

businessstoday.in

Business Today

July 20, 2025 ₹200

On Stands | Online | On Air



bt



UNSOO KIM
Hyundai India MD

BT
388

DRIVING THE COMEBACK

WITH ITS NO. 2 SPOT IN THE INDIAN AUTO MARKET UNDER THREAT, HYUNDAI IS BANKING ON A REVAMPED PORTFOLIO AND AN EXTENDED EV LINE-UP TO RECLAIM ITS EDGE

BT (03) 641 MW/2025 26 / 100 No. 5340172 • ABB0000101/2025 25 (PC) Facebook • Face of posting: Tue, Wed & Thursday

CONTENTS

July 20, 2025 | Volume 34 | Number 15

COVER STORY

38



DRIVING THE COMEBACK

WITH ITS NO. 2 SPOT IN THE INDIAN AUTO MARKET UNDER THREAT, HYUNDAI IS BANKING ON A REVAMPED PORTFOLIO AND AN EXTENDED EV LINE-UP TO RECLAIM ITS EDGE

PHOTO BY BANDEEP SINGH

COVER PHOTOGRAPH BY BANDEEP SINGH

8 | THE POINT

A Rare Shock

Rare earth elements are critical to modern tech. China's ban on export of seven of these elements has raised alarm bells

10 | THE BUZZ

Desi Big 4

New talks to scale up audit, CA firms have emerged. With companies up for audit rotations, could this give an impetus to the plan?

12 | THE BUZZ

"Further rate cuts depend on inflation"

Economist Nagesh Kumar on why food inflation is more manageable this year but crude oil could be a concern



32 | THE BT INTERVIEW

"Three shifts reshaping India's healthcare"

Philips India's Bharath Sessa on how the India growth trajectory includes organic and inorganic expansion routes