



മിഷൻ റോയൽ ലൈഫ് പുസ്തകം അവതരിപ്പിക്കുന്നു.

ലിവിം ദ റോയൽ ലൈഫ്: ഹ്യുണ്ടായുടെ കോഫി ടേബിൾ ബുക്ക്

മുംബൈ: ഹ്യുണ്ടായുടെ പുതിയ ഹെവി റിവൈൽഡ് എഞ്ചിൻ ഓട്ടോമോബൈൽ ഇന്ത്യയിൽ അവതരിപ്പിക്കുന്നതിന് മുമ്പ്, കമ്പനി 'ലിവിം ദ റോയൽ ലൈഫ്' എന്ന പുസ്തകം അവതരിപ്പിച്ചു. ഈ പുസ്തകം രാജവംശങ്ങളുടെയും നഗ്നരായരുടെയും ജീവിതരീതികളെക്കുറിച്ചാണ്. പുസ്തകം ഹ്യുണ്ടായുടെ പുതിയ ഹെവി റിവൈൽഡ് എഞ്ചിൻ ഓട്ടോമോബൈൽ ഇന്ത്യയിൽ അവതരിപ്പിക്കുന്നതിന് മുമ്പ്, കമ്പനി 'ലിവിം ദ റോയൽ ലൈഫ്' എന്ന പുസ്തകം അവതരിപ്പിച്ചു. ഈ പുസ്തകം രാജവംശങ്ങളുടെയും നഗ്നരായരുടെയും ജീവിതരീതികളെക്കുറിച്ചാണ്.

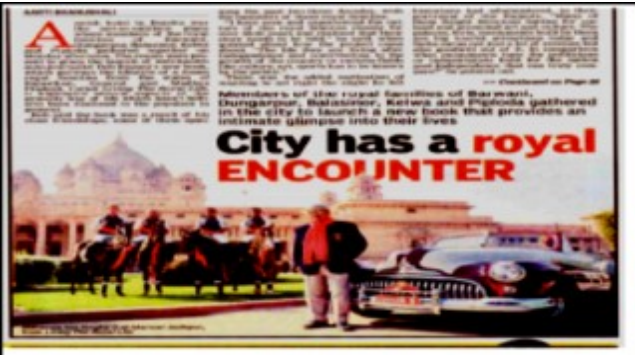
Metro Vartha

Price hike likely to hit car demand

AGE CORRESPONDENT MUMBAI, JAN. 12

Following the withdrawal of excise duty concessions granted to the auto sector, the prices of four-wheelers across the board have increased by 4 per cent. According to industry experts, going ahead, the rise in prices could hit the demand for passenger cars and sports utility vehicles. "It is too early to assess the impact of the withdrawal of excise duty concessions from January 1, 2015. However, it could lead to some kind of subdued consumer sentiment. We will have to wait and watch what the impact is," said Rakesh Srivastava, vice-president, sales and marketing, Hyundai India on the sidelines of the launch of premium coffee table book 'Living the Royal Life'. In the interim, the government's decision to reduce excise duty on passenger cars from 30 per cent to 24 per cent and on sports utility vehicles (SUVs) from 27 per cent to 24 per cent is a positive sign for the auto industry. "The government's decision to reduce excise duty on passenger cars and SUVs is a positive sign for the auto industry. It suggests that the government is looking to support the industry and boost employment creation. This is a good sign for the auto sector," he said.

The Asian Age



The Mumbai Age



'लिव्हिंग दि रॉयल' पुस्तिकेचे प्रकाशन

मुंबई : ह्युंदाई मोटार कार या कंपनीने 'लिव्हिंग दि रॉयल लाईफ' या कॉफी टेबल पुस्तिकेचे प्रकाशन केले. पत्रकार बॉब रूपानी लिखित पुस्तिकेमध्ये भारतातील अनेक राजघराण्यांची माहिती देण्यात आली आहे. भारतीय संस्कृती आणि वारसा यांचा मिलाफ या पुस्तिकेतून अनुभवण्यास मिळणार आहे. भारतातील अनेक राजघराण्यांतील व्यक्तींनी कला, संस्कृती, वारसा आणि क्रीडा आदी क्षेत्रांत दिलेल्या योगदानाची कॉफी टेबल या छोटेखानी पुस्तिकेतून माहिती मिळेल. ह्युंदाई मोटार इंडियाचे विपणन अधिकारी...

Pudhari

Hyundai Motor India unveils premium coffee table book



Hyundai Motor India Ltd announced the launch of a very premium coffee table book "Living the Royal Life" authored by Bob Rupani, a highly respected automotive journalist and author. Conceptualized by Bob Rupani, "Living the Royal Life" is a first of its kind book that conjures up a vision of splendor and excellence portrayed by royal and noble families of India. Y.J. Ahn, Executive Director, Hyundai Motor India, said, "The book carries the time tested traditions of craftsmanship and is the flag bearer of luxury for Hyundai in India."

The Free Press Journal

BIZ BOOST



Deccan Chronicle

Author Bob Rupani (centre) with Hyundai executive director Y.J. Ahn (right) at the launch of the premium coffee table book 'Living the Royal Life'. **Hyundai launches**... New Delhi: Hyundai Motor India has...

The Telegraph

CIRCULAR, INDIA

[Tuesday, January 13, 2015] [English] [Editor's Mail]

Front Page - Business - Press Releases

Press Releases

Hyundai Motor India Unveils Premium Coffee Table Book "Living the Royal Life"

MUMBAI, MAHARASHTRA, INDIA
BUSINESS WIRE INDIA

12:41:40PM IST

- In association with Santa Fe- the finest expression of power and dynamism
- Encapsulation of the timeless lifestyles of India's royal families

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Speaking on the occasion, Mr. Y J Ahn, CEO - Sales and Marketing, Hyundai Motor India, said, "We are delighted to present this premium coffee table book which brings out the finer aspects and experiences of royal life. The Santa Fe is also a result of such finesse and showcases the highest standards of exclusive style and modern technology. It carries the time tested traditions of craftsmanship and is the flag bearer of luxury for Hyundai in India. Bob Rupani and most of the respected royal and noble families of the Santa Fe and found it a pleasure to have their names and photos immortalized in the book. We thank all the participating royal and noble families for making this book a reality."

The Telegraph

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12:11 PM, Tuesday Jan 13, 2015

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City has a royal encounter

Jan 12, 2015 - Aarti Bhanushali

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Maharaja Gaj Singh II of Jaipur- Jaipur, from Living the Royal Life

Members of the royal families of Barwani, Dungarpur, Balasinor, Kelwa and Pipodi gathered in the city to launch a new book that provides an intimate glimpse into their lives

A swish hotel in Bandra was the not-so-unlikely place where members of the royal families of Barwani, Dungarpur, Balasinor, Kelwa and Pipodi gathered together on Monday afternoon. The royals were present to grace the launch of a dozen regal families from the states of Rajasthan, Gujarat and Madhya Pradesh. Called Living the Royal Life, it highlights several aspects of the princely way of life which hasn't hitherto been disclosed to the populace in general.

Bob said the book was a result of his close friendships, some of them spanning the past two-three decades, with the members of these royal families. "I have seen and experienced the culture of the royal families closely for over 20-30 years and realised that their story needs to be told," he said, when quizzed about how the project came about. "The life they are living after independence and contributing to the growth of the country in various fields like culture, art,

The Asian Age

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HYUNDAI MOTOR INDIA UNVEILS PREMIUM COFFEE TABLE BOOK "LIVING THE ROYAL LIFE"

Hyundai Motor India Unveils Premium Coffee Table Book "Living the Royal Life"

12th January 2015 16:30 IST

MUMBAI, MAHARASHTRA, INDIA (Hyundai Motor India Limited)

Business Wire India

In association with Santa Fe- the finest expression of power and dynamism

Encapsulation of the timeless lifestyles of India's royal families

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Price hike likely to hit car demand

Jan 13, 2015 | Age Correspondent | Mumbai

Following the withdrawal of excise duty concessions granted to the auto sector, the prices of four-wheelers across the board have increased by 4 per cent. According to industry experts, going ahead, the rise in prices could hit the demand for passenger cars and sports utility vehicles.

"It is too early to assess the impact of the withdrawal of excise duty concessions from January 1, 2015. However, it could lead to some kind of subdued consumer sentiment. We will have to wait and watch what the impact is," said Rakesh Srivastava, vice-president, sales and marketing, Hyundai India on the sidelines of the launch of premium coffee table book "Living the Royal Life".

In the interim, the excise duty to 24 per cent from 27 per cent for SUVs. Similarity the excise duty on passenger cars from 24 per cent and for large cars, the same was reduced to 24 per cent from 27 per cent. Later, the current government, which assumed office in May 2014, extended the excise duty concessions till December 31, 2014.

Mr Srivastava pointed out that the industry's volume growth during 2014, was a little subdued despite having a lower base effect. In 2014, the domestic automobile industry posted a sales growth of just about 3 per cent as higher interest rates and subdued consumer sentiment led to weaker demand.

However, the industry is hoping for a turnaround in 2015. "There is a new government at the Centre. If the ease of doing business improves and new investors come, there would be large-scale employment creation. This augurs well for the auto sector," he said.

The Asian Age

Business Wire

Company : Hyundai Motor India Limited
Monday, January 12, 2015 4:39PM IST (16:39AM GMT)

Hyundai Motor India Unveils Premium Coffee Table Book "Living the Royal Life"

MUMBAI, MAHARASHTRA, INDIA

- In association with Santa Fe- the finest expression of power and dynamism
- Encapsulation of the timeless lifestyles of India's royal families

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Speaking on the occasion, Mr. Y J Ahn, CEO - Sales and Marketing, Hyundai Motor India, said, "We are delighted to present this premium coffee table book which brings out the finer aspects and experiences of royal life. The Santa Fe is also a result of such finesse and showcases the highest standards of exclusive style and modern technology. It carries the time tested traditions of craftsmanship and is the flag bearer of luxury for Hyundai in India. Bob Rupani and most of the respected royal and noble families of the Santa Fe and found it a perfect blend of futuristic technology and superior ergonomics. The names of the participating royal and noble families in making the book see the light of the day."

The 3rd Generation Powerful and Dynamic Santa Fe with Storm Edge design philosophy has been announced in the 12th Auto Expo. Santa Fe is a world-class product and has set a new benchmark in India's SUV segment. The new Santa Fe is one of the finest expressions of modern Premium with high level of Performance, Power, Styling, Technology and Equipment. The advanced 3rd generation CRDi comes in Hyundai's V6 series engine which delivers 187PS @ 5200rpm of maximum power and an impressive torque of 41.1kgm @ 1500-2500 rpm (left) and a top speed of 171 km/h (right) with high mileage of 11.1 km/l (left) and 12.1 km/l (right) (AT-ANAN LIMITED).

Hyundai is one of the fastest growing automotive brands, in terms of both volume and brand value. Hyundai has successfully completed 10 years in India by bringing world-class products to the Indian market and has surpassed its position as a top exporter of cars in India in one year. In 2014, the company's sales in India rose by 10% and it has set a new benchmark in India's SUV segment. The new Santa Fe is one of the finest expressions of modern Premium with high level of Performance, Power, Styling, Technology and Equipment. The advanced 3rd generation CRDi comes in Hyundai's V6 series engine which delivers 187PS @ 5200rpm of maximum power and an impressive torque of 41.1kgm @ 1500-2500 rpm (left) and a top speed of 171 km/h (right) with high mileage of 11.1 km/l (left) and 12.1 km/l (right) (AT-ANAN LIMITED).

Business Wire

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Hyundai Motor India launches its premium coffee table book "Living the Royal Life"

By Dhyanshu Bora | on January 12, 2015 | 0 Comment

Car News



The coffee table book from Hyundai Motor India, the largest passenger car exporter in India, is a first of its kind book that conjures up a vision of splendor and excellence portrayed by royal and noble families of India. The book brings out some very interesting but unknown facts about the contribution of the featured royal and noble personalities to the arts, culture, heritage and sports.

Speaking on the occasion, Mr. Y J Ahn, Executive Director - Sales and Marketing, Hyundai Motor India, said, "We are delighted to present this premium coffee table book which brings out the finer aspects and experiences of royal life. The Santa Fe is also a result of such finesse and showcases the highest standards of exclusive style and modern technology. It carries the time-tested traditions of craftsmanship and is the flag-bearer of luxury for Hyundai in India. Bob Rupani and most of the respected royal and noble families of the Santa Fe and found it a perfect blend of futuristic technology and superior ergonomics. The names of the participating royal and noble families in making the book see the light of the day."

The car being highlighted in the book is the 3rd generation Hyundai Santa Fe that has been designed to best matching sense of exuberance with its Storm Edge design philosophy. The new Santa Fe provides a

Auto X

Hyundai Motors unveils the new 'Living the Royal Life' book

January 12, 2015, 17:15 IST by Nikhil Putran

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India's culturally rich and magnificent royal heritage has been portrayed in the best light through the newly released coffee table book named, "Living the Royal Life" jettied down by automotive journalist and author Bob Rupani. Hyundai Santa Fe has been the travel partner for Bob Rupani, and has also been a witness to timeless lifestyles of several Indian royal and noble families. Commenting further on the occasion, Y J Ahn, ED - Sales and Marketing, Hyundai Motor India, said, "We are delighted to present this premium coffee table book which brings out the finer aspects and experiences of royal life. The Santa Fe is also a result of such finesse and showcases the highest standards of exclusive style and modern technology. It carries the time tested traditions of craftsmanship and is the flag bearer of luxury for Hyundai in India."

Car Trade



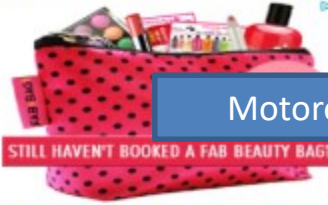
Hyundai Motors unveils the new 'Living the Royal Life' book
The interesting book covers various aspects relating to royal and noble personalities in the stream of arts, culture, heritage and sports in our vast and varied country. The book indeed speaks volumes on unknown facts and contribution from the royal and noble personalities across different streams. Ahn further added, "Bob Rupani and most of the respected royals and nobles fast-drove the Santa Fe and found it a perfect blend of futuristic technology and superior

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Hyundai Motor India unveils coffee table book named Living the Royal Life

Guest Blogger | January 12, 2015 | 0 Comments

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Motoroids



Hyundai Motor India unveils premium coffee table book "Living the Royal Life"



Chennai online

Mumbai, January 12, 2015 - Hyundai Motor India Ltd, the country's leading car manufacturer and the largest passenger car exporter has announced the launch of a very premium coffee table book "Living the Royal Life" authored by Bob Rupani, a highly respected automotive journalist and author. Santa Fe the driving partner of Bob Rupani for this book covered the majestic journey to capture timeless lifestyles of several Indian royal and noble families.

The uniquely designed book provides an engrossing insight into India's culturally rich and magnificent royal heritage. Conceptualized by Bob

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Hyundai Unveils Coffee Table Book- Living the Royal Life

Date: Tue, 13 Jan 2015 09:55:32 +0530 culture, heritage and sports of our vast and varied country

Everlives



Hyundai Motor India unveils coffee table book named Living the Royal Life

Posted by mita diana dorina | on January 12, 2015 | No Comments



New Cars

Right here is an environment where slipping some scorching java. Hyundai Motor India has unveiled its premium coffee table book titled "Dwelling the Royal Life" by automotive journalist and writer Bob Rupani. Santa Fe, the driving affiliate of Bob Rupani for this e-e-book, coated a journey to seize timeless lifetime of varied Indian royal and noble households to provide an engrossing notion into India's culturally wealthy and opulent royal heritage.

Conceptualized by Bob Rupani, "Dwelling the Royal Life" is a fundamental of its type info that conjures up a imaginative and prescient of splendor and excellence portrayed by royal and noble households of India. The knowledge brings out some very fascinating however unknown information regarding the contribution of the featured royal and noble personalities to the humanities, customized, heritage and sports activities actions actions

Hyundai launches new coffee table book "Living The Royal Life"

GAADI.COM, Hyundai Motor India Car Market, News

PRINT EMAIL A A

We all have seen and praised Hyundai in recent times for setting benchmarks in quality across all segments. On an interesting note, the company has unveiled its new premium coffee table book titled as "Living the Royal Life". Written by renowned veteran traveler and automotive journalist Bob Rupani, the coffee table book comprises of the stories of lifestyles of royal families throughout India.



Visually, the book has a great attention to detail, pages of which describe the culture, heritage and art of all the royal families. The book portrays how the author has traveled across India in a Santa Fe and explored the splendor and excellence of noble families, thus featuring the known facts as well as untold tales of their hegemony.

Hyundai Motor India unveils coffee table book
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The carmaker has released a coffee table book titled 'Living the Royal Life'

Zigwheels



India has been known for its cultural wealth and opulent royal heritage for much of its long history. Hyundai Motor India decided to portray in the best light the timeless lifestyles of several Indian royal and noble families.

bizinfo
14 Jan, 2015, 10:33PM IST

Herald Goa

Hyundai Motor India unveils coffee table book
Y Jahn, ED - Sales and Marketing, Hyundai Motor India releasing the coffee table book 'Living the Royal Life'
PANJIM: Hyundai Motor India Ltd has announced the launch of a premium coffee table book 'Living the Royal Life' authored by Bob Rupani, an automotive journalist and author. Santa Fe the driving partner of Bob Rupani for this book covered the majestic journey to capture timeless lifestyles of several Indian royal and noble families. The uniquely designed book provides an engrossing insight into India's culturally rich and magnificent royal heritage. Conceptualized by Bob Rupani, 'Living the Royal Life' is a first of its kind book that conjures up a vision of splendor and excellence portrayed by royal and noble families of India.

Hyundai Motor India Unveils Premium Coffee Table Book "Living the Royal Life"

Zee Biz

Business Wire India
In association with Santa Fe - the finest expression of power and dynamism
Encompassing of the timeless lifestyles of India's royal and noble families
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Hyundai launches "Living the Royal Life" by Bob Rupani
1201 Aug 19 Jan 2015



Thrill of Driving

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Mumbai News Network

Hyundai Motor India unveils premium coffee table book 'Living the Royal Life' by Bob Rupani, an automotive journalist & author.

State of the Union Address
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Hyundai Motor India Unveils Premium Coffee Table Book "Living the Royal Life"

Bloomberg

Mumbai, Maharashtra, India - Business Wire India
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January 12, 2015 - Mumbai, Maharashtra, India

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Hyundai Motor India Unveils Premium Coffee Table Book "Living the Royal Life"

12-01-2015 4:20PM | Source: Hyundai Motor India Limited

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India Notes

International

Source Hyundai Motor India Limited



Hyundai Motor India Unveils Premium Coffee Table Book "Living the Royal Life"

Mumbai, Maharashtra, India, January 12th, 2015 -- (Business Wire India)

Business Wire India

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APN News

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Hyundai Motor India Limited (4:20PM)

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- Encapsulation of the timeless lifestyles of India's royal families

Hyundai Motor India Ltd, the country's leading car manufacturer and the largest passenger car exporter has announced the launch of a very premium coffee table book "Living the Royal Life" authored by Bob Rupani, a highly respected automotive journalist and author. Santa Fe the driving partner of Bob Rupani for this book covered the majestic journey to capture timeless lifestyles of several Indian royal and noble families.

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Business Wire

Hyundai Motor India Unveils Premium Coffee Table Book "Living the Royal Life"

Business Wire | January 13, 2015 00:00 IST

Hyundai Motor India Unveils Premium Coffee Table Book "Living the Royal Life"

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Source: Hyundai Motor India Limited

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Mumbai, Maharashtra, India -- (Business Wire India) -- Monday, January 13, 2015 4:00PM

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Hyundai Motor India Unveils Premium Coffee Table Book "Living the Royal Life"

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Posted by admin | On 12 January, 2015 | In General

Source: Business Wire India

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The 3rd Generation Powerful and Dynamic Santa Fe with Smart Edge design philosophy was launched in India as a world class product and has set a new benchmark in India's SUV segment. The new Santa Fe is one of the finest expression of Hyundai's design philosophy. It carries the time tested traditions of craftsmanship and is the flag bearer of luxury for Hyundai in India. Bob Rupani and most of the respected royal and nobles test-drive the Santa Fe and found it a perfect blend of futuristic technology and superior ergonomics. We thank all the participating royal and noble families in making this book see the light of the day".

Hyundai is one of the fastest growing automotive brands, in terms of both volume and brand value. Hyundai has successfully completed over 100 million vehicles in India and has consolidated its position as a breeder brand in India in line with its brand slogan "Yes for all". As per the latest Global Survey, Hyundai's Brand Value has increased by 10% attributed to its around \$ 10.4 Billion and at No. 40 across the world. Hyundai is actively engaged with customers on social media platforms with innovative campaigns becoming the most talked about brand in the automotive and brand loyalty driving from an emotional connection have become the key drivers of Brand Hyundai.

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Source : Hyundai Motor India Limited
Monday, January 12, 2015 4:20PM IST (10:50AM GMT)

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Mumbai, Maharashtra, India

Business Wire India

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Centre author Bob Rupani with Mr. Y J Alok, ED - Sales and Marketing, Hyundai Motor India at the launch event.

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