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MG Motor India invites innovators to shape the future of automobiles

Start-ups and entrepreneurs to showcase disruptive ideas at IIT-Delhi

New Delhi, September 17, 2018: MG Motor India today announced that it has started taking entries on its website for the 'MG Innovation Grand Challenge' to be held at IIT-Delhi on October 12th, 2018.

Start-ups, potential entrepreneurs and innovators are being called upon to showcase their ideas around wide-ranging automotive solutions in electric vehicle technologies, telematics, cost-efficient operational models and behavioral changes that can lead to greater efficiency in the transportation system in the country. Entries for the 'MG Innovation Grand Challenge' will close on September 30th, 2018.

Shortlisted individuals or groups will receive a presentation slot at the final event to be held at IIT-Delhi. Winning entries will receive cash prizes in 5 categories - Grand Prize, Best Concept, Best Prototype, Best All Women Team and a Popular Choice Award; ranging up to INR 200,000, along with mentoring and market access.

"MG India believes that there is tremendous potential for innovation in automotive technology. As part of the ongoing MG Drives Innovation program, we aim to encourage innovators and startups from India to showcase their ideas and present path-breaking solutions. As an organization that is built upon innovation as its driving force, we are always keen to support the communities in their bid to embrace innovation and entrepreneurship in the auto-tech space," said Rajeev Chaba, President & Managing Director, MG Motor India.

Through the programme, to be held in partnership with IIT Delhi, MG Motor India aims to leverage India's vast talent pool of innovators and encourage them to develop cutting edge technologies for the future of automobiles.

Much before its first product hits the market in Q2 2019, MG Motor India has already taken various initiatives to promote innovation amongst students and start-ups in



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India. As part of its “MG Innovation Program”, launched in 2017, the company in association with TiE Delhi had shortlisted 5-startups in the auto-tech space for using their solutions in its future cars. The second programme, a Hackathon, was conducted in Vadodara, Gujarat, with students from Navrachna University. The company also recently signed an MOU with IIT Delhi to develop a solution for child safety through geo fencing in its vehicles.

Candidates interested in the MG Grand Innovation Challenge can apply on: <https://www.innovation.mgmotor.co.in/>.

About MG Motor India

MG Motor India is a fully-owned subsidiary of China’s largest carmaker SAIC Motor Corporation, which is ranked 36th in the Fortune 500 list. Founded in the UK in 1924, Morris Garages vehicles were world famous for its 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. The first of these modern MG cars will be made available to the Indian customers in the second quarter of next year.

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