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Hyundai India Ties Up With IOCL



[Hyundai India](#) has tied-up with Indian Oil Corporation Ltd. (IOCL) to jointly launch an innovative promotional campaign targeting the existing and potential customers. In this first of its kind initiative, Hyundai Motor will showcase its products highlighting their fuel-efficiency over their competition. The initiative will also communicate the ongoing promotional schemes on Hyundai cars. The campaign will continue for a period of two months across 120 IOCL retail outlets located in 12 cities in India. These cities include New Delhi, Mumbai, Chandigarh, Ludhiana, Lucknow, Jaipur, Aurangabad, Agra, etc.

As a part of this campaign, Hyundai will set up a kiosk in every IOCL retail outlet that will have the Santro & i10 on display and a trained sales consultant to address the queries from the customers. Through this campaign, Hyundai will facilitate its discerning customers to avail the exchange and upgrade benefits on its products. The outlets will also serve as check-points, as Hyundai will provide '[Always Around](#)' and 'Free Car Care Clinic' services as well as Monsoon check up facilities for its customers.

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