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## Hyundai to increase presence in non-metros

**Manu P. Toms**

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Hyundai Motor India is expanding its presence in non-metros with a large chunk of new dealerships and branches earmarked for small towns.

"We are increasing the number of our dealerships from 296 to 320 and sales branches from 100 to 130, taking our total sales touch points to 450 by the end of 2010. Almost 80 per cent of these are intended for small towns," said Mr Arvind Saxena, Director, Sales and Marketing, Hyundai Motor India.

"Sales branches are the extensions of dealerships. A branch will typically have an area of 4,000 square feet and exhibit one or two models. We will focus on the i10 and Santro to drive sales in small towns and rural centres," he added.

Most carmakers are looking beyond metros to boost sales. Market leader Maruti Suzuki has targeted 450 sales outlets in non-urban markets by 2011 of the overall 1,000 planned.

Hyundai has 140 dealerships in the top 10 metros which contribute to 70 per cent of its sales.

*manu@thehindu.co.in*

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