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Since 1924

MG Windsor, India's Best-Selling EV, Inches Closer to 30,000* Sales Mark

Gurugram, June 11, 2025: JSW MG Motor India today announced that the MG Windsor, India's best-selling EV, has surpassed the 27,000* sales milestone in a short span of just eight months. A consistent category leader since launch, the MG Windsor has continued to demonstrate strong sales momentum nationwide, reinforcing its market leadership. The recently introduced Windsor EV PRO with a larger battery and a host of other new tech and safety features, clocked a record-breaking 8,000 bookings within 24 hours of its launch in May 2025.

In addition to metros, there is a strong demand for this intelligent CUV from emerging markets as well, with non-metros constituting almost 48% of its total sales. The MG Windsor has taken the Indian EV market by storm, capturing widespread demand and solidifying its position as a game-changer in the industry. In addition, the MG Windsor has been recognized with more than 30 awards, including the most coveted Green Car Award 2025 by iCOTY.

The MG Windsor, India's first intelligent CUV, has disrupted the EV segment and emerged as a modern marvel in the automotive industry, capturing the combined essence of comfort, style, and technology. Offered with a starting BaaS price of INR 9.99L + INR 3.9/kms+, this CUV combines the expanse of a sedan and the versatility of an SUV. The MG Windsor delivers 100 kW (136ps) of power and 200Nm of torque.

The MG Windsor features a futuristic 'AeroGlide' design, transcending the traditional concept of segmentation. Inside, the car is offered with business-class comfort that features 'Aero Lounge' seats reclining to 135 degrees, providing utmost comfort. Additionally, the massive 15.6" GRANDVIEW Touch Display on the centre console provides an intuitive driving experience.

Wholesale Figures*

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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