



MG SELECT brings New Era of Luxury in Kerala; inaugurates its Experience Centre in Kochi

- *The MG SELECT Experience Centre is designed to deliver **distinctive automotive experiences**, offering **personalised services** and showcasing an **iconic product line** that seamlessly blends **new-age luxury**, **cutting-edge innovation**, and **sustainability***
- *Situated in South Kalamassery, Kochi, this MG SELECT Experience Centre will cater to the new age luxury car enthusiasts in Kerala*
- *The brand has inaugurated 14 centres in 13 key cities across India which showcase the brand's maiden luxury models – the **MG M9 Presidential Limousine** and the **MG Cyberster- World's Fastest MG with electric scissor-doors** and **soft-top convertible roof***

Kochi, August 21, 2025: JSW MG Motor India introduces new-age automotive luxury with [MG SELECT](#), inaugurating its latest Experience Centre in Kochi. Based on the philosophy of 'Reimagining Luxury', the MG SELECT Experience Centres will offer sensorial experiences, personalised services, iconic product line blended with new age luxury, innovation, and sustainability to car enthusiasts in India.

Anurag Mehrotra, Managing Director, JSW MG Motor India, said, *"Luxury consumption in India has witnessed an extraordinary surge, reflecting a shift in consumer aspirations and lifestyle choices. With **MG SELECT**, we are not just offering cars—we are curating a transformative ownership experience that redefines what luxury means in the automotive space."*

*Kerala, with its discerning taste and progressive outlook, has consistently set benchmarks in embracing innovation and elegance. We are proud to bring MG SELECT to this vibrant state, delivering a **bespoke, technology-driven experience** that resonates deeply with the values and ambitions of our customers here."*

Inspired by the spatial elegance of contemporary art galleries, **MG SELECT Experience Centres** are crafted as immersive sanctuaries of design and emotion. Each space is sculpted with **sublime, earthy tones** and **infinite white expanses**, creating a surreal atmosphere that invites clarity, calm, and seamless flow. With a focus on exclusivity where less is more, the car takes centre stage as a piece of sculptural art immersing the car buyers.

Thomas Alex, Dealer Principal, MG SELECT Kochi, *"With our Experience Centre, we want to create a community hub for luxury car enthusiasts where every customer's lifestyle and aspirations are understood and valued. We aim to create a welcoming and enriching environment that reflects the unique preferences of Kerala's luxury market."*

Located at **Magna House, Metro Pillar No. 328, South Kalamassery**, the newly inaugurated **MG SELECT Experience Centre** in Kochi is part of a nationwide network of **14 exclusive centres across 13 key cities** in India. This flagship destination redefines luxury mobility by offering car enthusiasts a chance to engage with MG's most iconic and futuristic models on display:



MG M9 Presidential Limousine – A symbol of refined luxury, The Presidential Limousine features Presidential Seats with 16-way adjustment, eight massage settings ottoman seats, ventilation and heating; controlled by the Intelligent Arm Rest. This electric MPV offers 90-kWh NMC battery with a range of 548 km and delivers powerful performance – 245 PS of Power and 350 Nm of Torque. Launched at an introductory ex-showroom price of INR 69.90 lakhs, the MG M9 brings an unprecedented level of luxury and exclusivity making it the ultimate chauffeur-driven experience.

MG Cyberster – The MG Cyberster, the world's fastest MG, is redefining electric performance and style. With a powerful dual-motor setup delivering 503 bhp and 725 Nm of torque, the Cyberster accelerates from 0 to 100 km/h in just 3.2 seconds. Designed as a striking two-seater convertible, it combines iconic design elements—like scissor doors and LED lighting—with advanced technology and a spacious futuristic cabin. Backed by a 77kWh battery offering a claimed range of 580 km*, the Cyberster sets a new benchmark for modern electric roadsters, delivering exhilarating performance with zero emissions. With a bold statement in electric performance and design, MG Cyberster comes at ex-showroom price of ₹74.99 lakh (₹72.49 lakh for pre-bookings).

The Kochi Experience Centre invites visitors to explore these masterpieces up close, in a space that blends **art gallery aesthetics** with **automotive sophistication**—where every vehicle is showcased as a sculptural work of art.

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 continuing to stay 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, best of innovation across its business operations, and generating significant employment opportunities through extensive localization.

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.

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

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YouTube: <https://www.youtube.com/@MGSELECT>

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