

News Release

Hyundai Motor Group Expands Contribution to Society in India, Strengthening Korea-India Bridge

- Hyundai Motor Group and its affiliates expand a diverse range of community-centered social contribution projects across India
- The projects support local communities with new healthcare research facilities and improved educational infrastructure, strengthening Korea-India relations
- The year, the Group plans to substantially expand its activities across healthcare, education, culture, arts and environmental sectors
- Large-scale reforestation and local conservation initiatives to advance environmental sustainability

SEOUL, April 17, 2026 – Hyundai Motor Group (the Group), marking its **30th anniversary in the Indian market**, is **expanding its social contribution activities** and reinforcing its role as a bridge between South Korea and India.

Since its initial market entry in 1996, the Group has implemented community-centered social contribution initiatives through its seven affiliated companies¹ and the **Happy Move program**². These initiatives span the healthcare, education, culture, arts and environmental sectors, and are all underpinned by the philosophy of ‘Living Together in India.’

Leveraging the local networks cultivated over three decades, the Group is **broadening private-sector exchanges between the two nations**. This year, the Group plans to substantially expand its activities across various sectors, deepening its roots within Indian society.

¹ Hyundai Motor Company, Kia Corporation, Hyundai Mobis, Hyundai Steel, Hyundai Glovis, Hyundai Wia, and Hyundai Transys

² Launched in 2008, the Happy Move program cultivates future leaders through volunteering, global experience and sustainability-focused education. The program focuses on environmental leadership, combining local and international volunteer work with expert lectures and visits to eco-friendly sites.

How is the Group Enhancing Healthcare Access?

The Group is enhancing healthcare access and supporting medical research through several key initiatives:

- **Cancer Research Support:** Hyundai Motor Company is integrating its 'Hyundai Hope for Cancer' campaign with its global 'Hyundai Hope on Wheels' initiative to provide more systematic assistance to cancer patients. In addition, the 'Hyundai Centre for Cancer Genomics' has been established at the Indian Institute of Technology (IIT) Madras to study the causes of cancer.
- **Expanding Mobile Healthcare:** The 'Sparsh Sanjeevani' program is being expanded to deliver telemedicine and mobile medical services to more communities.
- **Improving Healthcare Access:** Hyundai Glovis is helping to improve healthcare access for local residents by donating essential medical equipment, such as pulse oximeters, thermal scanners and wheelchairs, to the government hospital in Sriperumbudur, near Chennai.
- **Subsidized Medical Treatment:** The Hyundai Motor Chung Mong-Koo Foundation's 'OnDream Chennai Hope Medical Service Program' provides subsidized treatment for vulnerable populations and workforce development for medical professionals.

What is Being Done to Support Education?

The Group is committing substantial resources to supporting educational activities in underserved areas of India.

Key programs include:

- **Technical Education:** Kia Corporation's 'Educational Lab and Scholarship Support' program is constructing design studios and educational facilities in technical schools and providing scholarships.
- **Road Safety:** Kia's 'Buckle-Up' program addresses India's high-traffic conditions through youth education and the installation of safety barriers.
- **STEM and Early Education:** Hyundai Mobis is establishing engineering labs for hands-on youth education and building kindergartens in rural areas.
- **Promoting Women's Health and Education:** To support disease prevention and enhance educational opportunities for female students, Hyundai Wia has installed women's restrooms in middle and high schools in the Sengadu region. The company also built and supplied public restrooms for the community and plans to expand these activities to further promote local women's health and education.
- **Infrastructure Improvement:** Hyundai Glovis, Hyundai Steel, Hyundai Wia and Hyundai Transys have improved local educational environments through school renovations, water supply installations, and new bathroom facilities in girls' schools.

How are Cultural Ties Being Strengthened?

The Group is strengthening the bond between Korea and India through a diverse range of cultural, artistic and sports-related exchanges.

- **Supporting Emerging Artists:** Hyundai Motor's 'Art for Hope' project provides creative grants and exhibition opportunities to emerging artists in India, expanding to 50 teams this year. The initiative has led to direct collaborations between Indian artists, like the Aravani Art Project, and their Korean counterparts.
- **Supporting Translocal Artistic Collaboration:** *Hyundai Translocal Series: Entangled and Woven* is the inaugural exhibition of the Hyundai Translocal Series, a new initiative by Hyundai Motor that supports cross-regional artistic collaborations, co-organized by the 2025 Cheongju Craft Biennale and the Whitworth, The University of Manchester, in collaboration with the National Crafts Museum & Hastkala Academy, New Delhi. Showcasing new works by artists from Korea and India, it opened in Cheongju in 2025 and toured to New Delhi in early 2026, attracting hundreds of thousands of visitors and expanding cultural dialogue between the two countries.
- **Fostering Youth Exchange:** Happy Move, the Group's flagship volunteer program, has deployed more than 4,200 university volunteers with 23 times to India. These volunteers introduce local communities to Korean language, Taekwondo and K-Wave culture while experiencing Indian culture firsthand, fostering greater bilateral exchange.
- **Raising Social Awareness:** The 'Samarth by Hyundai' campaign, in collaboration with actor Shah Rukh Khan, provides financial support and infrastructure for athletes with disabilities while producing video content to raise public awareness about disability issues.
- **Promoting Cultural Education:** Hyundai Mobis partners with local Korean cultural institutions to operate a variety of programs, including Korean language classes, club activities, and performance and video content experiences.

What Initiatives Protect the Local Environment?

The Group is actively engaged in environmental social contribution across India through several key initiatives:

- **Recycling and Waste-to-Energy:** Hyundai Motor's 'Ecogram' program has established local waste recycling facilities and converts food waste into biogas for power generation.
- **Forest and Park Creation:** Through its global 'IONIQ Forest' social contribution program, Hyundai Motor has planted 1.1 million trees and developed parks in regions including Pune, Sriperumbudur and Gurgaon since 2021.
- **Community Reforestation:** Kia's 'Project Uphaar' has planted approximately 930,000 trees to address climate change and support farming communities.
- **Water Conservation:** Hyundai Mobis is implementing pond and lake restoration projects to improve water storage in water-scarce regions of Tamil Nadu.

- **Carbon Reduction and Renewable Energy:** Hyundai Glovis has advanced environmental protection through green space development and landscaping and has also installed various solar power facilities to help local residents become familiar with using renewable energy.

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About Hyundai Motor Group

Hyundai Motor Group is a global enterprise that has created a value chain based on mobility, steel, and construction, as well as logistics, finance, IT, and service. With about 250,000 employees worldwide, the Group's mobility brands include Hyundai, Kia, and Genesis. Armed with creative thinking, cooperative communication, and the will to take on any challenges, we strive to create a better future for all.

More information about Hyundai Motor Group can be found at: <http://www.hyundaimotorgroup.com> or [Newsroom: Media Hub by Hyundai](#), [Kia Global Newsroom](#), [Genesis Newsroom](#)