



MG SELECT Inaugurates 12 Experience Centres across India; To Redefine Luxury Car Buying Experience

- *Feature a minimalistic design similar to an art gallery, with the cars taking centre stage*
- *Customers can now visit the Experience Centres and pre-reserve their MG Cyberster & MG M9*

Gurugram, June 17, 2025: [MG SELECT](#), the recently launched luxury brand channel of JSW MG Motor India, has announced the inauguration of 12 dealer partners across India, as part of its Phase I expansion plans. These new dealer partners will feature a space synonymous with new-age luxury and provide a superior car buying experience.

The MG SELECT Experience Centres offer unparalleled atmosphere blending sustainability, innovation and craftsmanship for its buyers. The MG SELECT showrooms will feel and look like an art gallery, with the Cyberster and M9 taking centre stage as the art. The showrooms will feature a minimalistic yet bold design with a mix of elements curated around the cars itself. These include LED screens, commissioned art and haiku quotes. The Experience Centres will also make use of augmented reality and interactive tech which customers can interact with – adding to the minimalistic and artistic look.

Customers can now walk into any of these Experience Centres to pre-reserve both, MG Cyberster - the world's fastest MG Roadster and the MG M9 - the Presidential Limousine.

Rajeev Chaba, CEO Emeritus, JSW MG Motor India, said, “*With the inauguration of the MG SELECT Experience Centres, JSW MG Motor India now brings customers one step closer to luxury. The MG SELECT dealer partners provide a unique and superior car buying experience, offering an enhanced personalised car buying experience, while redefining their car ownership journey.*”

The 12 newly inaugurated Experience Centres are located strategically across India. All dealer partners also come with extensive experience in the automotive sector, with a deep understanding of the luxury market. This enables them to handle the premium clientele and ensure an elevated experience to their customers – aligning perfectly with MG SELECT's vision for accessible luxury.

Dealer Partners for MG SELECT

	City	Dealer
1	Mumbai Region 1	Krishiv Auto
2	Mumbai Region 2	Tejpal Motors
3	Delhi	Shiva Motocorp
4	Gurgaon	Jubilant Motorworks
5	Bengaluru 1	Jubilant Motorworks
6	Bengaluru 2	Aiconic Automobiles
7	Hyderabad	Jayalakshmi Auto



8	Pune	Nova SELECT
9	Chennai	FPL Vehicles
10	Ahmedabad	Aeromark Cars
11	Kolkata	Aeromark Cars
12	Kochi	Coastal SELECT
13	Chandigarh	Krishna Motor
14	Surat	Opulent Auto

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/>

Facebook: <https://www.facebook.com/mgselectindia/>

Instagram: <https://www.instagram.com/mgselect/>

LinkedIn: <https://www.linkedin.com/company/mg-select-india/>

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

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