



Varghese Jose Alukkas Becomes First Customer in Kerala to Buy Both Cyberster and MG M9

Kochi, March 11, 2026: Varghese Jose Alukkas, a noted entrepreneur and jeweller becomes the first customer to own both of MG SELECT's models in Kerala.

Facilitated by MG SELECT Coastal Kochi, the delivery marks a significant milestone for the brand in Kerala, with Alukkas becoming the first customer in the state to own both the MG Cyberster and the MG M9.

A respected name in India's jewellery industry with a strong International presence, Alukkas' decision to purchase both the MG Cyberster and the MG M9 reflects a strong vote of confidence in MG SELECT's vision of redefining luxury mobility. His association underscores the brand's appeal among discerning customers who value innovation, design, and a curated ownership experience.

The testimonial captures Alukkas' trust in the MG SELECT philosophy and highlights the seamless buying journey offered by the Coastal Kochi team. Beginning its Kerala journey with a customer of such stature reinforces MG SELECT's commitment to building long-term relationships rooted in credibility, service excellence, and shared values.

MG SELECT expressed its gratitude for the association, noting that this first customer milestone sets the tone for its growth in the region and strengthens its presence in South India's evolving luxury automotive landscape.



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 an innovative 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.

ABOUT MG SELECT

MG SELECT is the luxury brand channel of JSW MG Motor India built on the core pillars of Innovation, Sustainability, and curated Experiences. MG SELECT aims to redefine luxury in the Indian automobile landscape. Drawing inspiration from the rich legacy at Morris Garages—renowned for its iconic designs, racing heritage and innovative spirit—MG SELECT embodies a philosophy of conscious mobility. Each offering reflects a purposeful approach to modern living, combining timeless elegance with forward-looking innovation. The maiden products being the MG M9 – The Presidential Limousine and the Cyberster – The World's Fastest MG. MG SELECT reimagines luxury automotive retail by creating elevated Experience Centres designed to foster meaningful connections and bespoke customer experiences. MG SELECT Experience Centres are available across 14 key cities in India.

Website: <https://www.mgselect.co.in/>

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

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