

JSW MG Motor bets big on MG Select brand

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Goa

JSW MG Motor India said it is betting big on its newly established luxury car chain 'MG Select' which would play a key role in driving profitable growth and contribute significant volumes to the company's overall sales.

The company is launching its first product under the MG Select brand, M9, an all-electric premium limousine on July 10, to tap the higher penetration of electric vehicles in the fast growing luxury cars segment. MG Select will only retail premium new energy vehicles (NEVs).

"We are embarking on a bold journey into the luxury segment, driven by the rapid growth in the luxury automobile segment. We will open 14 showrooms of MG Select to start with and then expand further," Anurag Mehrotra, Managing Director, JSW MG Motor India, said. MG Select outlets will be opened in Delhi-NCR, Mumbai, Kolkata, Pune, Thane, Bengaluru, Surat and Ahmedabad, among others.

Mehrotra said the luxury segment in India is growing at a much faster pace than the mass market vehicles, and the company is targeting tech-savvy new-age customers who are brand-agnostic but looking for luxury



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vehicles, with new technologies at an affordable price.

"This is where commitment to new energy vehicles meets our core philosophy of ensuring distinct experiences every time. MG is known for technology, and we are providing everything that a tech-savvy customer wants in a car," he said.

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He said the company's next launch under MG Select will be the 'World's Fastest MG', Cyberster, an electric sports car. Asked about the significance of MG Select, he said, "As MG Select vehicle ticket size is bigger, it will definitely help us in driving profitable growth..."

"EV penetration in the luxury car segment is growing faster, already crossing 70 per cent of the company's overall sales," he added.

The reporter is in Goa at the invitation of MG Motor India