

News Release

Hyundai Motor India Strengthens EV Ownership Confidence with Assured Buyback Program for Hyundai CRETA Electric

Offers 60% Assured Buyback Value till 3 Years/ up to 45,000 kms* on Hyundai CRETA Electric, further strengthening Hyundai's comprehensive EV ownership ecosystem

Gurugram | August 04, 2026: Hyundai Motor India Limited (HMIL) today **announced the introduction of its Assured Buyback Program for the Hyundai CRETA Electric**, offering customers **60% assured buyback value till 3-years/ up to 45,000 kms.** The initiative addresses one of the key considerations influencing EV purchase decisions i.e. future resale value and further reinforces **Hyundai's commitment to making electric mobility more accessible, convenient and confidence inspiring.**

Commenting on the announcement, **Mr. Tarun Garg, MD & CEO, HMIL**, said *"The next phase of electric vehicle adoption in India will be driven equally by advancements in vehicle technology and by greater customer confidence. Hyundai CRETA Electric has been engineered to deliver an exceptional ownership experience backed by Hyundai's global EV expertise and the trust of the iconic CRETA brand. **Our Assured Buyback Program, offering 60% assured buyback value**, reflects our confidence in the product's outstanding quality, reliability and long-term value. Together with our Battery-as-a-Service initiative, expanding charging infrastructure and future EV roadmap, we are building one of India's most comprehensive EV ecosystems, enabling customers to embrace electric mobility without compromising on convenience, confidence or peace of mind."*

How is Hyundai addressing customer confidence in Electric Vehicle Ownership?

As India's electric vehicle market enters its next phase of growth, customer confidence is becoming as important as vehicle technology. While advancements in driving range, charging infrastructure and connected technologies have accelerated EV adoption, long-term ownership value remains a key factor for customers transitioning to electric mobility. **Hyundai's Assured Buyback Program has been designed to address this need by providing customers with greater certainty, financial assurance and peace of mind throughout their ownership journey.**

How does the Hyundai Assured Buyback Program fit into Hyundai's broader EV Vision?

The **Hyundai Assured Buyback Program** complements Hyundai's rapidly expanding **electric mobility ecosystem**, which now encompasses innovative ownership solutions, a nationwide charging network, connected digital services and an expanding portfolio of electric vehicles. Together, these initiatives reflect Hyundai's vision of delivering not just advanced EVs, but a complete ownership experience that enables customers to embrace electric mobility with confidence.

What makes the Hyundai CRETA Electric a compelling choice for Indian EV customers?

Built on the legacy of India's most loved SUV brand, the Hyundai CRETA Electric combines proven SUV credentials with advanced electric mobility. Designed for everyday practicality and long-distance confidence, it offers an **ARAI-certified driving range² of 510 kms** (51.4 kWh battery pack) & 420 km for (42 kWh battery pack), DC fast charging capability that enables **10% to 80% charging in just 39 minutes³**, Advanced **battery options – 51.4 kWh (long range) and 42kWh (Standard range)**, Vehicle-to-Load (V2L)⁴ inside & outside, Digital Key⁶, Hyundai SmartSense Level 2 ADAS⁵, Side Foot Step for both convenience and bold SUV stance and Thrilling acceleration of **0-100 in 7.9 seconds⁷** in Long Range CRETA Electric. Backed by trusted Hyundai's brand, extensive sales and service network, comprehensive EV ecosystem and strong residual value proposition, the CRETA Electric delivers a compelling ownership experience, making it one of India's most desirable and future-ready electric SUVs.

How is Hyundai Making Electric Mobility More Accessible and Affordable?

Further strengthening affordability and ownership flexibility, **Hyundai Motor India recently introduced the Battery-as-a-Service (BaaS)¹ model with the Hyundai CRETA Electric at a starting price of INR 10.99 lakhs** and Battery EMI starting at just INR 3.9 per kilometre, enabling customers to significantly reduce the initial acquisition cost while paying for battery usage based on their driving requirements.

How is Hyundai expanding charging convenience across India?

Hyundai continues to strengthen the EV ownership experience through its expanding charging ecosystem. **The myHyundai app enables EV users to seamlessly discover, navigate to and access over 30,000 charging points across India**, empowering customers to undertake daily commutes as well as long-distance journeys with greater ease and confidence. To further improve charging accessibility, **HMIL has already established 183 DC fast charging stations across 105 cities and plans to expand this network to 600 DC fast charging stations by 2030, strategically located across key cities, national highways and Hyundai dealerships**. This growing infrastructure reflects the company's commitment to supporting customers at every stage of their EV ownership journey.

What does this mean for the future of Hyundai's Electric Mobility journey?

With initiatives spanning assured future value, flexible ownership models, nationwide charging infrastructure and a robust future product roadmap, Hyundai Motor India continues to redefine electric mobility by building an ecosystem that inspires trust beyond the vehicle itself. As the company accelerates its electrification journey, it remains committed to delivering innovative



technology, superior ownership experiences and sustainable mobility solutions that create long-term value for Indian customers.

Log on to hyundai.co.in for more information

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Issued by:

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* whichsoever earlier, T&Cs apply

¹ex-showroom price for BaaS variant & battery EMI is additional cost. Battery EMI is calculated assuming financing of 90% of battery cost availed at 8.75% interest rate for 8 years tenure, with an average monthly running of 2330 KMs (mileage assumption based on internal data of top 2 states in terms of total mileage covered). Battery EMI for 42kwh battery pack

²As per AIS 040 (Rev.1) (km) ARAI certification, range is dependent upon multiple factors please visit www.hyundai.com for more details

³Charging time is dependent upon multiple factors including charger specifications, ambient temperature, uninterrupted power supply, etc.

⁴For V2L outside, the gun would be available as an accessory on payable basis

⁵Hyundai SmartSense, the Advanced Driver Assistance System is not a substitute for safe and attentive driving. Its effectiveness depends on various factors. Availability of Hyundai SmartSense features may differ by variants. Refer owner's manual for more details

⁶Availability of digital key is dependent upon vehicle model, equipment, mobile devices, app settings and subscription to apps. The functionality and usage of digital keys depend upon various factors. We recommend having your physical key available as a backup.

⁷Basis HMIL internal testing under controlled conditions for 51.4 kWh new battery pack.

⁹Functionality is dependent upon multiple factors