

MG Motor India launches the ZS EV, the country's first pure electric internet SUV, at an inaugural price of INR 19.88 lakh

Coming with a compelling value proposition and best-in-class features, the ZS EV is a game-changing product that has redefined the Indian EV landscape

New Delhi, January 23, 2020: MG (Morris Garages) Motor India has today launched the much-awaited ZS EV, India's first pure electric internet SUV, at an inaugural price starting at INR 19.88 lakh (ex-showroom, New Delhi), for customers who have booked the car before midnight on 17th January 2020. The ZS EV Excite is now available for INR 20.88 lakh while ZS EV Exclusive is available for INR 23.58 lakh.

As part of its commitment to provide the best ownership experience, the carmaker has introduced the MG eShield, which provides privately-registered customers with a free-of-charge 5-year manufacturer warranty for unlimited kilometres on the car and 8 years/150k km warranty on the battery. It also offers round-the-clock roadside assistance (RSA) for a period of 5 years for privately-registered cars, along with 5 labour-free services. The ZS EV comes at a running cost of under INR 1 per km (calculated up to 100,000 kilometres with preventive maintenance including parts, consumables, labour and taxes and as on date electricity rates in Delhi-NCR). It also comes with maintenance packages starting at INR 7,700 for 3 years.

Apart from introducing the MG eShield, a one-stop solution for ZS EV customers, the company has also entered a strategic alliance with CarDekho.com, who would be offering a pioneering 3-50 plan, that provides assured resale value and can be availed by the customer by paying a stipulated amount at the time of purchase of ZS EV. CarDekho.com shall provide guaranteed buyback to ZS EV customers at a residual value of 50% upon completion of three years of ownership.

Speaking on the price announcement, **Rajeev Chaba, President and MD – MG Motor India**, said, "The ZS EV is a globally-successful product that operates at the intersection of an EV's sustainability, an SUV's practicality, and a sports car's performance. It comes with best-in-class features and tech capabilities at a compelling price point. We are confident that this unprecedented value proposition will incentivise more consumers across India to go electric. We will continue to strengthen the Indian EV landscape, as we offer the best of EV technology and act as the catalyst for the country's nascent EV market by providing a complete, end-to-end ecosystem."

The carmaker has secured an overwhelming response for the new-age electric SUV, receiving over 2,800 bookings in 27 days. The number of bookings received for the ZS EV outpaces the total number of EV cars sold in India in 2019. MG Motor India will begin ZS EV deliveries on January 27 across 5 cities – Delhi/NCR, Ahmedabad, Mumbai, Bangalore, and Hyderabad.

The ZS EV marks an exciting new era for the MG brand globally has already registered significant success in more than 10 international markets such as the United Kingdom, Europe, Australia, and Southeast Asia. It received more than 2,000 orders within weeks of launch in the UK & Thailand respectively. The ZS EV has achieved a Five Star Euro NCAP rating.

MG Motor India is building a 5-way EV charging ecosystem in association with domain-leading players as an enabler and catalyst for the country's EV revolution and to accelerate the adoption of eco-friendly, next-generation mobility solutions. Each ZS EV comes with an on-board cable to charge anywhere. Customers can also get an AC fast charger installed at their homes/offices, free of cost, through MG's association with Delhi-based eChargeBays. The carmaker has also partnered with Fortum Charge & Drive India to set up 10 DC 50 kW super-fast charging stations at select MG showrooms in 5 cities. Additionally, it plans to create an extended charging network across MG dealerships in select satellite cities along key routes and provide charge-on-the-go with RSA (Road Side Assistance).

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. MG has evolved into a modern, futuristic and innovative brand over the last 96 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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