



MG SELECT launches the Couture Edition of M9 at INR 84.94 Lakh and Cyberster at INR 87.49 Lakh

- Couture Edition luxury vehicles, created in collaboration with internationally acclaimed couturier Gaurav Gupta
- Adorned with Gupta's signature Serpent Infinity motif, translated from runway to road through hand embroidery and tonal layering
- Bookings open now at www.mgselect.co.in; deliveries begin August 10

Gurugram, August 3, 2026: MG SELECT, the luxury brand channel of JSW MG Motor India, today announced launch prices of the Couture Editions of the MG M9 at INR 84.94 Lakh and MG Cyberster at INR 87.49 Lakh. These Couture Edition luxury vehicles, created in partnership with internationally acclaimed designer Gaurav Gupta, mark the moment Gupta's design language moves fully from the runway to the road.

The collaboration began earlier this year at the opening of Gupta's menswear flagship in New Delhi, where an interpretation of the MG Cyberster first hinted at what couture and automotive design might achieve together.

Gupta showcased '*Light Song*', his latest couture collection in Mumbai on July 17, 2026. As the Official Automobile Partner of the showcase, MG SELECT marked the occasion with the unveiling of the MG M9 and the MG Cyberster Couture Editions extending the collection's narrative into motion.

Talking about the success of MG SELECT marquee launches, **Milind Shah, Head – MG SELECT, JSW MG Motor India** said, "The Cyberster and M9 have quickly become the most sought-after luxury EVs in their segment. By introducing a couture layer, we are building on that popularity with an offering that is both rare and collectible. It strengthens MG SELECT's business proposition by uniting proven demand with exclusivity, ensuring our luxury channel continues to establish itself as a curator of distinct experiences for discerning customers."

Couturier Gaurav Gupta said, "I've always believed that great design transcends categories. This collaboration with MG demonstrates how the principles of couture, craftsmanship, precision and emotional storytelling can transform the way we experience luxury mobility. Together, we've created something that is as expressive as it is functional."

Both the M9 and the Cyberster carry Gupta's Serpent Infinity motif, a recurring signature in his work associated with continuity, transformation and quiet power. The motif is realised through the same embroidery artistry, tonal layering and hand-finished detailing that defined the silhouettes on *Light Song*'s runway, lending each vehicle a sense of movement and depth that shifts with the light, much as fabric does.

Couture Edition kit for each vehicle is limited to 50 units and available exclusively through MG SELECT Experience Centres across 14 cities. Reservations open at www.mgselect.co.in. For any queries, one can reach Elite Hub at mgselect@mgmotor.co.in or call 1800 57 00 000. Deliveries begin August 10, 2026.

About JSW MG Motor India

*The Couture Editions for the M9 and Cyberster are offered as optional packs, available over and above the applicable ex-showroom price.



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 and India's first Intelligent CUV, MG Windsor.

About MG SELECT

MG SELECT is the luxury brand channel of JSW MG Motor India built on the core pillars of Innovation, Sustainability, and curated Experiences. MG SELECT aims to redefine luxury in the Indian automobile landscape. Drawing inspiration from the rich legacy at Morris Garages—renowned for its iconic designs, racing heritage and innovative spirit—MG SELECT embodies a philosophy of conscious mobility. Each offering reflects a purposeful approach to modern living, combining timeless elegance with forward-looking innovation. The maiden products being the MG M9 – The Presidential Limousine and the Cyberster – The World's Fastest MG. MG SELECT reimagines luxury automotive retail by creating elevated Experience Centres designed to foster meaningful connections and bespoke customer experiences. MG SELECT Experience Centres are available across 13 key cities in India.

Website: <https://www.mgselect.co.in>

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