



MORRIS GARAGES
Since 1924

MG Becomes the First EV Brand to Partner with Incredible India

Launches Watt's In The Wild – Season 2, featuring the MG Windsor PRO

3,000 km southern odyssey celebrates heritage, conservation and sustainable mobility from Mysuru to Kerala's Coastal Belts

Gurugram, January 14, 2026: JSW MG Motor India, in partnership with Incredible India, Ministry of Tourism, Government of India, has launched Season 2 of its acclaimed EV travel documentary series "Watt's in the Wild." This 3,000 km journey across southern India in the MG Windsor PRO showcases the benefits of sustainable mobility while celebrating cultural heritage, conservation icons, and community wisdom from Mysuru to Kerala's coastal belts.

The expedition traverses Mysuru's royal heritage and conservation, Bengaluru's urban transitions, Karnataka forests (Coorg, Chamundi Hills, Wayanad), Kerala heartland (Kannur, Thrissur, Palakkad, Kochi, Alappuzha), coastal communities (Ponnani, Kuttiyoor), and agricultural belts of rice, tea, and spice plantations. Through cinematic storytelling by creative partner *Ride The Route*, the MG Windsor PRO emerges as a quiet enabler of India's living traditions, normalizing EV infrastructure in real-world adventures while amplifying marginalized voices through this landmark government-backed channel.

Building on Season 1's historic first; MG ZS EV's ascent to Dirang Valley in Himalayan terrain, Season 2 continues proving EV capability in diverse conditions. Ongoing videos are live on the official Instagram page.

This series demonstrates the practical capabilities of the MG Windsor PRO in authentic travel experiences, from heritage destinations to artisan communities. JSW MG Motor India remains committed to strengthening the EV ecosystem through meaningful storytelling and real-world demonstrations that highlight the benefits of electric vehicles.

Watch all episodes of the season here:

- https://www.youtube.com/playlist?list=PLW_gc6BFH2TLNE2k0vIkz08oAh6fbqonv

**#MGWindsorEV #IndiasNoI SellingEV #WattsInTheWild #bestsellingev #EVSahiHai
#MGMotorIndia #MorrisgaragesIndia**

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

*certified range in a single charge



MORRIS GARAGES
Since 1924

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 and India's first Intelligent CUV, MG Windsor.

Website: <http://www.mgmotor.co.in>

Facebook: <https://www.facebook.com/MGMotorIN>

Instagram: <https://instagram.com/MGMotorIN>

Twitter: <https://twitter.com/MGMotorIn/>

LinkedIn: <https://in.linkedin.com/company/mgmotorindia>

For more information:

JSW MG Motor India: corporatecommunications@mgmotor.co.in