

JSW MG Motor India to provide accessible luxury experience with 'MG Select': Chief Growth Officer

S Ronendra Singh
New Delhi

JSW MG Motor India, which recently announced its entry into the luxury cars segment with 'MG Select', said it would provide accessible luxury experience to its customers.

"Our approach of accessible luxury will not only play to the price point, but also the overall package itself. So, the way we brought in battery as a service in Windsor (electric car), similarly, the product, entire ownership package, experience, curation of the individualised, discerning, exclusive experience will be there. This will help us to redefine luxury. We want to create a new benchmark of luxury market," Gaurav Gupta, Chief Growth Officer, JSW MG Motor India, told *businessline*.



WAY FORWARD. Apart from Windsor, JSW MG Motor India has introduced battery as a service on Comet and ZS EV

The company will launch its first luxury car in the first quarter of next year (by March 2025), another within 2025, and in the next two years, it plans to launch four cars including sedans.

"We will have products based on new energy vehicles — plug-in hybrids, electric and hybrids — and it will have various body styles like SUV, sedans, etc.

The first year, we want to

target 12 cities. "These will be standalone centres and then we will expand more as we go along," he said.

By having MG Select as its way forward for luxury channel, it takes advantage of the existing base (of MG customers) and will also help consumers get an additional option to have a wider choice of new-age cars coming in. So, for the new-age Indian customer looking for personalised, curated, exclusive luxury experience, this will be the answer, Gupta explained.

THE BAAS APPROACH

Meanwhile, speaking about EVs, Gupta said that while the government has been very encouraging by helping a lot on the taxation aspect, and some State governments deciding to waive off local charges for registration, the approach of battery-as-a-service (BaaS) is actually en-

compassing all terms of encouraging people to move towards EV.

"This is about bringing the cost of acquisition lower...it is to help address the issue of acquisition price.

"So while lithium, etc is bringing the price of battery down, still the delta remain and hence when battery-as-a-service has been introduced by MG, we are almost equating the ICE to EV as a car and bringing down running cost/ acquisition cost," he said, adding that these only will encourage EV adoption.

Apart from Windsor, the company has introduced the BaaS on Comet and ZS EV. While the Comet starts at ₹4.99 lakh + battery rental at ₹2.5/km, the MG ZS EV starts at ₹13.99 lakh + battery rental at ₹4.5/km, plus 60 per cent assured buyback after three years on all vehicles.