guidance has been the one that helped me patch this project and make it full proof success, her suggestion and instructions has served as the major contribution towards the completion of the project.

I would also like to express, my gratitude to Dr. RALIMONGLA Principal of Kohima College, Kohima for giving an opportunity for this project.

I also like to thank my parents and friends who have helped me with their valuable suggestions and guidance, it has been helpful in various phase of completion of the project.

With due regard, I express my heartfelt gratitude to all of them.

PREFACE

As a part of the B. Com 6th semester, this project is on “A BRIEF STUDY ON THE SALES PERFORMANCE OF HYUNDAI MOTOR COMPANY INDIA IN 2019”. The project mainly focusses on the sales volume of the company and the position of the company. A part from that a brief study on other aspect of Hyundai motor is done. Hyundai motors is a south Korean company based.

Automobile industry plays a vital role in our economy and the progress of the economy. It contributes a large sum of income to the nation. Different company have different objective and goals to be accomplished. Hyundai motors does a lot of corporate social responsibility by doing various social activities and is also one of the brand company. We have use analysis of sales volume. A brief overall company study is done.

CONTENTS

CHAPTER 1: INTRODUCTION

- 1.1 Introduction of Hyundai Motor Company
- 1.1 History of Background
- 1.2 Scope of Study
- 1.3 Review of Literature
- 1.4 Objective
- 1.5 Research Methods
- 1.6 Limitation of the study

CHAPTER 2: SALES PROFILE & DETAIL ANALYSIS

- 2.1 Brief Company Profile
- 2.2 Types of Car
- 2.3 Analysis of Income and sales volume
- 2.4 Total Sales of Domestic & Export market
- 2.5 Graph Presentation

CHAPTER 3: SUGGESTION AND CONCLUSION

- 3.1 Suggestion
- 3.2 Conclusion

CHAPTER 1: INTRODUCTION



1.1 INTRODUCTION OF HYUNDAI MOTORS COMPANY IN INDIA

In India Hyundai is fully owned subsidiary of South Korean automobile manufacture Hyundai. Hyundai Motor India Ltd. (HMIL) is wholly owned subsidiary of Hyundai Motor Company (HMC). The India brand was founded in 6th may 1996 which took the Indian automobile industry by storm. Hyundai India has two production facilities located in Irangattukotai and Srirerumpudur in Tamil Nadu. Both the aforementioned plants have a combined production capacity of 7 lakhs units per years. The company also uses these plants to export models across the world. HMIL is India first smart mobility solution provider and the number one car exporter since inception in India. It currently has 10 car models across segments SANTRO, GRAND i10 N10s, all new i20, AURA, VENUE, SPIRITED, new VERNA, all new CRETA, ELANTRA, NEW 2020 TUISON & KONA ELECTRIC. HMIL's fully integrated state-of-the art. Manufacturing plant near Chennai boasts of advanced production, quality and testing capability. The Company also launch its first fully electric vehicle in India, the Kona Electric.

Hyundai is the second selling carmaker in India with a wide range of products in various segments. The Korean manufacture entered the Indian automotive market in 1998 with the launch of the SANTRO hatchback, which was also re-introduced in October 2018.

Hyundai has invested in creating a vast network of dealership and service centers, the second largest in India for the convenience of both new and existing customers.

HMC has set up a research and development facility (Hyundai Motor India Engineering-HMIE) in the cyber city of Hyderabad.

To support HMIL's growth and expansion plans, HMIL, currently having 388 strong dealer network and more than 1000 strong service points throughout India.

1.1 HISTORY BACKGROUND IN INDIA

After 1980, the Indian automobile sector saw radical but historical change. With an intention to modernize the Indian automobile industry Hyundai Motor India Limited was incorporated on 6 may 1996. During the entry of Hyundai, there were few Automobile manufactures in India like Maruti Udyog Limited, Daewoo Motor, Hindustan motors, Mahindra & Mahindra & Tata Motors. Hyundai Motor's first car Santro was launched in 23 September 1998 which hit the Indian automobile market. Within a few months of inception, Hyundai Motor India limited became the second largest automobile manufacturer and the largest automobile exporter in India.

In year 1999, Hyundai launched its Accent & in the year 2000, the company launched Santro zip drive. Considering the demand of Indian customers, the company launched upgraded version of Accent i.e. Accent CRDi. in 2002. In the year 2003, Santro Xing & in 2004, the company introduced Accent viva CRDi. in year 2005, Hyundai's A5 segment Sonata Embera touched the Indian roads whereas in year 2007, the company introduced Sonata CRDi.

In year 2009, the company launched first diesel automatic new Verna & on 13 October 2010, the company launched its sports utility vehicle Santa Fe. In the same year the company exported 247,102 cars to 110 countries which included Santro, i10, i20, & Accent. On 11 may 2011, Hyundai Motor launched its fluidic Verna & Eon on 13 October 2011 & on 28 march 2012, the company launched i-Gen i20.

1.2 SCOPE OF STUDY

The scope study is to learn about the Hyundai Motors company and their activities. To learn the sales volume of the company and the performance of the company. The project mainly focuses on the sales performance of HYUNDAI motors. The sales volume of the Hyundai company for the year 2019 studied in this project. The study also attempts to determine the use of Hyundai company cars by the people in India.

1.3 REVIEW OF LITERATURE

- A.V. Vedpuriswar wrote in his article “Hyundai in India” How Hyundai has grown to first but second largest automobile players because of Maruti Suzuki India limited in India. Suzuki India limited mention in sustainability report 2009-10 focuses on its. Hyundai motors owned its distinct identity in India automobile market by offering various vehicles for fulfil the demand of customer from different segment.
- Arvind Saxena in his interview told that Hyundai motor India limited is defending their brand by introducing new technology and style to their vehicle. Hyundai offering the same product across the world i.e. a new model launches around the same time all over the world. He also said that with the changing needs & wants customers, Hyundai motor is trying to fulfil the consumer’s expectation by giving them technologically advanced car with more features and more value for money than.
- Raja Mani in his article discussed the topic development & growth of the Indian automobile sector. His article speaks about various issues like removal of licensing, rationalizing taxes and duties, acquisition of foreign technology etc. It also explains the revolution which overtook the Indian automobile industry and the future of the industry.

1.4 OBJECTIVE OF STUDY

Based on the problem the objective of the research is divided into two which are as follows:

Primary Objective:

- To analyze brand loyalty of customers towards the company's products range.

Secondary Objective:

- Analyze consumer satisfaction and sales performance of Hyundai for different cars.
- Analyses the after sales service provided by company.
- To know the Hyundai corporate social responsibilities.
- To find the area of improvement required.
- To focus on historical growth of Hyundai motor India limited.
- To evaluate the performance of Hyundai motor India limited with respect to Export, Sales, Production after tax.

The topic has been already given to collect information about Current happening in the market. It helps to make improvements in service and quality of the product, for their long time existence in the market and getting profit. Simultaneously, it was also helpful for me to learn the channel of Distribution and observe the demand of particular products.

1.5 RESEARCH METHODS

The nature of the project work has been descriptive as no hypothesis, is taken to be tested. Though the conclusions drawn could be taken as the hypothesis and further tested by the research work undertaken in the relevant field. The nature of the project work has been descriptive as no hypothesis and further tested by the research work undertaken in the relevant field. The reason for choosing the descriptive research designed is the fact the project report has been primarily based upon the secondary sources of data and whose authenticity could be assured of the reluctance of the company personnel in parting with all of the information procured from the secondary sources of data.

Information was collected from secondary sources such as internet website annual reports, etc.

TECHNIQUES OF DATA COLLECTION

This I done directly from the website. It is a method of obtaining information from secondary source.

AREA OF STUDY

A brief study on Hyundai company focusing mainly on the sales performance India in 2019

TIME ALLOCATION

The time allocation for the project is 2 months.

1.6 LIMITATIONS OF STUDY

The study was a good learning process and was a very satisfying experience. Yet there were several factors that problem this plan to study as a desired. The company belong in Tamil Nadu and thus the lack of proper information from the website and not able to access any primary data. These can be summarized as follows;

- The relevant data required for this study was not readily available unlike most of the companies.
- It is possible that the information supplied by the informants may be incorrect. So, the study may lack accuracy.

CHAPTER -2 SALES VOLUME & DETIAL ANALYSIS

2.1 Brief Company Profile

2.2 Types of Car

2.3 Analysis of Income and Sales Volume Position Of Data

2.4 Total Sales of Domestic & Export Market

2.5 Graph Presentation

2.1 Brief Profile in India

HYUNDAI MOTORS COMPANY

PROFILE

Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (HMC). HMIL is India's first smart mobility solutions provider and the number one car exporter since inception in India. It currently has 10 car models across segments SANTRO, GRAND i10 NIOS, all-new i20, AURA, VENUE, Spirited New VERNA, All New CRETA, ELANTRA, New 2020 TUCSON & KONA Electric. HMIL's fully integrated state-of-the-art manufacturing plant near Chennai boasts of advanced production, quality and testing capabilities.

HMIL forms a critical part of HMC's global export hub. It currently exports to around 88 countries across Africa, Middle East, Latin America, Australia, and Asia Pacific. To support its growth and expansion plans, HMIL currently has 522 dealers and more than 1,298 service points across India.

Company Profile in tabular form.

| Sl.No | Details and address of Hyundai Motor India Limited | |
|-------|--|--|
| 1 | Type | Subsidiary |
| 2 | Industry | Automotive |
| 3 | Founded | 06 May 1996 |
| 4 | Headquarters | Kanchipuram, Tamil Nadu, India |
| 5 | Key people | Seon Seob Kim (CEO) |
| 6 | Products | Automobiles |
| 7 | Production output | 7,10,012 units |
| 8 | Parent | Hyundai |
| 9 | Website | www.hyundai.co.in |

Brief Profile of CEO of Hyundai Motor India Limited (HMIL)

Mr. Seon Seob Kim is the MD & CEO of Hyundai Motor India Ltd since Dec 1, 2018. He joined Hyundai Motor Company in January 1992. A keen strategist with 27 years of diversified Global experience Mr S S Kim has worked in different markets of Hyundai Motor Company. Prior to Hyundai Motor India, he was Head of Business Operations Strategy Division of Hyundai Motor Company headquarters in Seoul.

2.2 TYPES / CLASSIFICATION OF HYUNDAI CARS IN INDIA

HATCHBACK

- SANTRO
- GRAND I10 N10S
- ELITE I20

SEDEN

- AURA XCENT
- VERNA
- ELANTRA

SUV

- VENUE
- CRETA
- TUCSON
- KONA

TYPES OF HYUNDAI CARS AVAILABLE IN INDIA



SANTRO



VERNA



TUCSON



i20



AURA



GRAND IIO



ELANTRA



KONA Electric



VENUE



CRETA

ELECTRIC CAR OF HYUNDAI MOTORS COMPANY IN INDIA

(HYUNDAI KONA ELECTRIC)

Hyundai Motors Company launched an Electric Lite version as Kona Electric in India on 9 July 2019. In 2020, Hyundai started producing the Kona Electric in its European factory in the Czech Republic. Kona Electric reached 100,000 global sales milestone in June 2020.

The Hyundai Kona body is made from 51% advanced high strength steel with 'hot stamping' and adhesives for added rigidity. Standard safety equipment includes six airbags, lane keeping assist and a driver attention monitor. Other features include automatic emergency braking with pedestrian detection, blind spot detection and a rear cross traffic alert.



Special Specifications of Hyundai Kona Electric:

1. Fuel Type : Electric
2. Charging time : 6 Hours 10 Minutes
3. Transmission Type : Automatic
4. Mileage : 452km per full charge

AVAILABLE MILEAGE OF HYUNDAI CARS IN INDIA

| Sl.No | Name of Cars | Mileage (in kmpl), Manual Transmission | | Electric (fuel type) Km/Full Charge |
|-------|------------------------|--|-------------|-------------------------------------|
| | | Petrol Fuel | Diesel Fuel | |
| 1 | HYUNDAI GRAND I10 NIOS | 20 | 25 | NA |
| 2 | HYUNDAI AURA | 21 | 25 | NA |
| 3 | HYUNDAI I20 | 20.25 | 25.2 | NA |
| 4 | HYUNDAI VERNA | 19.2 | 21.3 | NA |
| 5 | HYUNDAI VENUE | 18.27 | 23.7 | NA |
| 6 | HYUNDAI CRETA | 17 | 21 | NA |
| 7 | HYUNDAI SANTRO | 20.3 | NA | NA |
| 8 | HYUNDAI ELANTRA | 14.59 | 14.59 | NA |
| 9 | HYUNDAI KONA ELECTRIC | NA | NA | 452 |
| 10 | HYUNDAI TUCSON | 13.03 | 18.42 | NA |

2.3 ANALYSIS DATA IN 2019

In 2019, around 682 thousand vehicles were produced in Hyundai Motor Company's factory based in India. Production volume had increased in recent years compared to 2015. According to the source, the India plant recorded the second highest production volume in 2019, being topped only by the Ulsan plant in South Korea.

Hyundai motor India has announced its sales numbers for the month of December 2019. Apart from this, the company also revealed its sales performance for the calendar year 2019. In order to precise, Hyundai motor registered a cumulative sale of 6,91,460 units in 2019. Going to monthly sales, Hyundai motor India sold a total of **510,260** units in domestic market. And **181,200** units in export market.

Tarun Garg, director – sales, marketing & service, Hyundai Motor India Limited said “the year 2019 has been a challenging year for Indian automotive industry. Even in such adverse conditions, Hyundai motor company as committed has launched 4 new benchmark products in different segment. As a smart mobility leader, Hyundai became the first company to bring the first connected SUV-VENUE and first long Range fully electric SUV- KONA in the Indian market”.

Hyundai Motor India had registered 3.2 percent fall in cumulative sales to 58,807 units in June 2019. The carmaker had launched VENUE compact SUV in India in may 2019 for an introductory price of 6.50 lakhs. The compact SUV has received more than 50,000 booking. In July 2019, Hyundai also introduced KONA electric SUV in the country for a starting price of Rs 25.30 lakhs.

PRICE OF HYUNDAI CARS IN INDIA

| Sl.No | Name of Cars | Ex-Showroom Price |
|-------|------------------------|---------------------|
| 1 | HYUNDAI GRAND I10 NIOS | ₹5.19 - 8.41 Lakh |
| 2 | HYUNDAI AURA | ₹5.92 - 9.35 Lakh |
| 3 | HYUNDAI I20 | ₹6.80 - 11.33 Lakh |
| 4 | HYUNDAI VERNA | ₹9.11 - 15.20 Lakh |
| 5 | HYUNDAI VENUE | ₹6.87 - 11.67 Lakh |
| 6 | HYUNDAI CRETA | ₹10.00 - 17.54 Lakh |
| 7 | HYUNDAI SANTRO | ₹4.68 - 6.36 Lakh |
| 8 | HYUNDAI ELANTRA | ₹17.84 - 21.11 Lakh |
| 9 | HYUNDAI KONA ELECTRIC | ₹23.78 - 24.02 Lakh |
| 10 | HYUNDAI TUCSON | ₹22.56 - 27.34 Lakh |

2.3 SALES VOLUME OF HYUNDAI CARS ACROSS INDIA IN 2019
BY MODEL (IN 1,000s)

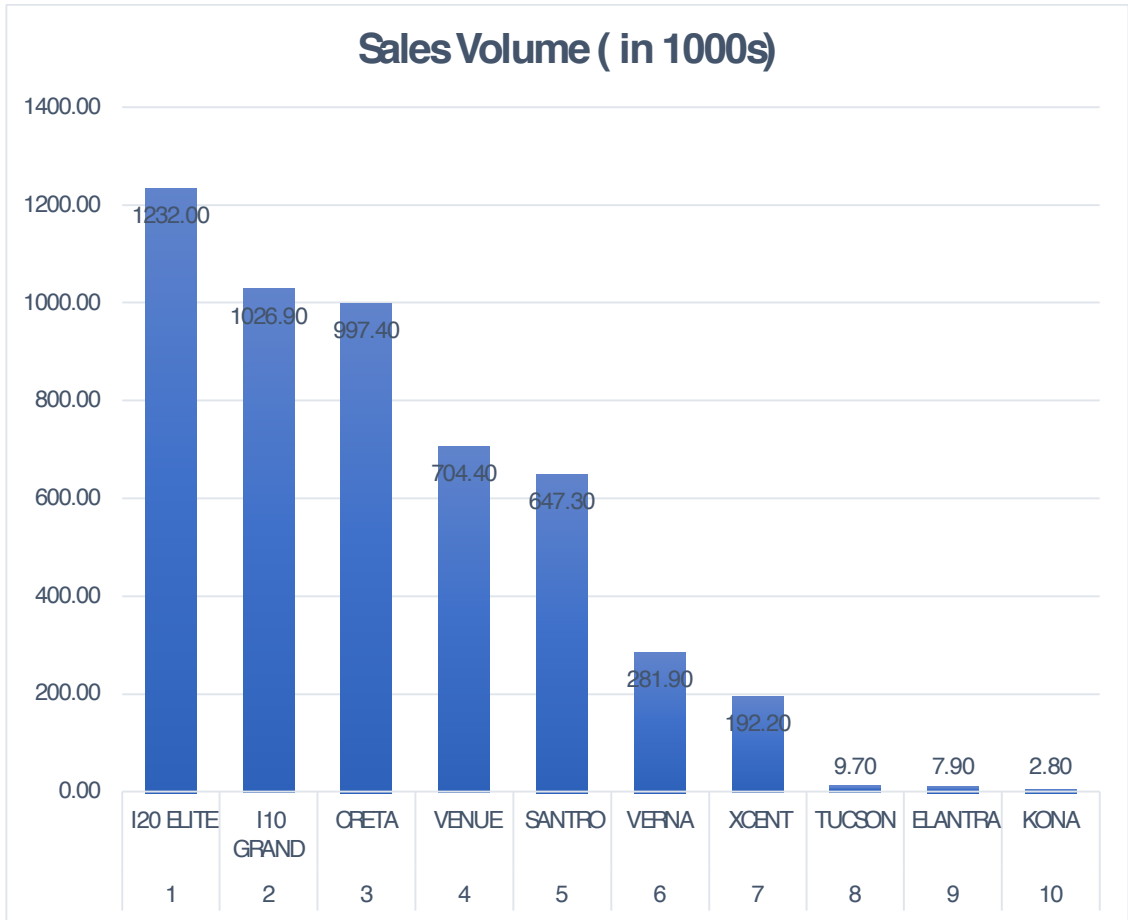
| Sl.no | Name of Car | Sales Volume (in 1000s) |
|-------|-------------|--------------------------|
| 1 | I20 ELITE | 123.20 |
| 2 | I10 GRAND | 102.69 |
| 3 | CRETA | 99.74 |
| 4 | VENUE | 70.44 |
| 5 | SANTRO | 64.73 |
| 6 | VERNA | 28.19 |
| 7 | XCENT | 19.22 |
| 8 | TUCSON | 0.97 |
| 9 | ELANTRA | 0.79 |
| 10 | KONA | 0.28 |

2.4 TOTAL SALES OF HYUNDAI MOTOR COMPANY IN 2019

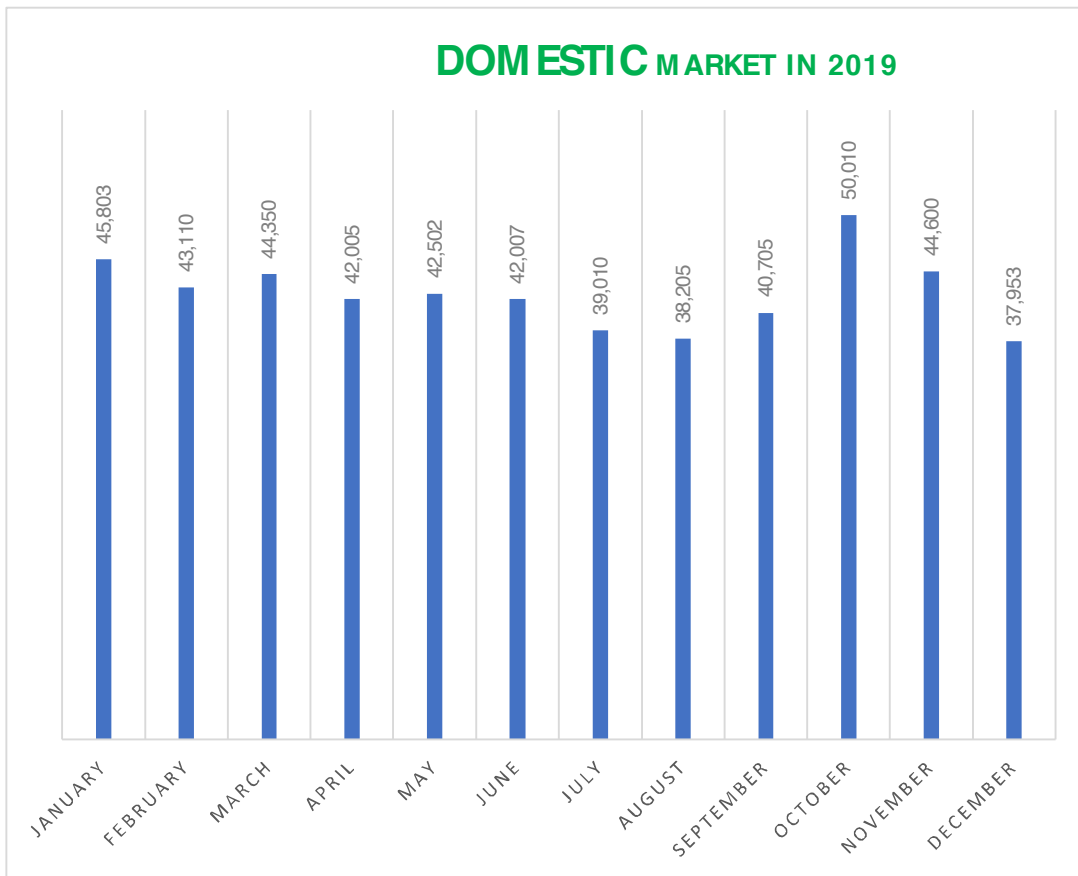
| MONTH | DOMESTIC MARKET IN 2019 | EXPORT MARKET IN 2019 | TOTAL SALES |
|------------------|------------------------------------|----------------------------------|--------------------|
| JANUARY | 45,803 | 8,010 | 53,813 |
| FEBRUARY | 43,110 | 11,408 | 54,518 |
| MARCH | 44,350 | 16,800 | 61,150 |
| APRIL | 42,005 | 16,800 | 58,805 |
| MAY | 42,502 | 16,600 | 59,102 |
| JUNE | 42,007 | 16,800 | 58,807 |
| JULY | 39,010 | 18300 | 57,310 |
| AUGUST | 38,205 | 17800 | 56,005 |
| SEPTEMBER | 40,705 | 17,000 | 57,705 |
| OCTOBER | 50,010 | 13,600 | 63,610 |
| NOVEMBER | 44,600 | 15,900 | 60,500 |
| DECEMBER | 37,953 | 12,182 | 50,135 |

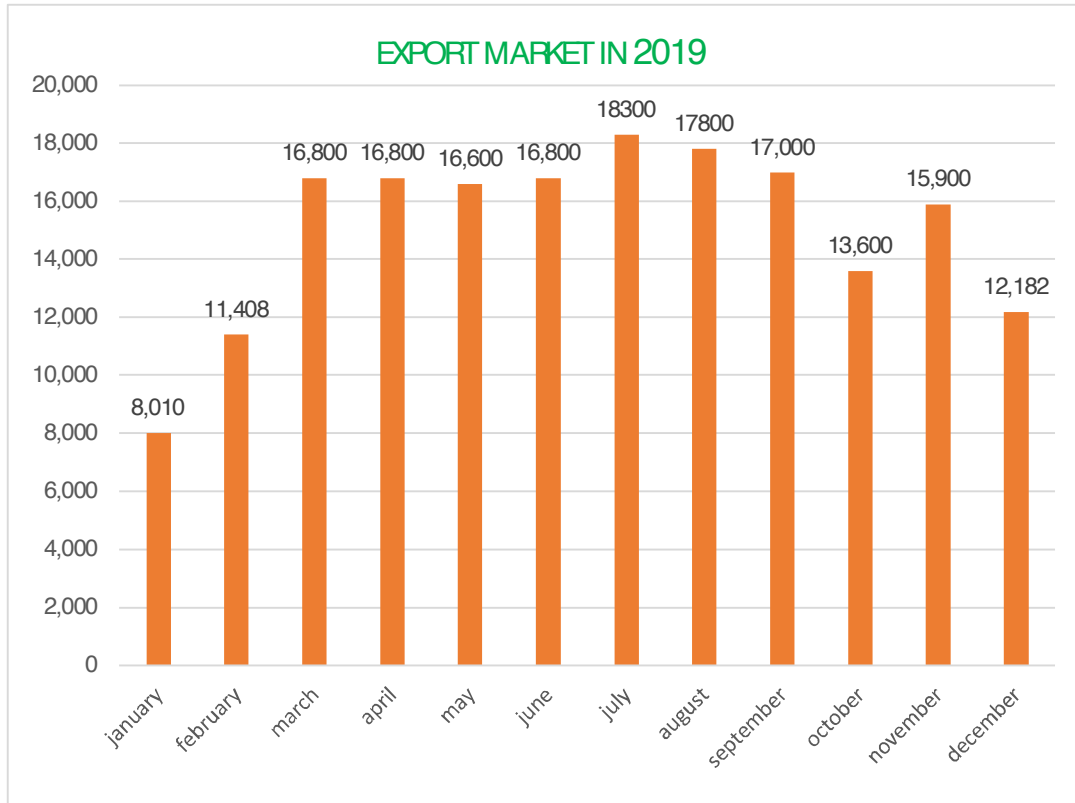
| | | | |
|--|-----------------|-----------------|-----------------|
| | 5,10,260 | 1,81,200 | 6,91,460 |
|--|-----------------|-----------------|-----------------|

2.5 Graph Presentation



DOMESTIC MARKET IN 2019





CHAPTER- 3 - CONCLUSION

3.1 SUGGESTION

1.MILEAGE: The company is not consistent as for the mileage is concerned. Some of the people are quite satisfied while some are not at all satisfied, extensive communication thus needed to overcome this problem.

2. PICK UP: Hyundai SANTRO engine are is very poor especially while the A/C is on. The improvement on the technical aspects should be performed.

3 COST OF SPARE PARTS: The spares parts of Hyundai are more expensive as compared to the competitors. people are not too much award of the outlets. And effective advertising in the respect is needed.

4. COMMUNICATION: Communication improves customers and dealer relation & interaction. Ineffective communication is creating a big too gap between the customers and the company. Thus, it must be improved.

5. ADVERTISING: The advertising policy of the company is not very good. So that improvement should be done to build image. These are the suggestion which throws light on the weaknesses of the company and where the company needs to give attention. The marketing department needs to give more attention and position the car again. So that the customer loyalty towards the company can be ascertained.

3.3 CONCLUSION

Today, despite tough competition, Hyundai Motor India Limited has created a different identity in Indian automobile market. Hyundai's growth has been driven by volume-oriented revenues coupled with technological soundness, constant innovations and superior designs. Currently, Hyundai have a complete line up of cars across all segments. Considering the changing needs of Indian customers, the company always fulfilled the expectations of customers by giving them technologically advanced cars with more features and more value for money.

Hyundai's blue drive program has developed more sustainable energy-saving solutions than ever before, including an eco-driving system that has been proven to lower fuel consumption. Hyundai blue link technology allows owners of Hyundai cars to do all sorts of cool things, including remotely turning on their car and heating it up. The Tucson Fuel cell is not only the first mass-produced fuel cell vehicle in India, but it's also the very first Cross-over Utility Vehicle to offer the fuel cell technology.

No doubt Hyundai company is filled with lots of awards in different field. Hyundai company has a promising scope. Its major role in corporate social responsibility has done a lot in the course of the business. Evaluating the past performance of Hyundai motor, no doubt that in coming future Hyundai Motor will be the leader in Indian automobile industry.

BIBLIOGRAPHY

Books & General

- Kothari, C. R. (2004), Research Methodology Methods and Techniques, Delhi, New Age International (I) Ltd. publishers Page 1 to 65.
- Ravindranath V Badi & Narayansa V Badi (2004), Mumbai, Himalaya Publishing house, Pp. 78-96.
- A.V. Vedpuriswar, Hyundai in Indian Automobile Industry, first edition,2017, ICFAI university press, PP 195-216.

Web sites

- www.hyundai.com
- www.altavista.com
- www.goglescholar.com
- www.businesstoday.in