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From MG, with Care: MG Motor India to sanitise cars of its customers' parents at their home free of cost

Gurugram, July 9, 2020: MG Motor India today announced the launch of 'MG SEWA - Parents First' initiative. As a part of the program, the automaker will sanitise the cars owned by the parents of the MG car owners. The sanitisation will be free of cost irrespective of the parents' car brand.

The initiative will be supported by MG's nationwide dealership network for providing a safe and sanitised driving experience to the elderly. The sanitisation process will include high touch-point areas including seats, along with the eco-friendly 'dry wash' to ensure the car cabins are safe and free of any contamination.

'MG SEWA - Parents First' initiative aims to pay homage to the elderly, by making it a memorable experience for them. The sanitisation program will be conducted throughout July and August 2020.

About MG SEWA

MG Motor India considers community and environment as important stakeholders in its business and has undertaken many initiatives under MG SEWA and Sustainability across functional teams.

MG SEWA is an umbrella platform to serve immediate communities with whom the company interacts, especially in Vadodara, Halol, and Gurgaon. Under the Program, the carmaker started supporting the education of girl students in 2019, and more than 60,000 girls have benefitted from it so far. Other initiatives under MG SEWA include skilling unemployed women to make masks, educating 100 teachers and more than 4 Lakh children on road safety in Gurgaon, and sanitising 4,000 police cars. Furthermore, MG has also facilitated enhanced production of ventilators by providing technological and infrastructure support to an MSME player, Max Ventilator, at Vadodara. The production has been ramped up to 4 times in the last 2 months. Recently, the carmaker provided more than 100 Hector cars to frontline workers and donated Hector Ambulances as part of the same. The company has been at the forefront to ensure that migrant labourers received food during the nationwide lockdown.

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 by far one of the world's largest clubs for a car brand. MG has evolved into a modern,



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futuristic and innovative brand over the last 96 years. MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat. With diversity as one of its core pillars, MG Motor India has a women contribution of 31% in its workforce, which is the highest in the automotive space.

More information can be found at <https://www.mgmotor.co.in/mg-sewa>.