

Escalation & Complaint | 1-4228489693 | Ongoing Nightmarish Sales Experience with Hyundai | Capital Hyundai, Noida

H***h P***** <h***h.p*****@gmail.com>

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Dear Hyundai & Capital Hyundai Team,

My name is H***h P*****, a long-time customer of Hyundai and Capital Hyundai. I booked a Creta SX(O) IVT - Phantom Black on 2nd Jan 2021 and below are the details of my nightmare which I have been forced to live with:

- **Date of Booking:** 2nd Jan 2021
- **Booked At:** Capital Hyundai, Noida
- **City:** Noida
- **Booking Reference Number:** B202126130
- **Complaint Raised On:** 5th Aug 2021
- **Complain Reference Number:** 1-4228489693
- **Car Model:** Creta
- **Variant:** SX(O) IVT
- **Colour:** Phantom Black
- **Booking Amount:** Rs. 25,000
- **Promised Delivery Time Frame (at the time of booking):** Verbally 3 to 4 months and in writing 5 - 6 months (as per booking docket)
- **Waiting Timeline:** 7 Months and 3 Days (and counting)
- **Expected Delivered Date:** Not Known By Anyone. It's a mystery.

Capital Hyundai Contact Points:

- **Sales Advisor (at Capital Hyundai):** Mr. R**i (he has been very supportive but is clueless as everyone else)
- **Car Booked By (at Capital Hyundai):** Ms. N***a
- **CRM Team (at Capital Hyundai):** 9*****22 (Ms. G***a and various people at different times - They are clueless as everyone else)
- **Escalation Point (at Capital Hyundai):** Mr. S*****r B****n (in touch with him since May 2021. He have been very helpful and supportive but I guess he is also helpless since Hyundai is not supporting)

I have been in touch with the Capital Hyundai team since March 2021. I have been getting the assurance since June 2021 that the vehicle will be delivered as soon as possible. Since delivery was not happening in June it was told to me that delivery be done in July 2021 and allocation will happen in the first week of July 2021. Based on this I got the loan processed which is ready for disbursement. The timeline then moved to 15th July for allocation and finally, it was pushed to Aug 2021 since no SX(O) IVT was allocated to Capital Hyundai in July 2021.

Based on the commitment of delivery, I had booked the tickets of my in-laws for 17th July 2021 so they can be present during the car delivery, which I had to cancel on 15th July as the delivery was pushed to Aug 2021. For August, I have told Capital Hyundai team that I will book the tickets only once they have some confirmation.

The story is going on the same trajectory for Aug also i.e. allocation will happen in the first week of Aug 2021 (which is going on) but as of date, no SX(O) IVT has been allocated to Capital Hyundai. I have been told that the semiconductor shortage (chip) is the reason for the short supply from the Hyundai side. While I know that semi-conductor shortage is a global phenomenon affecting all the manufacturers but with no certainty of delivery timelines, zero transparency, zero value to the commitment from the side of Hyundai and Capital Hyundai, I feel sorry to say that I have been part of the Hyundai family for more than 9 years. I believe (or would rather like to believe) that Capital Hyundai is genuinely trying their best to get the car allocated and delivered but I have been told that Hyundai has been non-committal about the car deliveries.

As per the sales data provided by Hyundai, over 81,000 Cretas have been delivered since Jan 2021 and 13,000 Cretas were delivered within July 2021 but with all these astronomical sales figures, I fail to understand how come Hyundai is not able to deliver a car that has been booked on the 1st working day on theyear. While booking the car I was told that I am on the 16th number on the waiting list and 5 to 6 months is the maximum waiting time (this was given in writing to me). In April 2021 (before the second wave), it was told to me that I am on 7th on the waiting list (there was some cancellation in between by one of your customers) and by June end or maximum July, I will be getting the car. In July I was told that I am the 2nd person on the waiting list and the next allocation will be to me and the story continues. I fail to understand that out of 81,000 vehicles sold all over, Capital Hyundai was not allocated even 15 Creta SX/SX(O) IVT? Now with the SX IVT variant also out of the picture (based on their latest discontinuation), what option do I have as a customer in IVT apart from SX(O) and that also Hyundai team is non-committal in delivering?

Another fact is that I have been seeing multiple Creta SX(O) IVT around me on daily basis. Three Creta SX/SX(O) IVT had been delivered within my society in Noida after 15th July (they still have temporary registration numbers). I am not sure if there is some issue between Hyundai and Capital Hyundai that they are not delivering vehicles to the particular dealer or it's a special love which you have for me as a customer that you want me to suffer due to your production issues.

I have been a Hyundai customer since 2012 and my journey started with an Eon. Then in 2015 I purchased an Elite i20 from Capital Hyundai and then in 2018, I purchased a Verna (again from Capital Hyundai) but my recent experience with Hyundai and Capital Hyundai has been a nightmare. I would like to reiterate that I had a very good experience with Capital Hyundai with both my Elite i20 (2015) and Verna (2018) and that's the reason I went straight with them for the third time (I did not even look at any other dealer, did not even take a test drive of SX(O) IVT) and booked the car) but it seems that this was a mistake on my part.

Based on the timeline commitments from Hyundai and Capital Hyundai, I let go of my Elite i20 in the month of Jan 2021. I even let go of my Verna in April 2021 as delivery was expected by May/June end. Now I am stuck with no car since April end and there is absolutely no commitment from your side. God forbid if some emergency happens with me or my family, without the car it would be a crisis for me (and I understand that it's none of your problem).

Since now I have zero expectations from the Hyundai team that's why I am not asking about what you can do but I would like to know from Hyundai and Capital Hyundai team that what options do I have now:

- **Option 1: Should I go for cancellation (which would be a forced cancellation as Hyundai is non-committal about delivery and is not able to deliver their promise) after waiting for so many months.** When Hyundai is not able to deliver the product at the time of sales then what kind of commitment will team Hyundai give after-sales? Will you be able to supply spares or even that will take so much effort and follow-up?
- **Option 2: Should I book a car with some other dealer who is promising earlier delivery?** As the Hyundai team, you need to accept the fact that there is zero transparency in your vehicle sales process. I fail to understand how come Capital Hyundai is not able to deliver the car but other dealers are not only promising early delivery but they have delivered cars far more quickly than Capital Hyundai. I am not sure but does Hyundai have some issues with Capital Hyundai? Probably due to this allocation is not happening or there is some other expectation you have from me as a customer? If this is an issue you please tell this transparently.
 - Since we are on the topic of other expectations by dealers (I am not quoting Capital Hyundai here), I hope you know that your dealers are openly overcharging customers while booking (with inflated insurance quotes, mandatory accessories, mandatory anti-rust and teflon coating, cash

transactions etc.) and customers who do pay for these things do get their car quickly. I am a member of Team-BHP forum and we keep on reading about such experiences of multiple Hyundai customers. If that is the expectation and practice at Hyundai then tell that clearly to me. The ex-showroom car prices have already been increased by Rs. 56,100 since I booked the car (I booked it at ex-showroom Rs. 16,25,900 and right now after the fourth hike it's standing at Rs. 16,82,000). If there are some unofficial expectations then please communicate them clearly.

- **Option 3: Should I book another car from some other manufacturer who values commitment?** I feel I did a mistake to go for Hyundai. If you don't value your commitments then what should I expect from you? Who wait for 8 months for a car and still there is no certainty of delivery.
- **Option 4: Should I keep on waiting for eternity as I have been waiting for past so many months?** With no certainty of delivery timelines, zero transparency, zero value to commitments what do you expect me to do now?

I would request you to please look into this at let me know what should be my next steps? Can you deliver the car to me by 15th Aug or not or at least if you can give a clear timeline or not. I have been extremely patient and transparent with all my dealing (I hope the Capital Hyundai team will agree to this) but it seems that the Hyundai team is taking their customer on a ride.

I use to feel proud to be part of the Hyundai family. Your success has been phenomenal in India but with such experiences, I feel that Hyundai is losing its commitment towards its customers and the value of customer care. I hope you understand that the car buying experience with Hyundai could have been much better.

I have marked the mail to all the contact points which I can gather to cut short the chase for everyone as I know that the sales team will forward this to the Capital Hyundai team first so I have already marked them.

Would love to hear from you if you have a solution.

Regards,
- H***h
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