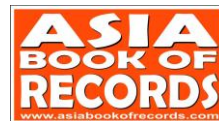




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JSW MG Motor India Celebrates Onam with Asia's biggest CarKalam

Powered by 306 MG EVs, this spectacular formation enters the Asia Book of Records

Key Highlights:

- Inspired by Pookalam, Asia's biggest CarKalam brings an innovative twist to Onam celebrations
- JSW MG Motor India becomes the first OEM to attempt and create this massive formation
- Exclusive offers under *Onam Avahanam* led to a twofold increase in volumes compared to last year
- Customers actively participated in the celebrations, reinforcing MG's strong connect in the state

Kochi, August 25, 2025: In a vibrant celebration of Kerala's iconic Onam festival, JSW MG Motor India has achieved a historic milestone by creating **Asia's largest** 'CarKalam' – a spectacular pookalam (floral rangoli) made entirely with cars. The record-breaking event, **held at Grand Hyatt Bolgatty**, featured 306 MG EVs, bringing innovation and grandeur to the heart of Kerala's festivities. This achievement entered the **Asia Book of Records**, further cementing the brand's deep-rooted commitment to Kerala's rich traditions and community spirit.

The breathtaking CarKalam was a collaborative effort of the dealer network in the State, loyal MG customers, and MG employees, blending stunning artistry and innovation with automotive excellence. The record was undertaken as part of Onam celebrations, reflecting MG's dedication to creating memorable brand experiences while honouring Kerala's cultural heritage.

Marking the Onam season, JSW MG Motor India announced exclusive festive offers across its award-winning portfolio. These included attractive cash benefits, exchange bonuses, and special financing schemes for models like MG Hector, Gloster, Astor, Comet, and ZS EV. Customers were also rewarded through the attractive offers, which contributed to a **20% surge** in showroom walk-ins during the campaign period. Overall, the response was encouraging, with the company registering **2x growth in sales** compared to the same period last year.

Commenting on the achievement, **Udit Malhotra, Head of Marketing, JSW MG Motor India**, said, "We have been seeing a fantastic response from Kerala year-on-year. Through innovative initiatives and best-in-class products, we aim to redefine mobility for discerning customers here. Our strong dealer network, commitment to sustainability, and deeply localised engagements ensure we deliver a truly premium ownership experience, now and in the future. I extend my warm wishes for a joyful and prosperous Onam to all our customers and stakeholders."

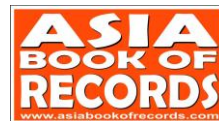
Sharing his enthusiasm, **Vivek Nair, Senior Adjudicator, Asia Book of Records**, said, "We are delighted to recognize JSW MG Motor India for setting a new benchmark with Asia's largest CarKalam in Kochi. This achievement beautifully blends cultural heritage with automotive innovation, and stands as a shining example of creativity, community engagement, and record-breaking spirit."

JSW MG Motor India's Kerala Footprint

With a network spanning over 90% of India's geographical footprint and over 543 sales and aftersales touchpoints across 270 cities, MG Motor continues to strengthen its presence in Kerala, delivering cutting-edge vehicles, robust aftersales support, and innovative brand experiences. Strategically located service



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centers provide customer assistance within just 30 minutes, ensuring peace of mind for every MG owner. The brand also recently inaugurated its MG SELECT Experience Centre in Kochi.

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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