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JSW MG Motor India Expands Footprint in Kerala with New Dealership in Muvattupuzha

Muvattupuzha, August 20, 2025: JSW MG Motor India, committed to enhancing accessibility to advanced automotive technologies and futuristic products, proudly inaugurated its new **3S showroom** in **Muvattupuzha, Kerala** today. Strategically located at **NH 49, Sangamo Junction, Kadathy**, this state-of-the-art facility offers **Sales, Service, and Spare parts**, catering to car buyers in and around of Muvattupuzha. Customers can enjoy an immersive experience through a **digital configurator** for personalized vehicle selection and benefit from an **in-house EV charging station**, reinforcing MG's commitment to sustainable mobility and customer convenience.

Commenting on the occasion, **Anurag Mehrotra, Managing Director, JSW MG Motor India**, said; *"We are thrilled to expand our footprint in Kerala, a key market that continues to show robust growth, particularly from Tier-2 and Tier-3 cities. To meet the rising demand from these regions, our newly launched showroom in Muvattupuzha is set to play a pivotal role in bringing MG's cutting-edge, technology-driven vehicles closer to our customers. This strategic expansion not only enhances accessibility but also underscores our unwavering commitment to delivering a seamless sales and aftersales experience, with a customer-first approach at its core."*

Speaking at the inauguration, **Nirav Modi, Dealer Principal, MG Muvattupuzha**, said; *"We are proud to collaborate with JSW MG Motor India to bring the brand closer to car buyers in Muvattupuzha. With MG's future-ready product portfolio, a strong focus on customer-centricity, and our proven expertise in sales and aftersales services, we are confident in delivering a **premium ownership experience** to customers across the region. This partnership marks a significant step in making innovative mobility solutions more accessible and reinforces our shared commitment to excellence."*

JSW MG Motor India now spans over 90% of India's geographical footprint, with a robust network of **over 543 sales and aftersales touchpoints across 270 cities**. This expansive reach is a testament to the brand's commitment to making **advanced mobility solutions** more accessible to customers nationwide.

To ensure seamless support, **service centres are strategically located within a 15-kilometre radius**, enabling **customer assistance within just 30 minutes** across most regions of India. This infrastructure reinforces JSW MG Motor India's customer-first philosophy and its dedication to delivering a superior ownership experience.



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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 and India's first Intelligent CUV, MG Windsor.

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