



SAMARTH

**BY HYUND
AI**

In partnership with NDTV

**Samarth hain.
Manzil paa kar
hi dum lenge.**



OBJECTIVES

Visionary Motto: "Progress for Humanity" where HMIL is dedicated to empowering the disabled community in India.

Utilizing the influential brand power of Shah Rukh

- Khan, Hyundai's brand ambassador to promote inclusivity and amplifying awareness on a nationwide scale.

Initiative: 'Samarth by Hyundai' campaign

Duration: Three to five years.

- Partnerships with NGOs and NDTV.
- Aim: Spark a mass movement of inclusivity.

Internal Alignment

Involvement of Hyundai India dealerships and

- networks.
- Cultivating a culture of inclusiveness.
- Actions: Making offices and dealerships accessible to all.
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INSIGHT

- India is a land of progress, but also of persistent challenges.
- We explored different facets of life to align with HMI's vision of Bringing India Together.
- A key insight from our study: over 26.8 million Indians live with disabilities, each with unique strengths and aspirations.
- However, less than 40% are employed, highlighting a major inclusion gap. 75% of children with disabilities under five don't attend school. 12% of disabled children drop out before completing their education.
- These insights fueled our resolve to drive greater inclusivity and connection across India.



STRATEGY

Utilize 'Samarth by Hyundai' campaign with Shahrukh Khan's influence and NDTV's reach.

- Primary Aim: Mass awareness through constructive dialogues.
- Initiatives: Awareness films, grand launch event on November 21st. Mediums:
 - Short-form and long-form content across TV, digital platforms, activation events, and print media.
 - Focus: Sports, especially in anticipation of Paralympics, to address various facets of disability.
- Partnerships: NDTV and Wheeling Happiness Foundation; Hyundai Motor India Foundation (HMIF), Go Sports Foundation, and Samarthanam Trust for the Disabled.
- Documented Journeys: Six para-athletes' journeys documented as part of the campaign.
- Initiatives: Assistive technology, mobility support, and education. Call to
- Action: Encourage support for building an inclusive society.
- Hyundai's Pledge: Enhance disability-friendliness and accessibility of offices, dealerships, and vehicles.



EXECUTION

Grand Launch & Strategic Partnerships

- Launched on November 21, 2023, in partnership with NDTV. Attended by dignitaries Smriti Irani, Nitin Gadkari, and Hardeep Puri, generating massive media coverage.
- Partnered with GoSports Foundation, Samarthanam Trust, and Wheeling Happiness, supporting 25 para-athletes, including future Paralympians.

Campaign Anthem & Special Programming

- Released 'Tu Soch' by Indian Ocean, capturing the campaign's essence.
- Curated special TV segments for key occasions – Republic Day ('Warriors' episode) & Teachers' Day (celebrating inclusive educators).

Strategic Media & Digital Outreach

- Collaborated with NDTV, ZeeNews, Network18, and regional South Indian channels for nationwide impact.
- Engaged influencers & disability advocates to amplify the message on digital and social platforms.



EXECUTION

On-Ground Activations

- Promoted inclusivity at corporate offices & schools through activations. Adani
- Airport branding enhanced visibility in a key public space.
- Partnered with Adani Marathon, introducing a special category for PWDs.

Disability in Sports: Blind Cricket Championship

- Organized Blind Cricket Championship with Samarthanam Trust & Cricket Association for the Blind in India.
- Covered by Zee News, spotlighting the talent of differently-abled athletes.

Assistive Technology & Accessibility

- Hosted Assistive Devices Conclave with NW18, distributing 72 advanced assistive devices.
- Launched 4 assistive accessories for disabled passengers.
- Transformed dealerships & offices into accessible spaces.

Collaboration with Whistling Woods International

- Co-created inclusive storytelling content, engaging younger audiences through short films.



EXECUTION

Art for Hope & Cultural Celebrations

- Showcased artworks of 10 differently-abled artists through the 'Art for Hope' initiative.
- Reinforced acceptance & diversity in creative expression.

Regional & Nationwide Outreach

- Expanded reach with regional language content on South Indian channels, ensuring deeper local engagement.

Culmination & Legacy

- Concluded with a grand event, honoring 7 Indian Paralympians.
- Introduced Hyundai's "Charter for Enhancing Accessibility & Inclusivity" to the government.
- Launched 'Samarth Hero Awards' to recognize individuals & organizations championing disability empowerment.



RESULTS



REACH

888 Mn+

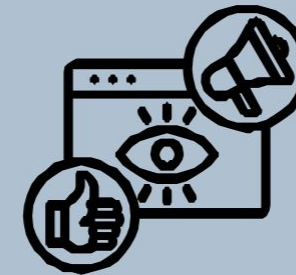
6+ Signature Wall Activity
Visitors - 25000+



ENGAGEMENT

93 Mn+

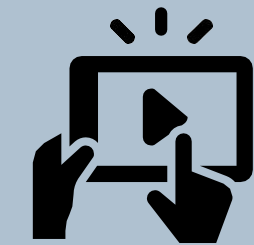
Wheelchair branding
Adani Airport



IMPRESSIONS

2100 Mn+

25+ participation in Adani
Marathon with disabled
people



VIEWS

308 Mn+

TOTAL PLEDGES RECEIVED : 540357