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JSW MG Motor India Unveils MG ADAPT - India's First Multi New Energy Vehicle (NEV) Platform

ADAPT (Advance Drive Architecture Platform Technology) sets a new benchmark in flexible mobility by supporting EV, HEV, PHEV and REEV technologies on a single intelligent architecture

One EV and One PHEV to Debut on ADAPT by FY 2026–27

- Integrates a Dedicated Hybrid Engine, Dedicated Battery System, India's first 10-in-1 Intelligent Electric Drive Unit and the world's first Electromagnetic Dedicated Hybrid Transmission
- Intelligent Energy Management System optimises performance through four automatic drive modes - Pure Electric Drive, Series Hybrid Drive, Parallel Hybrid Drive, Engine Direct Drive
- Focuses on improving driving range, fast-charging capability, stronger performance, improved safety and superior driving refinement
- Strengthen JSW MG Motor India's future New Energy Vehicle portfolio

Gurugram, July 16, 2026: Reinforcing its commitment to advancing New Energy Mobility in India, JSW MG Motor India today unveiled MG ADAPT (Advance Drive Architecture Platform Technology), India's first Multi New Energy Vehicle (NEV) platform. Designed as a future-ready modular architecture, MG ADAPT supports Electric Vehicles (EVs), Hybrid Electric Vehicles (HEVs), Plug-in Hybrid Electric Vehicles (PHEVs) and Range Extender Electric Vehicles (REEVs), bringing multiple energy solutions together on a single intelligent platform.

A Platform Built for the Future

Engineered to address the evolving needs of customers and a rapidly transforming mobility landscape, MG ADAPT is developed as an intelligent modular architecture. The platform seamlessly integrates multiple electrified propulsion technologies within a common framework. Its advanced engineering with a greater design flexibility delivers faster product development, focuses on improving driving range, fast-charging capability, enhanced efficiency, stronger performance, improved safety and superior driving refinement.

While remaining adaptable to future mobility technologies, MG ADAPT aims to offer customers the right powertrain for every driving need. As the foundation for JSW MG Motor India's next generation of New Energy Vehicles, MG ADAPT establishes a new benchmark in platform versatility while accelerating the company's vision for sustainable mobility.

Speaking at the unveiling, Anurag Mehrotra, Managing Director, JSW MG Motor India, said, "At JSW MG Motor India, we believe the future of mobility lies in giving customers the freedom to choose the energy solution that best suits their lifestyle, without compromising on performance, efficiency or driving experience. MG ADAPT marks a defining milestone in our New Energy Vehicle journey and reflects our commitment to bringing globally advanced technologies that are relevant to the evolving needs of Indian customers."

Designed as a highly flexible technology platform, MG ADAPT brings together multiple energy solutions on a single intelligent architecture, enabling us to deliver vehicles that are more efficient, more adaptable and engineered for the future. As we continue to expand our New Energy Vehicle portfolio, this platform will serve as the technological backbone of our future products and reinforce our commitment to accelerating sustainable mobility in India."



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Engineering Intelligence at its Core

At the heart of MG ADAPT is an Integrated Technology Ecosystem developed exclusively for hybrid applications to deliver the best operational efficiency to surpass customer expectations on drivability, economy and hassle-free trips.

The technology integrates a dedicated hybrid engine, a dedicated battery system, a first-in-India 10-in-1 intelligent electric drive unit, and the world's first electromagnetic dedicated hybrid transmission. Managed by an intelligent energy management system, these components continuously optimize the interaction between the engine, battery, and electric motor to maximize efficiency, performance, and driving comfort.

The dedicated hybrid engine has been developed exclusively for hybrid applications to deliver higher thermal efficiency and lower fuel consumption. Complementing it is a dedicated battery system that provides instant electric response, enhanced safety, and high efficiency.

The compact 10-in-1 Intelligent Electric Drive Unit simplifies system complexity while improving performance and efficiency. Meanwhile, the Electromagnetic Dedicated Hybrid Transmission ensures seamless power delivery, faster response and a refined driving experience.

Intelligent Energy Management

MG ADAPT's Intelligent Energy Management System continuously analyses driving conditions and automatically selects the most efficient operating strategy through four dedicated drive modes:

- **Pure Electric Drive** - Silent, responsive urban driving
- **Series Hybrid Drive** - Engine generates electricity while the motor powers the wheels
- **Parallel Hybrid Drive** - Engine and motor work together for maximum performance
- **Engine Direct Drive** - Optimised for efficient highway cruising

Enabling the Future of Electric Mobility

Built on a highly modular architecture, MG ADAPT also supports Range Extender Electric Vehicle (REEV) technology. In this configuration, the electric motor always powers the wheels, while a petrol engine acts solely as a generator to recharge the battery when required. This delivers an electric-first driving experience while significantly enhancing driving range, offering customers greater confidence and flexibility for longer journeys.

About JSW MG Motor India

SAIC Motor, a global Fortune 500 company with a presence in over 100 countries and JSW Group (India's leading conglomerate with interests across B2B and B2C sectors) formed a joint venture - JSW MG Motor India Pvt. Ltd. in 2023. The joint venture aims to build a smart and sustainable automotive ecosystem while staying focused on developing a diverse portfolio of vehicles to give car buyers better access to advanced technologies and futuristic products with attractive value propositions. JSW MG Motor India Pvt. Ltd. is committed to introducing world-class technology, strengthening the manufacturing landscape, bringing the best of innovation across its business operations, and generating significant employment opportunities through extensive localisation.

About Morris Garages

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by celebrities, including British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic, and innovative brand over the last 100 years. Its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 1,00,000 plus vehicles and 6,000 direct and indirect employees. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the innovative automaker has augmented across-the-board 'experiences' within the automobile segment today. It has introduced several 'firsts' in India, including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, India's first Autonomous (Level 1) Premium SUV – MG Gloster, the Astor India's first SUV with personal AI assistant and Autonomous (Level 2) technology, MG Comet – The Street-Smart Car, India's first Intelligent CUV, MG Windsor, India's 1st D+ SUV, MG MAJESTOR, World's Fastest MG – MG Cyberster and The Presidential Limousine – MG M9.

Website: <http://www.mgmotor.co.in>

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LinkedIn: <https://in.linkedin.com/company/mgmotorindia>



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For more information:

JSW MG Motor India: corporatecommunications@mgmotor.co.in