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Since 1924

JSW MG Motor India onboards Pickleball Champion Monica Menon under Women of MG initiative

Gurugram, November 17th, 2025: JSW MG Motor India today announced its association with *pickleball player*, **Monica Menon**, underscoring the brand's growing support for emerging sports and women achievers who embody passion, precision, and progress. As one of India's fastest-growing sports, **pickleball represents agility, adaptability, and the pursuit of excellence**, values that also define the **Comet EV**. MG's smart urban electric vehicle designed for the pace of modern life. This collaboration celebrates those shared values, spotlighting the synergy between athletic performance and intelligent mobility.

Transitioning from an AITA National Tennis Champion and a 2010 Asian Games athlete to a pickleball player, **Monica Menon** has redefined perseverance and purpose. With more than 100 career podium finishes and a growing influence in promoting grassroots sports in Delhi-NCR, she represents the energy and drive of a new India, one that JSW MG Motor India is proud to champion.

Speaking on the collaboration, **Udit Malhotra, Head of Marketing, JSW MG Motor India**, said, "Pickleball captures the pulse of modern India, agile, intelligent, and always moving forward. Monica's journey reflects that same rhythm of purpose and precision. The MG Comet EV, too, reimagines urban mobility with intent, compact yet expressive, simple yet smart. Through *Women of MG*, we celebrate women who lead with conviction and redefine their paths with style and substance.

Monica Menon added, "I'm thrilled to collaborate with JSW MG Motor India, a brand that champions women and supports new-age sports like pickleball. This partnership brings together two worlds that value precision, purpose, and thoughtful performance, sports and mobility. The MG Comet EV, with its compact yet spacious design and intelligent technology, makes every journey effortless, turning everyday travel into an experience of comfort and confidence. JSW MG Motor India's commitment to supporting women and fresh ideas makes this collaboration truly meaningful."

Through such partnerships, **JSW MG Motor India** reinforces its commitment to driving meaningful change, from advancing sustainable mobility with the **MG Comet EV** to celebrating women who inspire communities to move forward with confidence and purpose.

The collaboration with Monica Menon marks another milestone in **Women of MG**. JSW MG Motor India celebrates women who drive change, both on the field and in life. From professional golfer Tvesa Malik to Khel Ratna and Arjuna Awardee Deepa Malik, Tokyo Paralympic silver medallist Bhavina Patel, and Gujarat's football trailblazers Patan Girls, MG partners with those who push boundaries and redefine possibility. Every collaboration reflects performance, precision, and the spirit of ambition.

Beyond sports, MG Motor channels the same ethos into society. Through Sewa and initiatives like Womensorship, Drive Her Back, Worth Waiting For, Perna, and MG Changemakers, the brand empowers communities and amplifies women's potential. It's a philosophy that blends purpose with lifestyle, where elegance, impact, and forward-thinking action drive every mile.



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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.

Website: <http://www.mgmotor.co.in>

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