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JSW MG Motor India Celebrates Durga Puja 2025, Bringing Home Maa Durga's Divine Journey with Windsor Pro EV

- Windsor EV's Innovative Vehicle-to-Load (V2L) technology powered up a glowing display of 'মা এসেছে' ('**Ma Esheche**'), capturing the spirit of the festivities

Gurugram, September 30, 2025: This Durga Puja, JSW MG Motor India presents '**Ma Esheche**' (**Ma has come home**) — an immersive brand experience at the iconic *Ahiritola Jubak Brinda Sarbojonin Sarodotsab*, Kolkata, from September 26 to October 2, 2025. Inspired by the eternal presence of Ma Durga, the activation celebrates her homecoming as the heartbeat of the festival and the warmth that unites families and communities.

'Ma Esheche' reminds us of Ma's constant presence in everyday joys, helping hands, and moments of grace. Through every tradition and story, **Windsor Pro EV pays tribute to the essence of Durga Puja—where Ma's homecoming is an emotion deeply cherished by Bengal.**

Amplifying this festive spirit, India's First Intelligent CUV, the MG Windsor Pro EV—powered by its Vehicle-to-Load (V2L) capability—brings innovation straight to the pandal. The vehicle's V2L powers the illuminated 'Ma Esheche' installation—showcasing how sustainable automotive technology can seamlessly integrate into cultural celebrations while reinforcing MG's commitment to meaningful, culturally resonant experiences.

Commenting on the occasion, **Udit Malhotra, Head of Marketing, JSW MG Motor India**, said, "**Ma Esheche** is a sentiment of a goddess's return. JSW MG Motor India invites devotees and visitors to celebrate the divine journey of homecoming, where tradition meets Windsor Pro EV's technology, and every celebration is made greener and more memorable."

Festivals are about belonging, and JSW MG Motor India has embraced that spirit, from the record-setting (Asia Book of Records and India Book of Records) Onam Carkalam created with our customers, to the heartfelt Ganesh Chaturthi gesture of preparing Bappa's seat in the MG Windsor. Each celebration is a reminder of how culture and community drive our journey.

Currently, JSW MG Motor India commands approximately 35% market share in the EV segment, backed by a strong and diverse product portfolio. MG ZS EV – India's first Pure Electric Internet SUV, MG Comet – The Street-Smart Car and India's first Intelligent CUV, MG Windsor are known for their reliable range and are widely appreciated in the Indian market for their performance and overall value proposition.



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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.

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