

MG Motor India Official Mobility Partner for Startup Mahakumbh 2024

- *Underscores commitment to nurture the upcoming innovators and entrepreneurs.*
- *Exclusive opportunity for nine startups recognised by MG Motor to present their ideas*

New Delhi, March 19, 2024: Morris Garages (MG), a British automobile brand with a 100-year-old legacy, today announced its participation in **Startup Mahakumbh**, with the theme, 'Bharat Innovates', a first-of-its-kind event bringing together the entire startup ecosystem of India including startups, investors, incubators and accelerators, and industry leaders from several sectors. MG Motor has proactively supported startups in India through its MG Developer Program and Grant (MGDP), which now in its fifth season, is focused on encouraging Artificial Intelligence (AI) in Electric Mobility by creating a pipeline of new ideas and path-breaking innovations in the country.

MG has been consistently working with tech start-ups and collaborating with them to develop applications for the automotive industry ranging from in-product innovations to customer experience. At this event, where the carmaker is only auto OEM participating, the manufacturer is providing an opportunity to nine selected startups, which have been part of various MGDP seasons and other innovation initiatives, to highlight their solutions at the dedicated MG Pavilion, Bharat Mandapam, Pragati Maidan, New Delhi.

The event is being held from March 18-20, 2024, in New Delhi, with the collaborative efforts of ASSOCHAM, Nasscom, Bootstrap Incubation & Advisory Foundation, TiE, and Indian Venture and Alternate Capital Association (IVCA). The Mahakumbh is of deep strategic relevance to India as it is being organised to enable handshakes and connect startups with a spectrum of investors such as VCs, angel investors, family offices, and HNIs- as well as potential corporate partners. It emphasises the breadth and depth of innovative ideas emerging from across the nation and aims to celebrate and foster the spirit of creativity and ingenuity within India while embracing a global perspective.

Commenting on the occasion, **Gaurav Gupta, Deputy Managing Director, MG Motor India** stated, "MG Motor has been working towards fostering innovation and driving progress in India's tech startup ecosystem. Our MG Developer Program and Grant epitomises the spirit of collaboration and innovation and has brought together the startups and industry leaders to fuel the growth of the startup community. Along the same lines, we are delighted to participate in Startup Mahakumbh that is a first-of-its-kind event bringing together the entire startup ecosystem of India including startups, investors, incubators and accelerators, and industry leaders from several sectors. MG continues to stay committed to working with tech start-ups and collaborating with them for applications in the automotive industry, ranging from in-product to customer experience."

At the Startup Mahakumbh, MG will also showcase its EV vehicles, the ZS EV – India's first pure-electric EV SUV and MG Comet – The Smart EV, the official vehicles for delegates will also underscore the company's support and commitment towards green mobility.

MG Motor India drives innovation by actively collaborating with startups, providing mentorship, and transforming concepts into reality. The company's

commitment extends to encouraging industrialisation, solidifying its role in transformative change in the automotive landscape. MGDP emphasises the facilitation of knowledge exchange among participants and think tanks and positioning India as a pivotal hub for innovation and technology.

Over the last five years, the MG Developer Program (MGDP) has provided mentorship to more than 1500 startups across diverse fields including Connected Car technology and electric mobility, in collaboration with esteemed partners such as Jio, SAP, and Exicom, among others. Through MG Motor India's facilitation, over 100 experts, including leadership figures from MG India and technology partners, have offered invaluable mentorship to these startups. Currently, around 35 promising startups have been shortlisted via the MG Developer Program and Grant, actively involved in pilot projects with the company. The carmaker's objective for this year is to assert leadership in Artificial Intelligence within the Electric Mobility sector, achieved through sustained support to the ecosystem and fostering a continuous flow of innovative concepts and narratives tailored for the Indian market.

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. 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 1,20,000 vehicles and 6,000 direct and indirect employees. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the cutting-edge 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, 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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