



MORRIS GARAGES
Since 1924

MG Motor India to expand nationwide sales and service network; strengthens foothold in tier 3 and tier 4 cities

- *Targets 520 touchpoints overall, in 270 cities by the end of FY2024-25*
- *Focuses on enhancing brand accessibility in unchartered markets*

Gurugram, April 17, 2024: MG (Morris Garages), a British automobile brand with a 100-year-old legacy, has announced its network expansion plans in Tier 3 and Tier 4 cities and rural market across India. With the goal of enhancing accessibility and bringing the brand closer to customers, the company is set to establish 100 new touchpoints by the end of the year. Each of these dealerships will offer the latest MG models on display, digital configurators, and aftersales support, ensuring a seamless and immersive experience for customers.

Commenting on the launch, **Satinder Singh Bajwa, Chief Commercial Officer, MG Motor India Pvt. Ltd.**, said, "We are thrilled to transition into MG 2.0, the next phase of our journey in India. As we evolve with the market, it is essential for us to extend the brand's network to new territories, ensuring seamless sales and aftersales support. We are working towards introducing 100 new MG dealerships this year, tailored particularly for rural and Tier 3 and Tier 4 cities. We are excited to come closer to our customers in these new territories and providing them with the opportunity to choose and drive their favourite MG car with peace of mind. This initiative reflects our unwavering commitment to enhancing accessibility and delivering outstanding experiences to our valued customers."

MG Motor India is committed to developing advanced and futuristic products with a huge focus on offering the exceptional sales and aftersales services to its customers. With more than 380 touchpoints in 170 cities, we have established a robust footprint in the country. We currently have 85% market presence in India, with MG service centres strategically located within a 15-kilometer radius, ensuring quick assistance within just 30 minutes. As part of MG 2.0, the brand will stay focussed on strengthening its R&D, expanding manufacturing footprint through extensive localisation. and increasing its annual production capacity from the current 1,00,000 plus to up to 3,00,000 vehicles. From sales & aftersales perspective, the brand aims to attain 100% nationwide coverage and plans to have 520 touchpoints in 270 cities by end of FY2024.

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 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. MG Motor India's 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, and MG Comet – The Smart Electric Vehicle.



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