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Hyundai Launches Rural Initiative 'Hyundai Utsav'



After securing its foothold in the urban and semi-urban markets, Hyundai India has embarked upon an ambitious penetration drive to tap the consumers residing in the hinterlands of India. With this aim, Hyundai is announcing the launch of a special marketing initiative 'Hyundai Utsav' to boost its sales in rural areas and tier-III cities across the state of Andhra Pradesh and Punjab initially. Under the 'Hyundai Utsav' scheme, well-trained activation team will be stationed across all the locations to supervise the entire activity, attend to the visitors, offer test drives, educate consumer about loans and schemes and also collate consumer data over a period of close to 42 days.

"Rising rural incomes, healthy agriculture growth, boost in demand, tremendous growth in rural infrastructure and growing consumerism have opened up new avenues for automobile manufacturers. We feel that 50% of the 220 million rural households are potential car buyers and to tap this vast unexplored market we have launched the 'Hyundai Utsav' campaign. In order to facilitate rural financing, we have also tied-up with various PSBs offering a deeper network in rural villages. Hyundai has a strong brand value in these markets and we are confident that a vast chunk of prospective car buyers would prefer our products," Arvind Saxena, Sr. Vice-President (Sales & Marketing), HMIL said.

Beginning 18th April, the 'Hyundai Utsav' initiative will be kicked off in over 50 venues in Andhra Pradesh and Punjab markets. Under the scheme, Hyundai plans to reach out to the prosperous farmers, money lenders, business community, private companies, government employees, doctors and lawyers across all non - dealership towns to create awareness about the Hyundai brand. The local wholesale marketplace or the 'Mandi' which witnesses a large daily congregation of people will be the venue in many places.

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