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MG Motor India forays in to Punjab with strong footprint

Presence of four dealerships marks region as important market for upcoming HECTOR SUV

Chandigarh, Jan. 12: As part of its commitment to the Punjab market, British carmaker MG Motor India today showcased its global product line-up in Chandigarh ahead of the launch of its first SUV **HECTOR** in Q2 2019. MG Motor's global vehicles are currently on display at Elante Mall till 13th January, enabling prospective customers to witness its global product technology, quality and features.

Marking its presence into "The City Beautiful", the company has already selected its dealer partner for the region. With an overall plan to operate 100 sales and service touch points nationally ahead of the **HECTOR**'s launch, MG's first showroom in Elante Mall, Chandigarh, will be operational by May 2019. As far as the Punjab market is concerned, its showrooms will come up in the cities of Jalandhar, Ludhiana and Amritsar by the same timeframe.

"Chandigarh is among our top target markets and forms a crucial part of our 10-city tour across India where we are displaying MG Motor's Global Vehicles to demonstrate our product technology, quality & features till February. Through the product showcase, we aim to demonstrate the fundamental product and technological strengths offered by the MG brand globally. In Punjab, which forms nearly 2% of the country's passenger vehicle market, we aim to be a sizeable player in the premium SUV segment, as spacious SUVs with tall stance are preferred by customers here," said P Balendran, Executive Director, MG Motor India.

"We are happy to have partnered with Sumit Passi, one of the most prominent dealer partners in the automotive fraternity in the Chandigarh/Punjab region as well as North India. He is known for his vast experience of handling automotive dealerships across many established automotive brands in premium categories. We are confident that under his guidance and leadership, we will be able to establish a strong footing in Chandigarh," Mr. Balendran added.

MG **HECTOR** will go in to production in Q2 2019 at the company's state-of-the-art manufacturing facility in Halol, Gujarat, with an initial capacity of 80,000 units per annum. All vehicles made at the plant will be heavily



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localized and tailored to suit Indian road conditions and customer preferences as part of the Make-in-India programme. To begin with, **HECTOR** would have nearly 75% of locally sourced parts.

MG Motor India is also looking to build a future-ready organization that sets the industry benchmarks not only in terms of a young & smart work culture, but also in terms of diversity; female employees already account for 31 percent of the company's total workforce and it plans to further increase the number of women hires in the future. With a focus on three key pillars – diversity, innovation and safety, MG Motor India is in the process of building a strong base for its future operations ahead of the launch.

About MG Motor India

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 many celebrities, including the 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 more than a million loyal fans, making it by far one of the world's largest clubs for a single brand. MG has evolved into a modern, futuristic and innovative brand over the last 94 years. With plans to soon introduce its brand of vehicles in the Indian market, MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

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