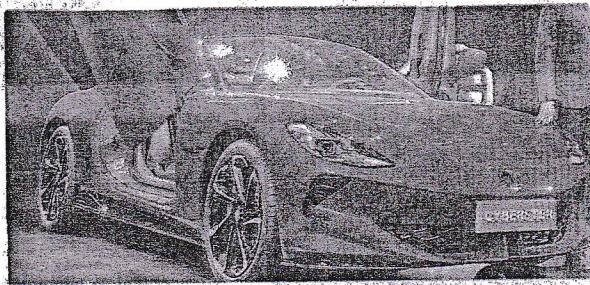


MG Cyberster will bring new romance on Indian roads, says CGO Gaurav Gupta

S Ronendra Singh
New Delhi

JSW MG Motor India on Monday said that with more people buying luxury items, including cars, the company's upcoming electric sports car — Cyberster — “will bring in new romance on the roads which is much required in India right now”.

“Products like this create disruption in the market. Many of us have seen these cars on screens — in Bollywood or Hollywood — in our younger days... we all have desired to have such sports cars in our driveway. That is what MG Cyberster will



RED-Y TO ROAD. Drawing inspiration from the MG MGB Roadster of the 1960s, the Cyberster has a bold new standard for modern roadsters, says Gaurav Gupta REUTERS

bring to life... it will bring in a new romance on the roads,” Gaurav Gupta, Chief Growth Officer, JSW MG Motor India, told *businessline*.

Gupta said that they have requests coming in from

youngsters of different demographic profiles, to have this ‘dream fulfilled’.

Drawing inspiration from the iconic MG MGB Roadster of the 1960s, the Cyberster brings a bold new standard

for modern roadsters, seamlessly blending elegance, sportiness and innovation, he said. It will be the first of the four models to be launched for ‘MG Select’, the company’s luxury car channel, in the next two years. Gupta said the first two models (including Cyberster) will be launched by March 2025.

JSW MG Motor will be opening 12 experience centres in the next few months to sell these cars. He added that the Cyberster will be imported as completely knocked down units and assembled in its Halol (Gujarat) plant. The fully electric Cyberster is slated to be priced around ₹65-70 lakh.