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JSW MG Motor India Collaborates with DPIIT to launch a Brand-New Season of MGDG

Key Highlights:

- 'Innovation in Automobile' is the central theme of Season 6.0 of MG Developers Program & Grant
- Applications open today; Entries close April 30, 2026
- Demo Day is scheduled for June 1, 2026
- MGDG has received over 1550 entries across its first five seasons

Gurugram, March 26, 2026: JSW MG Motor India today announced the launch of Season 6.0 of the MG Developer Program & Grant (MGDP) in collaboration with DPIIT, reaffirming its commitment to accelerating innovation and strengthening India's start-up ecosystem. Building on the successes of the previous seasons, the sixth edition of MGDG is themed on 'Innovation in Automotive' and will focus on future-ready innovations.

Season 6.0 encourages start-ups to showcase their innovations under various categories, such as Innovation in Logistics and Supply Chain, AI in Automotive, V2X Intelligence, Sustainability & Circular Economy, Innovation in Vehicle Technology, Connected Services, Innovation in EV Charging Infrastructure, and Innovation in Manufacturing. An esteemed jury panel comprising senior leaders and distinguished experts from leading corporates, academic institutions and industry bodies will evaluate the entries based on their uniqueness and real-world applicability.

Speaking on the occasion, **Anurag Mehrotra, Managing Director, JSW MG Motor India** said, *"Innovation remains the cornerstone of JSW MG Motor India's vision for India, and we remain committed to nurturing this value through multiple initiatives. This new edition of MGDG aims to empower ambitious start-ups working across new energy, autonomous, and connected mobility technologies. Together, we hope to shape a future where technology meaningfully enhances every customer's experience."*

Sanjiv Singh, Joint Secretary, DPIIT, said, *"Startup India, DPIIT is committed to supporting initiatives that foster collaboration, create opportunities for young talent and encourage India-specific innovation. We are delighted to partner with JSW MG Motor India for the new season of MGDG. This collaboration reflects our shared commitment to nurturing India's future workforce and fostering a culture of practical problem-solving."*

Selected participants will receive mentoring from JSW MG Motor India and its ecosystem partners, along with access to development support, opportunities for testing, and consideration for grant assistance at the jury's discretion. Applications for the sixth season are live from today, with the final date for submission being April 30, 2026. Shortlisted teams will be mentored ahead of Demo Day on June 1, 2026.

Launched in 2019 in partnership with MG partner companies and tech giants, the MG Developer Program & Grant aims to nurture ground-breaking solutions within the Indian urban mobility space. The program received over 1550 entries and saw 290+ teams being shortlisted in the first round across seasons 1 to 5. The teams were provided mentorship by 100+ experts, including JSW MG Motor India's leadership and its technology ecosystem partners, making it the largest mentoring program in the automotive segment. A total of 51 start-ups have already been shortlisted by MG to date as part of MGDG and Grant, and they are working on various pilot projects.

MGDP 6.0 website is live! <https://www.mgmotor.co.in/world-of-mg/events/mg-developer-program-grant-6>

Startup India Application Link: <https://www.startupindia.gov.in/content/sih/en/ams-application/accelerator-program.html?applicationId=69ae994fe4b0b7e5b72b9dd4>



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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 a smart and sustainable automotive ecosystem while staying 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, bringing the best of innovation across its business operations, and generating significant employment opportunities through extensive localisation.

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, India's first Intelligent CUV, MG Windsor, World's Fastest MG – MG Cyberster and The Presidential Limousine – MG M9.

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